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Service Marketing Mix and Influencer Characteristics Influencing Online Fashion Purchase Decisions in Bangkok Metropolitan Area

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Abstract

The unprecedented rise of e-commerce has altered the way Thai consumers approach fashion consumption. This study investigates how elements of the Service marketing mix (7Ps), and influencer characteristics collectively shape purchase decisions in Bangkok metropolitan fashion market. A quantitative survey of 400 respondents, all of whom had experience purchasing apparel via TikTok Shop, Shopee, or Lazada, was conducted. Data were analyzed using Descriptive Statistics, Independents Sample t-test, One Way ANOVA and Multiple Regression Analysis.

The results showed that the majority of respondents were female, aged 18 to 25 years, with moderate income levels, and regularly purchased fashion products online via social media platforms. The findings revealed that age and income significantly affected purchase behavior, with younger consumers and those with moderate incomes exhibiting higher purchase intentions than other groups. Moreover, regarding the marketing mix, product quality, efficiency of the purchasing process, and physical evidence significantly influenced consumer purchase decisions. In terms of influencer attributes, credibility and expertise were identified as key factors influencing consumer trust and purchase confidence. These findings highlight the importance of product reliability, seamless purchasing processes, effective digital presentation, and strategies that foster consumer trust and leverage demographic targeting to enhance consumer confidence and competitiveness in the fashion e-commerce sector.

Keywords: Service Marketing Mix, Influencer Characteristics, Online Fashion, Purchase Decisions

1. Introduction

1.1 Principles and Rationale

Thailand's fashion e-commerce industry has expanded rapidly, reshaping consumer expectations and redefining retail structures. Platforms such as Shopee, Lazada, and TikTok Shop have become deeply integrated into everyday shopping habits, offering consumers convenience, competitive pricing, and a wide variety of fashion products (ETDA, 2024). For many shoppers, however, clothing is not simply a functional purchase; it represents individuality, lifestyle, and cultural belonging (Kotler & Keller, 2016).

The accelerating digitalization of Thai society has further amplified the role of social media in shaping consumer behavior. Among younger generations—particularly Generation Z—fashion consumption is heavily influenced by online content and social interactions. Influencers are increasingly regarded as authentic and relatable voices, capable of reducing uncertainty and encouraging purchase decisions. Previous studies in Thailand (Ayut, 2021; Dussaya, 2022) confirm that both marketing mix elements and influencer endorsements significantly shape consumer choices in the fashion market.

Despite this, fashion SMEs continue to face pressing challenges. The market is highly competitive, with constant price wars and promotional campaigns that often undermine profitability. Consumer concerns about product authenticity and trust remain barriers to sustainable growth, while brand loyalty is difficult to maintain in a marketplace where switching costs are low. These issues highlight the need for strategies that extend beyond traditional price-based competition, focusing instead on product reliability, user-friendly digital experiences, and the cultivation of trust through brand reputation and influencer engagement.

Within this context, the service marketing mix (7Ps) provides a holistic framework to analyze purchase behavior in online fashion markets. Key elements such as product quality, process efficiency, and professional online presentation (physical evidence) directly influence consumer confidence in digital environments. At the same time, brand perception—anchored in awareness, credibility, and perceived quality—plays a decisive role in fostering repurchase intentions and positive word-of-mouth. Influencers add another critical layer, serving as trusted intermediaries who can validate product choices and align brand values with consumer identity.

By examining these interconnected factors, this study seeks to fill an important research gap. It investigates how the 7Ps, brand perception, and influencer attributes collectively influence online fashion purchase decisions in Bangkok metropolitan area, offering insights that contribute both to academic understanding and to practical strategies for SMEs competing in an increasingly dynamic digital marketplace.

1.2 Research Objective

This study aims to investigate the key factors influencing the purchase decisions of fashion apparel consumers in Bangkok Metropolitan Area, with a particular focus on the role of the marketing mix, influencer characteristics, and demographic determinants.

1. To compare the demographic characteristics influencing online fashion purchase decisions in Bangkok Metropolitan Area.
2. To examine the influence of marketing mix factors on online fashion purchase decisions in Bangkok Metropolitan Area
3. To examine the influence of influencer characteristics on online fashion purchase decisions in Bangkok Metropolitan Area.

2. Literature Review

2.1 Marketing Mix (7Ps)

The concept of the marketing mix has evolved into a comprehensive service-oriented framework that integrates seven dimensions—Product, Price, Place, Promotion, People, Process, and Physical Evidence. Kotler and Keller (2016) emphasize that these elements are

not independent variables, but rather interdependent levers that must be managed holistically to deliver customer value and achieve sustainable competitiveness. In the context of online fashion retailing, where intangibility and uncertainty dominate the consumer journey, the 7Ps provide a particularly useful lens for analyzing consumer decision-making (Pithuk,2025)

Product remains the central pillar of consumer choice, as quality, design variety, and functional attributes shape consumer perception of value. Research has shown that in online apparel, attributes such as fabric quality, accurate sizing, and fashionable design strongly influence consumer satisfaction and repurchase intention (Benjawan & Duangsamon, 2022). Unlike traditional retail, however, online consumers rely heavily on digital descriptions and visuals, heightening the importance of product integrity.

Price serves as both a monetary sacrifice and a signal of quality. Studies highlight that in e-commerce, consumers are highly sensitive to promotional pricing strategies, flash sales, and installment options (ETDA, 2024). Yet beyond affordability, transparency in pricing and the absence of hidden costs significantly reduce perceived risk and enhance trust in digital transactions.

Place in digital markets no longer refers to physical location, but to platform accessibility and distribution efficiency. Online fashion retailers increasingly depend on multi-channel integration—such as TikTok Shop, Shopee, and Lazada—to maximize reach. The effectiveness of last-mile delivery, ease of returns, and omnichannel logistics are decisive factors shaping consumer satisfaction (Chanyisa, Wongtheera, & Borometh, 2020).

Promotion plays a dual role: creating awareness and stimulating purchase intention. In the online fashion ecosystem, social media marketing, influencer endorsements, and livestream selling have become dominant strategies. These methods not only drive short-term sales but also foster emotional connection and brand resonance (Dussaya, 2022).

People represent both the visible and invisible actors within the service system. While in traditional retail this includes sales staff, in digital retail it encompasses customer service agents, live chat support, and most importantly, influencers who act as opinion leaders. Positive engagement with these human elements has been shown to strengthen trust and cultivate brand loyalty (Khamkhong, 2024).

Process is critical in digital commerce, as it reflects the reliability and efficiency of service delivery. Seamless checkout experiences, secure payment systems, and transparent return policies minimize friction in the consumer journey. Kotler and Keller (2016) argue that process excellence is increasingly a differentiator in service-based competition, and this is evident in e-commerce where convenience is paramount.

Finally, Physical Evidence provides tangible cues that help reduce the uncertainty inherent in online transactions. High-quality product images, interactive websites, branded packaging, and verified customer reviews all function as signals of professionalism and credibility (Aaker, 1991; Keller, 1993). In the absence of physical trial, these cues serve as proxies for quality and thus strongly influence purchase decisions.

In summary, the 7Ps framework offers an integrative approach to understanding the determinants of consumer purchase behavior in online fashion. When strategically aligned, product quality, fair pricing, platform accessibility, persuasive promotion, reliable people, seamless processes, and credible physical evidence create a synergistic effect that enhances consumer confidence and drives both initial purchase and long-term loyalty.

2.2 Influencer Characteristics

Ohanian's (1990) Source Credibility Model identifies credibility, expertise, and attractiveness as the core dimensions that shape the persuasiveness of a message source. In the context of social media marketing, these characteristics play a crucial role in determining how consumers perceive and respond to influencer-generated content.

Credibility refers to the extent to which an influencer is perceived as honest, dependable, and trustworthy, which enhances followers' confidence in product recommendations.

Expertise, on the other hand, represents the influencer's perceived knowledge, competence, or experience regarding the endorsed product or domain, which provides informational value and reduces consumer uncertainty.

Meanwhile, attractiveness encompasses not only physical appeal but also social and symbolic attractiveness, which can generate emotional attachment and identification among followers.

In fashion, alignment between an influencer's identity and a consumer's aspirations fosters resonance and trust, ultimately affecting purchase intention (Chanyisa et al., 2020; Dussaya, 2022). The research further suggests that influencers with high perceived credibility and expertise drive stronger engagement, brand attitude, and purchase intention compared to traditional advertising sources.

2.3 Purchase Decisions

Purchase decision-making is a complex psychological and behavioral process influenced by both internal motivations and external stimuli. Kotler and Keller (2016) conceptualize the consumer decision journey as a sequence of stages—problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior. In the context of fashion e-commerce, these stages are compressed into rapid, screen-based interactions, often driven by impulse triggers and social influence.

Internal factors such as age, income, lifestyle, and self-image shape how consumers evaluate product attributes and brand messages (Schiffman & Wisenblit, 2019). Younger consumers, particularly Gen Z, place emphasis on trendiness, social identity, and peer validation, which accelerates purchase intentions in digital environments. External factors—such as platform usability, marketing stimuli, and influencer endorsements—further shape the decision outcome. Research highlights that seamless user experiences, credible product information, and visible social proof (e.g., reviews, likes, shares) significantly increase conversion rates in online fashion retail (ETDA, 2024).

Post-purchase behavior also plays a crucial role in determining brand loyalty. Positive experiences foster word-of-mouth advocacy and repeat purchase, while negative experiences may quickly erode trust given the transparency of digital platforms. Thus, understanding the interplay between psychological drivers, marketing mix elements, and influencer characteristics is essential for explaining purchase decisions in fashion e-commerce.

3. Methodology

A quantitative, the sample consisted of 400 consumers residing in Bangkok metropolitan area who had prior experience purchasing fashion products online. Respondents were selected through purposive sampling, targeting active members of online fashion communities on Facebook.

A structured questionnaire was used to measure perceptions of the service marketing mix (7Ps), brand perception, influencer attributes, and purchase decision, applying a five-point Likert scale. Content validity was assessed by three academic experts, while reliability testing indicated Cronbach's alpha coefficients exceeding 0.70 for all constructs, confirming satisfactory internal consistency.

The collected data were analyzed using the SPSS software package. Descriptive statistics were employed to summarize respondent characteristics, while multiple regression analysis was conducted to examine the influence of the marketing mix, influencer characteristics, and purchase decision factors on online fashion consumer behavior.

4. Results

4.1 Demographic Profile

The majority of respondents were women aged 19–28, with bachelor's degrees, working primarily as students or young professionals. Most reported monthly incomes under 15,000 THB.

4.2 Descriptive Analysis

Descriptive analysis provides an overview of the factors influencing online fashion purchase decisions, including the service marketing mix (7Ps) and influencer characteristics, which were the key variables in this study.

Marketing Mix (7Ps)

Analysis of consumer responses highlighted that Product, Process, and Physical Evidence were rated most highly. Respondents emphasized product quality, durability, and style relevance as decisive attributes. Fast and reliable delivery (process) significantly enhanced purchase satisfaction, while high-quality product images, verified reviews, and secure packaging (physical evidence) reduced perceived uncertainty. Conversely, while Price and Promotion exerted some influence—particularly through flash sales and discount campaigns—they were not as decisive as trust in authenticity and perceived quality. Place, interpreted as platform accessibility, and People, referring to customer service responsiveness, were rated moderately important but secondary to the core drivers of quality and reliability.

Influencer Characteristics

Among the three dimensions of Ohanian's (1990) Source Credibility Model, credibility and expertise emerged as the strongest predictors of purchase decision-making. Respondents indicated that influencers perceived as trustworthy and knowledgeable about fashion trends enhanced confidence and reduced perceived risk. Attractiveness, while relevant to initial attention and aspiration, had weaker effects on actual purchase decisions compared to credibility and expertise.

Purchase Decisions

The findings suggest that purchase decisions in online fashion are shaped less by short-term incentives and more by trust-based and value-driven considerations. Consumers prioritized authenticity of products, alignment with personal style, and assurance of brand reliability. Moreover, brand perception, particularly perceived quality, demonstrated a strong correlation with repurchase intention and positive word-of-mouth recommendations. This indicates that long-term consumer loyalty in fashion e-commerce is driven by consistent quality, efficient service processes, and endorsements from credible, expert influencers, rather than solely by aggressive promotions or low pricing strategies

4.3 Comparison of Means Analysis

A comparison of means analysis was conducted using Independent samples t-tests and One-way ANOVA for different demographic variables, including gender, age, income, and education level. The statistical results indicate whether each demographic factor had a significant impact on consumers’ purchase decision scores. Interpretations are based on significance levels (p-values), with post-hoc comparisons performed where applicable.

Table 1 Comparison of Means for Demographic Factors Influencing Online Fashion Purchase Decisions in Bangkok Metropolitan Area

Demographic Variable	Test	Statistic (t / F)	df	Sig.	Interpretation
Gender (Male vs. Female)	Independent samples t-test	1.12	398	.264	Not significant
Age (≤18, 19–25, 26–35, ≥36)	One-way ANOVA	4.21	3, 396	.006**	Significant; post-hoc (Tukey) shows 19–25 ≥36
Income (≤15k, 15–25k, 25–40k, >40k THB/month)	One-way ANOVA	3.78	3, 396	.012*	Significant; post-hoc shows 15–25k & 25–40k ≤ 15k
Education (High school, Diploma, Bachelor, ≥Postgrad)	One-way ANOVA	1.05	3, 396	.372	Not significant

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

Notes: Dependent variable = Purchase decision score (Likert-scale composite). Post-hoc comparisons used Tukey’s HSD where applicable.

The results revealed that age and income had statistically significant effects ($p < .05$) on online fashion purchase decisions. Specifically, consumers aged 19–25 years exhibited higher purchase decision scores compared to those aged 36 years and above, while individuals with moderate monthly incomes (15–40 kTHB) demonstrated stronger purchase intentions than those earning below 15 kTHB. In contrast, gender and education level did not show significant differences ($p > .05$) influence consumers’ online fashion purchase behavior.

4.4 Regression Analysis

Regression analysis was employed to identify the extent to which independent variables could explain variations in consumers' online fashion purchase decisions. This technique allows for the simultaneous examination of multiple predictors, thereby providing robust insights into the relative influence of the service marketing mix and influencer attributes.

Table 2 The Influence of Service Marketing Mix (7Ps) on Online Fashion Purchase Decisions among Consumers in Bangkok Metropolitan Area

Service Marketing Mix (7Ps)	β	t	Sig.
Product	.225	2.115	.032*
Price	.048	1.204	.228
Place	.036	0.954	.341
Promotion	.052	1.123	.263
People	.041	0.878	.381
Process	.287	3.012	.003**
Physical Evidence	.265	2.457	.015*

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

The results of the regression analysis indicated that Product ($\beta = .225, p < .05$), Process ($\beta = .287, p < .01$), and Physical Evidence ($\beta = .265, p < .05$) were statistically significant predictors of purchase decisions. This suggests that consumers give strong consideration to the quality of the product, the efficiency and convenience of the purchasing process, and the reliability of physical evidence such as product packaging and online presentation.

On the other hand, Price, Promotion, Place, and People were not found to be significant factors in the decision-making process. These findings highlight that consumers in the online fashion market place greater emphasis on product reliability, trustworthiness, and shopping convenience rather than on traditional marketing elements such as price reductions or sales promotions.

Table 3 The Influence of Influencer Characteristics on Online Fashion Purchase Decisions among Consumers in Bangkok Metropolitan Area

Influencer Characteristics	β	t	Sig.
Credibility	.298	3.215	.001**
Expertise	.241	2.642	.009**
Attractiveness	.067	1.124	.262

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

The regression analysis indicated that Credibility ($\beta = .298, p < .01$) and Expertise ($\beta = .241, p < .01$) were statistically significant predictors of purchase decisions. This demonstrates that consumers are more likely to trust and follow purchase recommendations from influencers who are perceived as trustworthy and knowledgeable.

On the other hand, Attractiveness ($\beta = .067, p > .05$) was not found to significantly influence purchase decisions. This suggests that while appearance may capture initial attention, it is

credibility and expertise that ultimately drive consumer confidence and purchase behavior in the online fashion market.

5. Conclusion

This study set out to investigate how the service marketing mix (7Ps) and influencer attributes shape online fashion purchase decisions among consumers in Bangkok metropolitan area. Drawing on survey data from 400 actual buyers on TikTok Shop, Shopee, and Lazada, the analysis offers empirical insights into how traditional marketing theory interacts with the emerging dynamics of social commerce.

The evidence clearly demonstrates that product quality, process efficiency, and physical evidence are decisive in driving purchase behavior. Consumers attach greater weight to the reliability of products, the smoothness of online transactions, and the credibility conveyed through images, packaging, and reviews. These findings reinforce Kotler and Keller's (2016) argument that product and process form the backbone of service satisfaction, while also supporting Keller's (1993) contention that strong brand cues help to mitigate the uncertainty inherent in intangible purchases. In line with Benjawan and Duangsamon (2022), the results highlight perceived product quality as a central driver of repurchase. By contrast, the limited role of promotions and pricing diverges from ETDA (2024), which documented the persistent influence of discount-driven behavior in certain consumer segments.

The analysis of influencer attributes further underscores the validity of Ohanian's (1990) Source Credibility Model. Both credibility and expertise emerged as significant predictors of purchase decisions, whereas attractiveness was less impactful. This mirrors Chanyisa, Wongtheera, and Borometh (2020), who observed that trustworthy influencers enhance consumer trust in cosmetics branding, and aligns with Dussaya (2022), who emphasized that expertise outweighs attractiveness in shaping fashion-related consumer responses. Collectively, these findings demonstrate that in the digital fashion economy, influencers act less as aspirational figures and more as trusted intermediaries whose authority reduces risk and instills confidence.

Equally important is the role of brand perception, particularly perceived quality, in stimulating repeat purchase and positive word-of-mouth advocacy. This echoes Aaker's (1991) and Keller's (1993) theories on brand equity, which position perceived quality and brand associations as critical determinants of consumer loyalty.

Taken together, the findings suggest that SMEs in Thailand's fashion e-commerce sector should look beyond short-term promotional tactics and instead prioritize investment in quality, logistics, and digital service design. Partnerships with credible, expert influencers who reflect consumer values can further reinforce trust and authenticity, while transparent brand practices strengthen long-term loyalty. Looking forward, future research would benefit from incorporating psychological and cultural moderators of purchase behavior, or by employing longitudinal designs to trace how trust and influencer credibility evolve over time. By integrating product excellence, process reliability, and influencer engagement, SMEs can secure a sustainable position in an increasingly competitive global fashion marketplace.

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