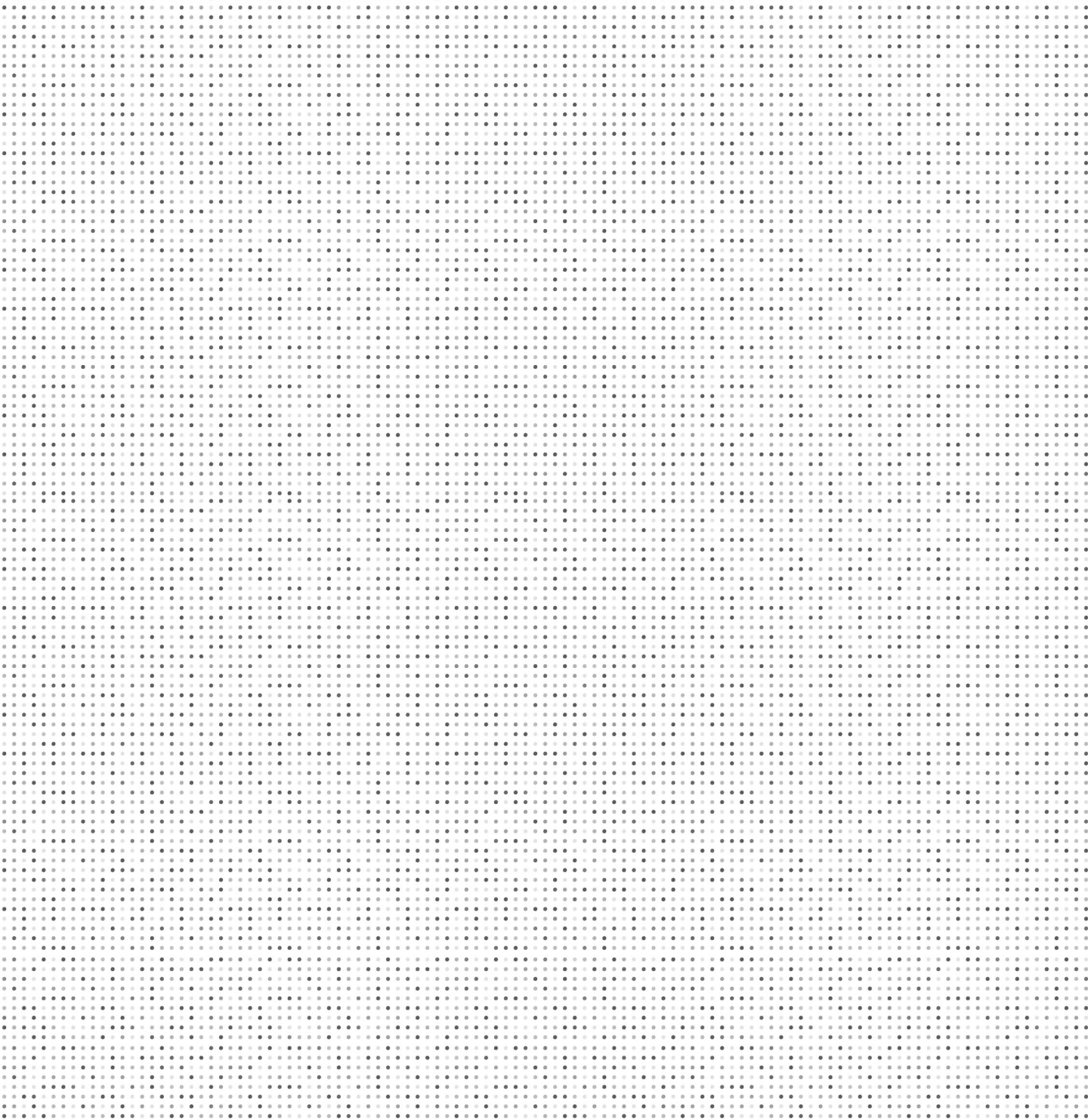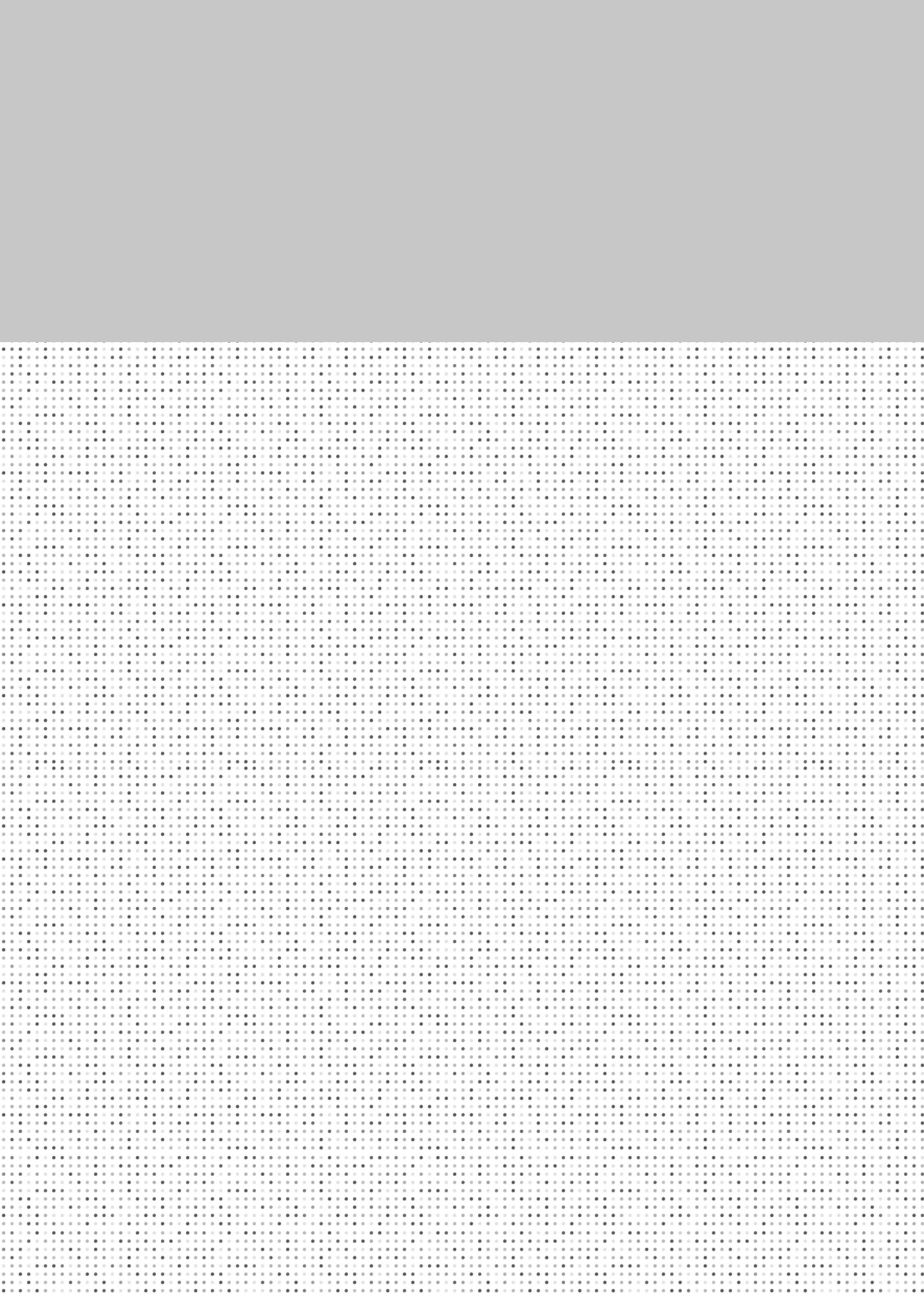# Marketing Management

APPROACH FOR DEVELOPING INCENTIVE IN KHON KAEN UNIVERSITY AREA TO PURCHASE FASHION GOODS ONLINE OF T-SHIRT SHOP

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Abstract

Internet users are growing rapidly and the Internet is another channel for growing the sales revenue of the T-shirt Shop which currently only has one physical store front. The / objectives of this study are to investigate the approach to motivating the purchase of fashionable products of T-shirt shop online of Khon Kaen University students, and to determine the effective way to sell such products. The result indicated that the target group of online purchase were Facebook users, and emotion was considered the factor toward the purchase at the highest level. The overall industrial situation analysis and the internal status analysis were used to define the weakpoints, opportunities, and obstacles, and to identify the two approaches to motivating the purchase of T-shirt shop's products online. They were 1) focusing on Facebook users and creating a facebook fanpage to accommodate photos and details of the products and the shop, and the purchasing instructions. The first product available was T-shirts, and 2) creating three projects to stimulate the motivation of purchasing products, which are the quick response, confidence building, and customer relation improving.

Introduction

The Internet is a highly popular technology and many related developments that followed has helped integrate the Internet into our daily lives. According to the study of Internet users in Thailand in 2014, the rising number of Internet users has triggered the creation of a variety of websites that cater to different user groups. They facilitate the exchange of information, data, and ease communication between all users. This fluent exchange of ideas gave rise to online communities -- most commonly known today as social networks. Social networks have gained massive popularity in recent years, providing new channels for sellers to reach buyers. These mediums enable buyers to generate their own content and on the other hand allow businesses new channels of opportunity to grow their businesses.[1]

Social media generated from these online networks creates many voices and opinions, mainly due to the diverse topics that users are interested in across the online communities. It is a more and more competitive landscape for sellers to reach their potential buyers. Potential buyers are also hesitant to purchase a product via a social network. Online users' interest in purchasing a product follows a process that includes weighing the need of buying a product and evaluating available alternatives on the market. This is a process which sellers should be well aware of in order to understand how to motivate a user to purchase their product. Sellers are also expected to provide relevant and complete information on their products while presenting clear motives for potential buyers to realize their needs.

Internet users are growing rapidly and the Internet is another channel for growing the sales revenue of the T-shirt Shop which currently only has one physical store front. This study suggests that selling fashion products online will be a new potentially successful channel for the T-shirt Shop. However, the online sales process is driven by different purchasing behaviors and motives from the buyers. It is necessary to formulate a process or plan that factors in a variety of motives in order to conduct sales via social networks. This study aims to provide interested parties a usable and useful methodology for selling online.

Objectives

1.   Study purchasing behaviors and motives of potential buyers of T-shirt shop's online fashion products within close proximity of KhonKaen University.
2.   Present recommendation on the plan to conduct online sales for the T-shirt shop.

Methodology

Study purchasing behaviors and motives of potential buyers.

The study conducted in using our first methodology, this study is conducted through survey research method. In our data keeping from potential consumers in close proximity to the KhonKaen University, we have decided to include representation from both genders. We were able to give out and obtain responses for 400 copies of a standardized questionnaire which we evaluated. Our choice of sampling was convenience sampling, a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity

to the researcher. In this study, our 400 respondents were chosen through simple random sampling of social media users in KhonKaen University. The procedure of conducting this study is as following: 1) Research relevant and existing research papers and theories on this topic to create the questionnaire. 2) Collect information derived from research to set up a hypothesis in creating this questionnaire. 3) Draft close-ended questions that limit respondents with a list of answers; these questions ask respondents to rate a statement on a five level scale about its importance in the respondent's purchasing behavior. Answers range from most likely to least likely. 4) Create questionnaire to study the purchasing behavior and motives of purchasing fashion products online. 5) Evaluate findings. 6) Elicit recommendations and suggestions from experts for evaluation of questionnaire on its objectivity, accuracy, and correctness. 7) Edit and complete questionnaires for usage.

The sampling size of 400 respondents are chosen through convenience sampling. Our sampled respondents are social media users in the KhonKaenUniversity, they were given the questionnaire as a method of collecting data on the topic of understanding purchasing behavior and motives for purchasing fashion online products of the T-shirt shop. The questionnaire is divided into two sections as the following:

This section of the questionnaire asks for basic information of the respondent by using close-ended questions.There are eight total questions which are dichotomous or multichotomous questions.

The second part of the questionnaire contains questions regarding the respondent's purchasing behavior and motives in purchasing online fashion products from the T-shirt Shop. The questions aim to understand the purchasing behavior through the five following factors: 1) Logical motives 2) emotional motives 3) word of mouth 4) purchase decision and 5) promotions.[2]

The questionnaire uses the Likert Scale format in which responses are scored along a range. Each Likert Scale question has five choices on the interval scale and each qualitative answer is given an empirical representation. The answers are evaluated by obtaining averages of each choice. [3]

Present recommendation on the plan to conduct online sales for the T-shirt Shop.

Use research findings through the questionnaire to formulate a recommendation for the T-shirt Shop's plan to conduct sales online. The recommendation is supported by SWOT Analysis, PEST analysis, and insights from the responses of the questionnaires.

Results of the study

Data collected concludes that the majority of respondents are female at 70.5%. 60% of the respondents are between the ages 20 to 30. Respondents who answered that they have obtained a Bachelor's Degree or higher is 60.3%. 75% of respondents declare that they are students and 67.2% of all respondents earn less than 15,000 THB per month.

In our questions regarding social network usage, we discovered that Facebook is the most popular social network among the respondents with 99.8% declaring it's their online

community of choice. 44.8% of the respondents answered that they spend more than eight hours a day using social networks. 45.5% of respondents state that the product they purchase online has reasonable price. Most respondents answered that they frequently access social networks, 92.7% of them access the networks more than 10 times per week. 61.3% of respondents choose to purchase fashion t-shirts via online channels.

From the received responses, the finding shows that logic-based motives for purchasing online fashion goods from the T-shirt Shop is at the medium level. The following data breaks down the responses we received for the questions regarding the respondent's logical motives in their buying process. Each statement was rated on its importance in the respondent's purchasing behavior sorted from most important to least important.

Information regarding the product in the online community such as feedback from other buyers or the number of likes or following the the particular product. (Average 3.64)

Objective and unbiased information about the product in detail such as its usage methods and benefits. (Average 3.63)

Promotional information of the products that are attractive such as price reduction, buy one get one deals, or freebies. (Average 3.61)

Respondent has been a follower of the product or business through social networks. (Average 3.51)

Sellers who sell their products online via Instagram are trustworthy. (Average 3.40)

Having confidence in sellers who conduct business through social networks. (Average 3.34)

Having confidence in the accuracy of information presented about the seller. (Average 3.32)

Sellers who sell their products online via Facebook are trustworthy. (Average 3.16)

Sellers who sell their products online via Line are trustworthy. (Average 2.22)

From the received responses, the finding shows that emotional-based motives for purchasing online fashion goods from the T-shirt Shop is at the highest level. The following data breaks down the responses we received for the questions regarding the respondent's emotional motives in their buying process. Each statement was rated on its importance in the respondent's purchasing behavior sorted from most important to least important.

Imagery and copy associated with the product instills a need to own the product. (Average 3.58)

The ability to purchase the same product at the cheaper price from a seller online. (Average 3.54)

Online events create a sense of belonging and helps familiarize with the product. (Average 3.38)

The impact of word of mouth as a factor in purchasing behavior of potential buyers of fashion online products from the T-shirt Shop in KhonKaen University is at the medium level. Below are our findings sorted from most important to least important.

Recommended through word of mouth about a popular seller on Facebook. (Average 3.53)

Recommended through word of mouth about a popular seller on Instagram. (Average 3.51)

Recommended through word of mouth about a product from an online seller than suits your needs. (Average 3.20)

Recommended through word of mouth about a popular seller on Line. (Average 2.13)

The decision factor in purchasing behavior of potential buyers of fashion online products from the T-shirt Shop in KhonKaen University is at the medium level. Below are our findings sorted from most important to least important.

Deciding to purchase based on the price point of a product needed. (Average 3.44)

Deciding to purchase based on the product's brand name and manufacturer. (Average 3.44)

Deciding to purchase based on the convenience in obtaining the product. (Average 3.43)

Deciding to purchase based on the product's features and specifications. (Average 3.40)

Deciding to purchase based on a good relationship with the seller of the product. (Average 3.37)

Deciding to purchase based on promotions such as price reduction, free gifts, or other perks. (Average 3.30)

Deciding to purchase based on a friend's recommendation. (Average 3.30)

The finding also shows that motives driven by promotion for purchasing online fashion goods from the T-shirt Shop is at the medium level. Each statement was rated on its importance in the respondent's purchasing behavior sorted from most important to least important.

Buy two get one free t-shirt promotion. (Average 3.26)

Write a review for the product to redeem 10% discount on purchase. (Average 3.22)

Activities and events with rewards and prizes. (Average 3.08)

Due to the constantly changing politics, economics, social, and technological factors, the analysis of external macro-environment is difficult to control. The political and legal analysis indicates a positive landscape since the enactment of the Act of Direct Sales and Direct Marketing since 2002. The law requires all the sellers, including those conducting business online, to register with the Office of Consumer Protection. This requirement validates the online sellers who in effect gain better reliability and trust.

The economy is facing a positive outlook largely thanks to the strong support from organizations within the government and private sectors. From a societal perspective, there are many ways this is unique and positive impact. For instance, KhonKaen University is filled with teen and working class buyers with enough purchasing power. With the growing penetration of smartphones, it also indicates a positive movement in the technology aspect. Technology is growing rapidly and has generated healthy competition is driving effectiveness and quality for the end buyers. The environment is a factor where we see improvements, conducting businesses online reduces environmental risks and accidentals that may arise. In the event of data loss in a

local server, there are still chances of recovering data.

This study also conducted analysis on the business's strength, weakness, opportunities, and weaknesses.

Focusing on using Facebook as a tool to present the information about the product for Facebook users.

Super quick response to recommend products of the store to generate interest and desire to purchase products.

Build confidence in order to earn buyers' trust in deciding to purchase and have confidence that they will receive the products purchased.

Build relationships with buyers so they can be involved in expressing their opinions, which in effect would increase sales revenue for the store and generate word of mouth.

By conducting the external analysis of the business and its internal assessment of strengths, weaknesses, opportunities, and threats, we combined the analysis with our findings from the questionnaire to conclude the study to propose two recommendations for the T-shirt Shop to conduct online sales to sell its fashion products.

Focusing on Facebook as a priority then create Fan page on Facebook to display product imagery, details and information on procurement. T-shirts will be the first product launched in the online store.

There are three ways to motivate buying in fashion online store via social networks: quick response, confidence building, and customer relation improving.

Suggestions

Carefully learn and plan a viable online marketing strategy and implement promotions for the online channel. Develop a mobile application as well as create the website to cater for the smartphone viewing.

Acknowledgement

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