

Consumer Buying Behavior for Good Sold : A Case Study of SOS

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Abstract

This research aims to study attitudes and behaviors of buying clothes from SOS stores in the marketing mix. Demographic characteristics and information exposure the sample group used in this research is a group of teenagers in Bangkok who have 20 behavior in buying clothing from SOS, by specific sampling methods the tools used in the research were questionnaires. At present, clothing not only responds but satisfies the basic factors of living. But reflects the taste the style and modernity of the wearer at present, there are a variety of choices for consumers, both in form, suitable for shape and personality. The wearer can choose the style to match the situation and various places to go. Which, if selected properly Will help strengthen the character of the wearer to look goods.

Keywords: consumer buying behavior, SOS

Introduction

The research was aimed to study brands' success creation, fashion lifestyle, price consciousness and service quality affecting purchase intention of fashion products in SOS store of generation Y consumers in Bangkok. With the advancement of current communication technology make buying or selling products via online or electronic commerce (E-commerce) has been very popular in 2016, the country Thailand has a population of approximately 68.05 million people. There are more than half of internet and social media users. Up to 38 million people. And most consumers spend 7 hours per day to do more activities in the online world such as watching movies, listening to music, communicating Product purchases etc. In addition, the trade between entrepreneurs and consumers directly (Business to Customer) valued at 729,292.32 million baht, representing 28.89 percent. Selling fashion products worth 46,928.23 million baht. With the growth rate of 2015 - 2016 representing 35.69% (Electronic Transaction Development Agency, 2016) by trading products with consumers via various social media channels such as Facebook, Instagram, Line etc. Is popular, accounting for 69 percent and found that buying various types of fashion products Through social media (Social Media) is the most popular. Accounted for 60 percent (Kasikorn Research Center, 2015).

business of selling fashion products online is growing rapidly and has tremendous value. Because it can meet the needs and lifestyles of people in the modern era as well but on the other hand, some consumers do not buy products online. Because there are still many concerns with 3 main reasons: 1. Afraid of being fooled 2. Do not touch or do not try before buying and 3. No product to need, which is consistent with the statistics of the Security Center for Security Systems in Thailand (Thailand Computer Emergency Response Team: Thai : CERT) Found that the occurrence of computer threats caused by fraud occurred in a total of 1,002 times, from a total of 3,797 threat reports (threat statistics, 2016) fraud caused by online purchases such as the quality of the product does not match the agreement, the

consumer pays for the product but does not deliver the product as agreed etc. Causing some consumers to lose trust and result in not buying products online, these threats may lead to a reduction in the number of consumers using online shopping services that are currently available. In addition, sales business operators online fashion products still face problems in selling products is the image of an online store lack of credibility and lack of distribution channels, which may affect the business in the future as well.

Getting popularity quickly Including the leapfrog growth of the business of selling fashion products online, together with problems that affect both consumers and entrepreneurs, therefore becoming an opportunity for some entrepreneurs to see the way to do business online to offline businesses (Online to Offline), which is a way to distribute products online with the distribution of products in front of the store to blend together, to help drive sales, including to meet the needs of consumers and helps to reduce problems that occur both for consumers and entrepreneurs in a comprehensive manner By opening SOS with a collection of various fashion brands, known and received popular in online society, which helps facilitate and reduce various concerns In online shopping for consumers. Causing consumers to save time searching for online stores to get products as needed because within SOS store, has collected stores from famous online stores in the same place, both consumers can also try and see the real products that consumers want to buy as well and allowing online store operators to offer their products directly to the target consumer group and also cost savings Including reducing the hassle of having a retail store for distributing products to consumers Causing entrepreneurs to have time to develop and fully design their products.

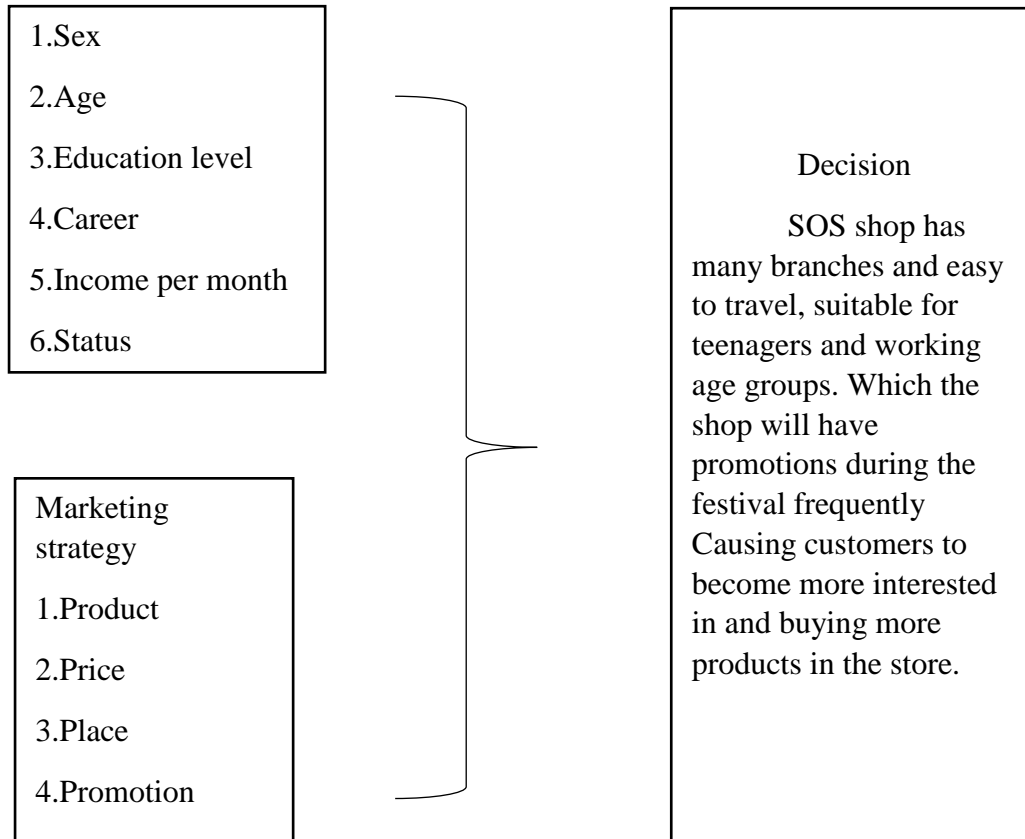
Objective

The objectives of the research are to study the differential of Demographic and the differential of behavior of media exposure of SOS. And to study Information accessing SOS's costume, the behavior of buying. And to study the influenced marketing factors to behavioral buying in SOS costume.

- To study different demographic characteristics with different exposure to SOS (Sense of Style) products
- In order to study the selection of news products, SOS (Sense of Style) clothing stores are related to the buying behavior of SOS (Sense of Style) clothing stores.
- To study marketing mix There is a relationship with the shop buying behavior. SOS (Sense of Style) costume

Conceptual framework

Factors affecting the purchase



Literature review

In the study of Success in branding, fashion style Price awareness and service quality that affect the intention to buy fashion products in the SOS store. Generation Y consumers In Bangkok the researcher studied the concepts, theories and related research as the basis for research.

Marketing mix

Marketing Mix is a group of marketing variables that the store and controls, to produce the desired response in the target market. It is an important marketing tool that comprises of all the elements which influence the demand for the products offered by the store.

Product: Product refers to the goods and services, that are offered to the customers for sale and are capable of satisfying their wants.

Price: Price is described as the amount which a customer pays to get the desired product or service.

Place: Place refers to the easy availability of the product in the target market.

Promotion: Promotion implies marketing communication, as in publicizing the product to convey product features.

SOS Business

SOS's business model is similar to general department stores. The rental fee will be collected with the brand that brought the product into the fixed rate or GP, deducting the percentage of each sale price. But what makes SOS different from general department stores is marketing and brand care, which are sold to the shop from beginning to end Both online marketing Doing a studio with celebrities to promote the brand for free photography. Currently, there are 9 store partners and the company has expanded to 7 branches within only 2 years and has gained trust from various brands to join up to 300 brands on average and can expand 2-3 branches per year.

Consumer behavior

The Theory of Consumer Behavior considers how a consumer uses his income in order to accomplish the most astounding fulfillment or utility. This utility maximization conduct of the consumer is liable to the demand forced by his constrained income and the prices of the different things he wishes to expend.

Decision making

Decision making theory is a theory of how rational individuals should behave under risk and uncertainty. It uses a set of axioms about how rational individuals behave which has been widely challenged on both empirical and theoretical ground.

Research Methodology

Research study on Success in branding, fashion style Realizing the price and quality of service that affect the intention to buy fashion products in the SOS shop of consumers in Bangkok. Conducting research studies in the following order

3.1 Population and sample determination

3.1.1 Population and sample group

The population used in this study is consumers who are interested in or intend to buy fashion products in SOS stores. And live in Bangkok.

3.2 Creating tools for research

The tool that the researcher uses for the study is a questionnaire which the researcher has created. The questionnaire examines the content of the questions in the questionnaire and finds the confidence of the questionnaire. To consider Respondents understand the question in the questionnaire and have complete content to use.

3.2.1 Survey research : Survey research is one of the most important areas of measurement in applied social research. The broad area of survey research encompasses any measurement procedures that involve asking questions of respondents. A "survey" can be anything form a short paper-and-pencil feedback form to an intensive one-on-one in-depth interview.

3.2.2 Snowball sampling : The process of snowball sampling is much like asking your subjects to nominate another person with the same trait as your next subject. The researcher then observes the nominated subjects and continues in the same way until the obtaining sufficient number of subjects.

3.3 Data collection

Data sources were obtained from using questionnaires to collect 20 people from generation Y and randomly selected from the service points of the BTS stations.

Research Methodology

The purpose of this research was to study factors affecting the decision to buy clothes. The researcher collected data for statistical processing and analysis.

1. Data collection of consumer behavior in the purchase of products
2. Interviewing 20 generation Y in Bangkok
3. 3 questions as follows
 - What factors affect the purchase decision?
 - What factors in price affect the decision to buy products?
 - What factors promote sales that affect purchasing decisions?

Demographic characteristics of the respondents

Data collected in this research have size of the sample group for calculated at 20 people. Demographic characteristics and information exposure the sample group used in this research is a group of teenagers in Bangkok who have 20 behavior in buying clothing from SOS.

From random interviews with 8 men and 12 women, with the following comments

1. Knowing how to buy each person's clothes is different, especially in color. And the style of dress of each person.
2. SOS shop has many branches in Bangkok, making it easy to buy, convenient transportation, mostly near the BTS station.
3. The price of clothes in the store is not too expensive. Because the starting price from 200 baht makes people interested and choose to buy clothes here.
4. Some people choose to buy products from seeing actors.

Conclusion Discuss the results and Suggestion

The researcher used survey research method by collecting data from

Population is Bangkok people by using questionnaires Is a tool for collecting data Which can collect 20 sets of data for data analysis, use the method Find the percentage and mean. From research, finding information from data searching and questionnaires The results from the analysis of data analysis can be summarized as follows:

When exploring teenagers and workers in Bangkok, knowing that most people choose to buy products that are not too expensive and more valuable than expensive clothes.

Color and reasonable price for quality can influence the purchasing of people in Bangkok. From surveys, questionnaires and calculations. People in Bangkok agree that color and reasonable price for quality is the used for purchasing. Color and reasonable price for quality can influence the purchase of Bangkok people from questionnaires and calculations. People in Bangkok agree that color and reasonable price for quality is the right to purchasing. Is a good choice to purchasing and influence spending of people on Bangkok. Although people in Bangkok are purchasing on other as well. Although color and reasonable price for quality can be an option that affects the spending of people on Bangkok.

Discussion and Recommendation

Buying products at SOS has a storefront that makes it easy to buy and convenient. Price is not too expensive. Suitable for teenagers and working people in Bangkok.

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