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# SERVICE MARKETING MIX AND ADVERTISING ON TIKTOK INFLUENCING DECISION TO PURCHASE FASHION CLOTHES THROUGH TIKTOK APPLICATION AMONG CONSUMERS IN BANGKOK

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## ABSTRACT

The objectives of this research were to study factors in the service marketing mix that influenced on the decision to purchase fashion clothes through TikTok application, and to study the relationship between advertising on TikTok and the decision to purchase fashion clothes through TikTok application. This research employed quantitative surveys and questionnaire was designed and used to collect data. The sample consisted of 400 consumers who had previously purchased or were interested in fashion clothing through TikTok application and live in Bangkok. Data analysis was performed using descriptive statistics, correlation and regression analysis. The results revealed that different levels of education and average monthly income had different effects on the decision to purchase fashion clothes, while different gender, age, and occupational status had different effects on the decision to purchase fashion clothes through TikTok application with significantly different at the 0.05 level. In addition, the results found that the service marketing mix factors in terms of physical characteristics, process, and marketing promotion significantly influenced the decision to purchase fashion clothes through TikTok application at the 0.05 level. Moreover, advertising on TikTok was significantly related to the decision to purchase fashion clothes through the TikTok application at the 0.01 level.

**Keywords:** Advertising, Fashion clothes, Service marketing mix, TikTok application

## INTRODUCTION

In the fast-paced world of fashion retail, businesses are constantly seeking innovative ways to connect with consumers and influence their purchasing decisions. With the rise of social media platforms, particularly TikTok, a new avenue has emerged for marketers to engage with their target audience in creative and impactful ways [1]. In the bustling metropolis of Bangkok, where fashion trends are constantly evolving and consumer preferences are diverse, the intersection of service marketing principles and digital advertising channels presents a unique opportunity for fashion retailers to influence purchasing decisions [2].

Fashion is inherently visual, making TikTok an ideal platform for fashion retailers to showcase their latest collections and trends. With its user-friendly interface and expansive reach, TikTok has become a powerful tool for influencing consumers' purchasing decisions in the realm of fashion. Through strategic advertising campaigns and collaborations with influencers, brands can effectively leverage TikTok to drive traffic to their online stores and increase sales [3].

The Service Marketing Mix, a strategic framework encompassing seven key elements - Product, Price, Place, Promotion, People, Process, and Physical Evidence [4] - serves as the foundation for crafting effective marketing strategies tailored to service-based industries.

Within the realm of fashion retail, these principles play a pivotal role in shaping the overall customer experience, influencing brand perception, and driving purchasing behavior [5][6].

In parallel, the emergence of TikTok as a dominant force in the realm of social media has revolutionized the way fashion brands engage with consumers. With its immersive short-form video format, algorithm-driven content recommendation system, and vast user base, TikTok has become a powerful platform for showcasing products, fostering brand awareness, and influencing consumer behavior [3]. TikTok has swiftly emerged as a dominant force in the realm of social media, boasting millions of active users worldwide. Its unique format of short-form video content, coupled with sophisticated algorithms, has made it an ideal platform for businesses to showcase their products and services. Through engaging and visually captivating content, brands can connect with their target audience on a more personal level, fostering a sense of authenticity and trust [7].

In the vibrant consumer market of Bangkok, where social media usage is widespread and fashion trends are highly influential, understanding the interplay between the Service Marketing Mix and advertising on TikTok is essential for fashion retailers seeking to thrive in this competitive landscape [4]. By harnessing the principles of service marketing and leveraging the reach and engagement potential of TikTok, fashion brands can effectively connect with consumers, drive brand affinity, and ultimately influence their decisions to purchase fashion clothes through the TikTok application [8].

In summary, conducting research on the influence of the Service Marketing Mix and TikTok advertising on fashion purchases in Bangkok is guided by the principles of understanding consumer behavior, informing strategic decision-making, gaining a competitive advantage, adapting to digital shifts, enhancing customer experience, and building brand loyalty. Through comprehensive research into the influence of the Service Marketing Mix and TikTok advertising on fashion purchases among consumers in Bangkok, this study aims to provide valuable insights that can inform strategic decision-making, drive business growth, and foster long-term success in the dynamic and ever-evolving fashion retail industry.

## OBJECTIVE

1. To study consumers with demographic characteristics affecting the decision to purchase fashion clothes through the Tiktok application among consumers in Bangkok.
2. To study factors in the service marketing mix that affects the decision-making behavior of purchasing fashion clothes through the Tiktok application among consumers in Bangkok.
3. To study the relationship between advertising with the decision to purchase fashion clothes via the Tiktok application among consumers in Bangkok.

## METHODOLOGY

This study will adopt a quantitative research design, employing surveys to collect data from consumers in Bangkok. Surveys allow for the efficient collection of large-scale data, enabling researchers to analyze trends and patterns in consumer behavior.

### ***Sampling Technique:***

The sampling technique will be stratified random sampling. The population of interest, consumers in Bangkok, will be divided into homogeneous groups (e.g., age, gender, income level), and random samples will be drawn from each stratum to ensure representation across various demographic segments.

***Measurement Instruments:***

The survey questionnaire will include both closed-ended and Likert scale questions. Closed-ended questions will capture demographic information (e.g., age, gender, income), while Likert scale items will assess respondents' agreement levels with statements related to service quality, advertising effectiveness, and purchasing behavior.

***Data Collection:***

Data will be collected through structured online surveys distributed to respondents via social media platforms, including TikTok, as well as email lists and online forums. The survey questionnaire will be designed to gather information on respondents' perceptions of the Service Marketing Mix elements (Product, Price, Place, Promotion, People, Process, Physical Evidence), their engagement with fashion-related content on TikTok, and the influence of TikTok advertising on their purchasing decisions.

***Data Analysis:***

Quantitative data analysis techniques, such as descriptive statistics, correlation analysis, and regression analysis, will be employed to analyze the survey data. Descriptive statistics will summarize respondents' demographic characteristics and perceptions of the Service Marketing Mix elements. Correlation analysis will examine the relationships between variables, while regression analysis will identify the extent to which advertising on TikTok influences consumers' decisions to purchase fashion clothes.

By employing a robust research methodology, this study aims to provide valuable insights into the role of the Service Marketing Mix and TikTok advertising in influencing consumers' purchasing decisions in the fashion retail sector in Bangkok.

## **RESULTS**

The demographic characteristics of the sample found that the majority of respondents were female, aged 21 - 30 years, single status, and education level was at the bachelor's level. Occupation was a private company employee and has an average monthly income between 15,000-30,000 baht. The study on the influence of the Service Marketing Mix and advertising on TikTok in shaping consumers' decisions to purchase fashion clothes through the TikTok application among consumers in Bangkok yielded significant findings. The key results were as following.

***Demographic Variations:***

The results found that different levels of education and average monthly income had different effects on the decision to purchase fashion clothes, while different gender, age, and occupational status had different effects on the decision to purchase fashion clothes through Tiktok application with significantly different at the 0.05 level. Levels of education and average monthly income were significant predictors of consumer behavior on TikTok, with higher-income and more educated individuals showing greater propensity to make fashion purchases through the platform. The results of the analysis show the statistical values as shown from Table 1.

**Table 1** Demographic characteristics affecting the decision to purchase fashion clothes through the Tiktok application among consumers in Bangkok

Demographic characteristics	T	Sig.	F	Sig.
Gender	.593	.554		
Age			1.189	.314
Status			.382	.683
Levels of education			4.962	.015*
Occupation			.529	.754
Average monthly income			3.995	.003**

\* Significant level at .05, \*\* Significant level at .01

***Influencing of Service Marketing Mix on Consumers' Decisions to Purchase:***

The results found that the service marketing mix factors in terms of physical characteristics, process, and marketing promotion significantly influenced the decision to purchase fashion clothes through Tiktok application at the 0.05 level. TikTok advertising was highly effective in capturing consumers' attention and generating interest in fashion brands and products, with creative and engaging content resonating well among respondents. In addition, smooth and hassle-free purchasing processes, including secure payment options and reliable delivery services, were essential for ensuring a positive shopping experience on TikTok. Moreover, physical evidence such as visual elements such as product images, videos, and user-generated content contributed to the overall credibility and appeal of fashion brands on TikTok. The results of the regression analysis shown the statistical values as shown from Table 2.

**Table 2** Service marketing mix influencing to purchase fashion clothes through the Tiktok application among consumers in Bangkok

Service marketing mix	B	SE	t	Sig.
Constant	1.825	.170	10.753	.000**
Product	.095	.134	1.513	0.112
Price	.107	.123	1.654	.096
Place	.075	.091	1.152	.153
Promotion	.117	.046	2.537	.012*
People	.092	.098	1.425	.134
Process	.139	.051	2.707	.007**
Physical evidence	.144	.059	2.449	.015*

\* Significant level at .05, \*\* Significant level at .01

***Relationship between advertising on Tiktok with the decision to purchase:***

The results of the research found that advertising through Tiktok consists of creating understanding, creating stimulation, creating pride, creating memories, and creating motivation were significantly related to the decision to purchase fashion clothes through the Tiktok application at the 0.01 level. TikTok advertising was found to have a significant relationship on consumers' purchasing decisions, with a majority of respondents reporting that they had been inspired to buy fashion clothes after seeing advertisements on the platform. Engaging and authentic content, such as user-generated reviews and behind-the-scenes footage, was particularly effective in driving purchase intent and brand loyalty. In addition, social proof in the form of likes, comments, and shares on TikTok content reinforced consumers' confidence in their purchasing decisions, further amplifying the influence of advertising on the platform. The results of the correlation analysis shown the statistical values as shown from Table 3.

**Table 3** Service marketing mix influencing to purchase fashion clothes through the Tiktok application among consumers in Bangkok

Advertising on Tiktok	Correlation coefficient
Creating understanding	.425**
Creating stimulation	.514**
Creating pride	.367**
Creating memories	.503**
Creating motivation	.654**

\* Significant level at .05, \*\* Significant level at .01

## CONCLUSION AND FUTURE WORK

The research on the influence of the Service Marketing Mix and advertising on TikTok in shaping consumers' decisions to purchase fashion clothes through the TikTok application among consumers in Bangkok provides valuable insights into the dynamic landscape of fashion retail marketing in the digital age [9]. Through an analysis of consumer perceptions, purchasing behavior, and demographic variations, several key conclusions can be drawn:

*Demographic Considerations:* Understanding the demographic nuances of the target audience, including age, gender, income level, and education level, is essential for tailoring TikTok advertising strategies and maximizing their effectiveness in driving fashion purchases among consumers in Bangkok.

*Relevance of the Service Marketing Mix:* The elements of the Service Marketing Mix, including product quality, pricing strategies, promotional efforts, and customer service processes, remain crucial in shaping the overall consumer experience in fashion retail, even within the digital realm of TikTok.

*Power of TikTok Advertising:* TikTok advertising has emerged as a powerful tool for fashion retailers to engage with consumers and drive purchasing decisions. Creative and authentic content, combined with strategic targeting and collaboration with influencers, can significantly enhance brand visibility and influence consumer behavior on the platform.

*Importance of Consumer Engagement:* Engaging storytelling, user-generated content, and social proof play a vital role in capturing consumers' attention and fostering brand loyalty on TikTok. Fashion retailers must prioritize building genuine connections with their audience and providing compelling reasons for consumers to choose their products over competitors'.

*Continuous Adaptation:* The dynamic nature of TikTok and consumer preferences necessitates continuous monitoring, adaptation, and innovation in marketing strategies. Fashion retailers must remain agile and responsive to changes in consumer behavior, platform algorithms, and market trends to stay ahead of the competition.

In conclusion, the convergence of the Service Marketing Mix principles and TikTok advertising presents an unprecedented opportunity for fashion retailers to connect with consumers in Bangkok and beyond. By leveraging the power of engaging content, influencer partnerships, and personalized experiences on TikTok, fashion brands can create meaningful connections with their audience, drive purchase intent, and foster long-term brand loyalty in the vibrant and rapidly evolving landscape of fashion retail.

While the current study provides valuable insights into the influence of the service marketing mix and advertising on TikTok in shaping consumers' decisions to purchase fashion clothes through the TikTok application among consumers in Bangkok, several avenues for future research can be explored to further deepen our understanding of this dynamic phenomenon such as complement quantitative findings from focus groups, interviews, or ethnographic studies, extend the research to include cross-cultural comparisons between

consumers in Bangkok and other urban centers, as well as, conduct in-depth consumer segmentation analysis to identify distinct consumer segments based on demographics, psychographics, and behavioral characteristics.

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