

Research Title : Purchasing Behavior of Clothes Via the Electronic Commerce System on  
the Online Social Network  
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## ABSTRACT

Shopping for clothes online and joining social networks are becoming increasingly common activities among Thai people. The objective of this research was to study purchasing behavior associated with clothes via the Electronic Commerce System on the online social network. The total sample included 412 respondents. This research collected data via questionnaire. Statistics used were percentage, mean, factor analysis, analysis of variance (ANOVA) and multiple regression. The research results showed that most of the respondents were female, aged 26-35, with a bachelor's degree, and single. Respondents were corporate employees, with a monthly income of 10,001-15,000 baht. Most of the respondents exchange data using Facebook. They exchange information about clothes on the Internet by reading information from other users. Respondents most frequently buy casual clothes from small retailers on the Internet. These clothes have no selling agents in Thailand. Factors affecting the purchasing behavior associated with clothes via the Electronic Commerce System on online social networks included the influence of the social network, variety in clothes, clothes matching what buyers want, online payments being safe, and discounts. Factors affecting spending expenses associated with clothes via the Electronic Commerce System on online social networks included variety of clothes, clothes matching what buyers want, online transactions being safe, and discounts.

Keywords: clothes, electronic commerce, online, social network