RELATIONSHIP BETWEEN PERSONALITY TRAITS AND CONSUMER BEHAVIOR IN PURCHASING FASHION APPAREL ON ELECTRONIC COMMERCE PLATFORMS

Miss Pichanan Toonkamthornchai

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

An Independent Study Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts (Communication Arts) in Strategic Communication Management
Common Course
FACULTY OF COMMUNICATION ARTS
Chulalongkorn University
Academic Year 2020
Copyright of Chulalongkorn University

ความสัมพันธ์ระหว่างลักษณะบุคลิกภาพและพฤติกรรมผู้บริโภคในการซื้อเสื้อผ้าแฟชั่นผ่าน
ช่องทางพาณิชย์อิเล็กทรอนิกส์

น.ส.พิชานัน ทูลกำธรชัย

Independent Study Title	RELATIONSHIP BETWEEN PERSONALITY TRAITS AND CONSUMER BEHAVIOR IN PURCHASING FASHION APPAREL ON ELECTRONIC COMMERCE PLATFORMS
By	Miss Pichanan Toonkamthornchai
Field of Study	Strategic Communication Management
Thesis Advisor	ASSOCIATE PROFESSOR SARAVUDH ANANTACHART, Ph.D.

Accepted by the FACULTY OF COMMUNICATION ARTS, Chulalongkorn University in Partial Fulfillment of the Requirement for the Master of Arts (Communication Arts)

INDEPENDENT STUDY COMMITTEE

.... Chairman
(ASSISTANT PROFESSOR SUTHILUCK VUNGSUNTITUM, Ph.D.)

.... Advisor
(ASSOCIATE PROFESSOR SARAVUDH ANANTACHART, Ph.D.)

.... Examiner
(PAPAPORN CHAIHANCHANCHAI, Ph.D.)

พิชานัน ทูลกำธรชัย : ความสัมพันธ์ระหว่างลักษณะบุคลิกภาพและพฤติกรรมผู้บริโภคในการซื้อเสื้อผ้าแฟชั่นผ่าน
ช่องทางพาณิชย์อิเล็กทรอนิกส์. (RELATIONSHIP BETWEEN PERSONALITY
TRAITS AND CONSUMER BEHAVIOR IN PURCHASING FASHION
APPAREL ON ELECTRONIC COMMERCE PLATFORMS) อ.ที่ปรึกษาหลัก :
รศ. ดร.สราวุธ อนันตชาติ

            การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาความสัมพันธ์ระหว่างลักษณะบุคลิกภาพและพฤติกรรมผู้บริโภคในการซื้อ
เสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์ โดยใช้แบบสอบถามออนไลน์เป็นเครื่องมือในการเก็บข้อมูลการวิจัยเชิงสำรวจ
จากกลุ่มตัวอย่างที่เป็นผู้บริโภคทั้งชายและหญิง อายุระหว่าง 18 ถึง 35 ปี อาศัยอยู่ในกรุงเทพมหานคร และมีประสบการณ์
ในการซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์อย่างน้อยหนึ่งครั้งในช่วงสามเดือนที่ผ่านมา จำนวน 214 คน ผล
จากการวิจัยพบว่า ลักษณะบุคลิกภาพที่โดดเด่นที่สุดในกลุ่มตัวอย่าง คือ บุคลิกภาพแบบประนีประนอม (Agreeableness)
ตามมาด้วยบุคลิกภาพแบบเปิดรับประสบการณ์ (Openness to Experience) บุคลิกภาพแบบมีจิตสำนึก
(Conscientiousness) บุคลิกภาพแบบแสดงตัว (Extraversion) และบุคลิกภาพแบบหวั่นไหว
(Neuroticism) ตามลำดับ จากการวิเคราะห์ความสัมพันธ์ระหว่างตัวแปรพบว่า ลักษณะบุคลิกภาพ 4 ด้านมีความสัมพันธ์
เชิงบวกกับพฤติกรรมผู้บริโภคในด้านต่าง ๆ กัน โดยพบว่า แรงจูงใจผู้บริโภคด้านความบันเทิงมีความสัมพันธ์กับบุคลิกภาพ
แบบแสดงตัว สำหรับพฤติกรรมการค้นหาข้อมูล มีความเชื่อมโยงระหว่างการค้นหาแบบมีเป้าหมายและบุคลิกภาพแบบ
ประนีประนอม รวมทั้งระหว่างการค้นหาเชิงประสบการณ์และบุคลิกภาพแบบมีจิตสำนึกและแบบหวั่นไหว ในส่วนของทัศนคติ
ของผู้บริโภคต่อการซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์ มีความเกี่ยวข้องกับบุคลิกภาพสามแบบ ได้แก่
บุคลิกภาพแบบแสดงตัว บุคลิกภาพแบบมีจิตสำนึก และบุคลิกภาพแบบประนีประนอม อีกทั้งยังพบว่า ความตั้งใจซื้อของ
ผู้บริโภคมีความสัมพันธ์กับบุคลิกภาพแบบแสดงตัว

สาขาวิชา	การจัดการการสื่อสารเชิงกลยุทธ์	ลายมือชื่อนิสิต ....
ปีการศึกษา	2563	ลายมือชื่อ อ.ที่ปรึกษาหลัก ....

6288008028 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT
KEYWOR   Personality Traits, Consumer Behavior, Online Survey
D:

Pichanan   Toonkamthornchai   :   RELATIONSHIP   BETWEEN
PERSONALITY   TRAITS   AND   CONSUMER   BEHAVIOR   IN
PURCHASING FASHION APPAREL ON ELECTRONIC COMMERCE
PLATFORMS.   Advisor: ASSOC.   PROF.   SARAVUDH
ANANTACHART, Ph.D.

This research examines the relationship between personality traits and
consumer behavior in purchasing fashion apparel on electronic commerce platforms.
An online questionnaire was developed to survey 214 male and female respondents,
aged between 18 and 35 years, living in Bangkok with prior experience of purchasing
fashion apparel through an electronic commerce platform within the last three
months. The research findings revealed that the most dominant trait among the
respondents   is   Agreeableness,   followed   by   Openness   to   Experience,
Conscientiousness, Extraversion, and Neuroticism, respectively. Four out of five
dimensions of personality traits manifest a positive relationship with different aspects
of consumer behavior. For consumer motivations, hedonic motivation can be linked
with Extraversion. In terms of search behavior, a positive relationship is exhibited
between goal-directed search and Agreeableness, as well as between experiential
browsing and two traits—Conscientiousness and Neuroticism. Meanwhile, consumer
attitude towards purchasing fashion apparel on electronic commerce platforms was
found   to   correlate   with   three   personality   traits,   which   are   Extraversion,
Conscientiousness, and Agreeableness. Finally, purchase intention is positively
related to Extraversion.

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Field of Study:	Strategic Communication	Student's Signature
	Management	....
Academic	2020	Advisor's Signature
Year:		....

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

LIST OF TABLES

LIST OF FIGURES

จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

CHAPTER 1
INTRODUCTION

1.1 Significances of the Study

The e-commerce landscape in Thailand has been enjoying an 8-10% growth in the past few years (Chalermlapvoraboon, 2020). With the outbreak of COVID-19, consumers' urge to shop online has been accelerated significantly. For businesses, it is inevitable to be disrupted with such dramatic change in the marketplace. The ability to adapt becomes a factor that can determine not only the success, but also the survival of a business. In order to thrive in the online world, businesses need to envision online strategies that will allow them to effectively reach their target customers. One of the core strategies that has been adopted by global brands is a customer-centric approach in which a profound understanding of consumer behavior resides as the cornerstone.

While brick-and-mortar shops are still suffering from the impact of the pandemic, it is expected that the e-commerce market value will reach 20,000 million baht in 2020, resulting in a dramatic 35.0% increase from 2019 (Phattarasaya, 2020b). In 2018, social commerce took up 40.0% of the e-commerce space, followed by major e-marketplaces, such as Lazada, Shopee and JD Central, at 35.0%, and e-tailers at 25.0% (Leesa-Ng uansuk & Tortermvasana, 2020). However, in 2019, the channels that Thai consumers preferred to use when making an online purchase were e-marketplaces with Shopee topping other platforms at 75.6%, followed by Lazada at 65.5% and social commerce (i.e. Facebook) at 47.5%, as shown in Figure 1.1 (ETDA, 2020).

Figure 1.1 Thai consumers' preferred channels for online purchase
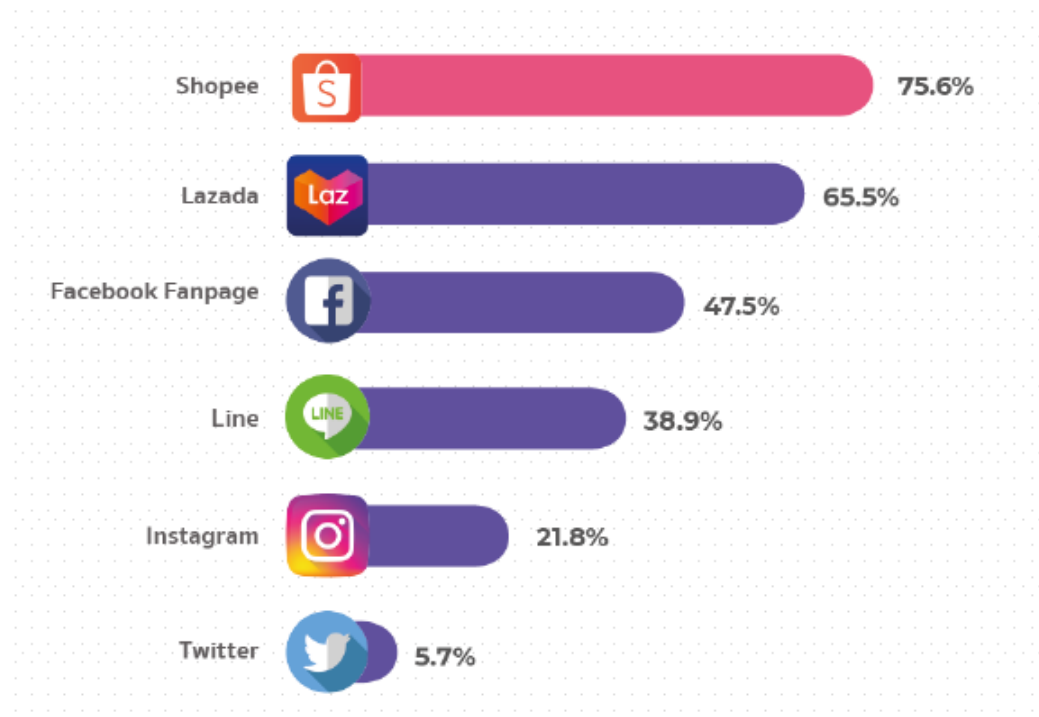
Source: ETDA. (2020). *Thailand internet user behavior 2019*. Retrieved August 31,
2020, from https://www.etda.or.th/publishing-detail/thailand-internet-user-
behavior-2019.html

Fashion apparel is a product type that has been thriving significantly on e-
marketplaces with the highest sales on various platforms in 2019. One of the key
drivers of such growth derives from online fashion apparel sales which were projected
to grow by 68.0% at the end of 2020 ("Online sales," 2016). On Priceza, fashion
apparel was the best-selling product in 2019, accounting for 24.0% of the total sales
from every product category (Phattarasaya, 2020a). On Lazada, fashion apparel
achieved the second highest sales among female customers at 28.9%, only 6.7% lower
than cosmetics at the top spot (Ladybee, 2019). Many Thai apparel brands on Lazada
also garnered over one million baht per day during sales festivals in 2019 (Ladybee,
2019). Despite the drop in online purchase during the pandemic, a large number of

consumers admit that they will still be buying apparel online (Nokyoong, 2020a), though the preferred style might change to be more casual than before (Kampol, 2020). Therefore, it is crucial for marketers to study consumer behavior when shopping for apparel online to gain better insights and ultimately drive sales of the company.

Delving into the psychology of online consumers, researchers have found that personality traits—openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism—are correlated to their shopping motives (Chen, 2011; Gohary & Hanzaee, 2014: Guido, 2006; Mooradian & Olver, 1996; Tsao & Chang, 2010). This can, in turn, influence the way they search and process information, the formation of their attitude, and their purchase intention. However, there is still a huge gap in the study of Thai consumer personality traits in relation to their consumption behavior. Therefore, this study will be able to address this gap and provide more profound insights in terms of psychological attributes of Thai consumers when shopping online. The implications from this research will be able to offer guidelines that can assist communication practitioners in classifying consumers based on their personality traits and purchasing behavior in order to craft more effective communication strategies to attract their target customers.

1.2 Research Objective

To study the relationship between personality traits and consumer behavior in purchasing fashion apparel on electronic commerce platforms.

1.3 Research Question

What is the relationship between personality traits and consumer behavior in purchasing fashion apparel on electronic commerce platforms?

1.4 Scope of the Study

This research investigates the relationship between the five dimensions of personality traits and consumer behavior, which consists of motivations, information search, attitude and purchase intention, in purchasing fashion apparel through electronic commerce platforms. The respondents of this study were males and females residing in Bangkok, aged between 18 and 35, who had purchased fashion apparel at least once in the past three months. A total of 214 data samples were collected using an online questionnaire survey from October to November 2020.

1.5 Operational Definition of Variables

Fashion apparel refers to clothing items that are socially approved and accepted by a group of people in a culture at a certain time. The key characteristics of fashion apparel are marked by high demand fluctuation and short product life cycle as well as changing trends (Choi, 2014). Fashion apparel can be classified using the target market of a brand which ranges from value market, mass market, mid-level high street market, high-end high street market, ready-to-wear luxury market, haut couture, handmade, to bespoke ("The many market," n.d.). This study will focus on fashion apparel in the mass market and mid-level high street market, where prices range from 100 THB to 4,500 THB.

Electronic commerce can be described as the online buying and selling of product, services and information between a business and their consumers or suppliers through the Internet. In this study, electronic commerce is classified into three types: e-tailers, e-marketplaces, and social commerce.

Personality traits refers to a person's pattern of thoughts, feelings and behavior in response to surrounding stimuli which characterizes his unique take on the world throughout his life. The personality traits in this study draw on Costa and McCrae's (2013) Five-factor Model which comprises *Openness to experience, Conscientiousness, Extraversion, Agreeableness,* and *Neuroticism*.

Consumer behavior is the study of behavior that a consumer portrays in the process of searching for, purchasing, using, evaluating and disposing of a fashion apparel item through electronic commerce platforms in order to gratify their needs and desires (Schiffman et al., 2012; Solomon, 2018). In this study, consumer behavior will be explored through four variables: *motivations, information search, attitude* and *purchase intention*.

a) Motivations refers to the underlying reasons which drive consumers to begin the consumption process. In this research, motivations are classified into utilitarian motives, which focus on objective and tangible attributes or benefits of a purchase, and hedonic motives, which are subjective, experiential and respond to the feelings of the consumers (Solomon, 2018).

b) Information search is the cognitive process of retrieving and acquiring information to be processed before forming an attitude and making a purchase decision. This study will focus on two types of online information search, identified

by Hoffman and Novak (1996) which are divided into *experiential* search and *goal-directed* search.

c) *Attitude* is the favorable or unfavorable feeling of an individual toward an attitude object. The evaluative effect of attitude can be a determinant of a consumer's behavior toward a brand, product or service.

d) *Purchase intention* reflects the behavioral aspect in the consumer decision-making process. It refers to a consumer's intention to purchase or not purchase a product or service, and is widely used to measure the act of purchase in the study of consumer behavior.

1.6 Expected Benefits from the Study

Academically, the results from this research will build a body of knowledge to fill the gap in the personality study of Thai consumers, and provide new insights for further research regarding personality traits and consumer behavior.

Professionally, the implications from this research will be able to offer guidelines that can assist communication practitioners in understanding consumers based on their personality traits and purchasing behavior in order to craft more effective strategies to attract their target customers.

CHAPTER 2
LITERATURE REVIEW

This chapter aims to explore information on main topics that are relevant to the study of relationship between personality traits and consumer behavior in purchasing fashion apparel on electronic commerce platforms. The reviews in this chapter are obtained from academic journals, past research studies, books, statistical reports, and related articles. The three main topics in this study include electronic commerce, consumer personality and consumer behavior. The conceptual framework of this study is presented at the end of the chapter.

2.1 Electronic Commerce

Decades after the emergence of Internet, online shopping has become a way of life for modern consumers. For businesses, this means that going online is a necessity for communicating and selling product to their targeted customers. The term *electronic commerce* was brought to life not long after the arrival of the Internet in the 1960s (Holsapple & Sasidharan, 2009) and has since been the major driving force of electronic commerce. It has revolutionized how companies conduct their businesses, not only in terms of how they approach consumers but also the operations throughout their supply chain. For companies, electronic commerce has less entry barrier and more economies of scale, while for consumers, it provides them with unprecedented convenience and access to a wide range of options from the comfort of their homes. Therefore, it is crucial for companies to understand the background and concepts related to electronic commerce in order to create effective strategic communication plans for online consumers.

Definition of Electronic Commerce

The evolution of electronic commerce can be dated back to the 1970s (Mohapatra, 2013; Wigand, 1997) when companies started to adopt electronic data interchange technology (EDI) which allowed them to exchange documents and information using electronic means (Holsapple & Singh, 2000a). The popularity of electronic commerce erupted in the 1990s when commercial use of the Internet was made possible for the public (Hanson, 2018; Mohapatra, 2013). Since then, several definitions have been provided by researchers from various perspectives with many first of a kind studies to explore the electronic commerce realm.

According to a study conducted by Holsapple and Singh (2000a), electronic commerce permeates every aspect of business management, not just buying and selling. The diverse definitions and perspectives of electronic commerce can be concluded into five major views: trading view, information exchange view, activity view, effects view, and value chain view (see Figure 2.1).

The trading view refers to the most common implication of electronic commerce to date which is the process of buying and selling products and services through electronic means (Hayashi, 1996). The information exchange view is associated with the use of technology to support information exchange during a market transaction (Holsapple & Singh, 2000a). The activity view also focuses on the use of technology but in a broader sense than the information exchange view. Researchers who believe in this view conclude that in electronic commerce, the benefit of technologies extend beyond market transaction to encompass the executions before and after buying and selling (Adam & Yesha, 1995). Following this definition,

Palmer (1997) identified two purposes that can be accomplished by technologies in the realm of electronic commerce: to enhance the process of existing commercial transaction and to expand into new types of commercial connections.

Meanwhile, the effects view pays attention to the impacts that electronic commerce has on different areas of business and why it should be adopted (Holsapple & Singh, 2000b). The value-chain view emphasizes on the broadest sense of electronic commerce which is the use of electronic technology to create value throughout the supply chain and ultimately improve competitiveness of the business (Holsapple & Singh, 2000a).

Figure 2.1 Five perspectives on electronic commerce
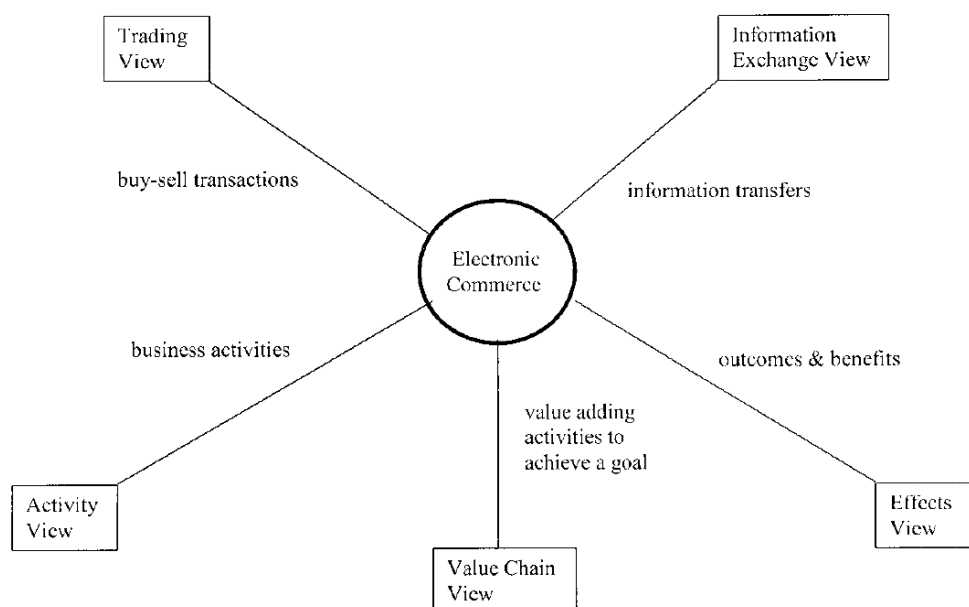
Source: Holsapple, C. W., & Singh, M. (2000). Electronic commerce: From a
definitional taxonomy toward a knowledge-management view. *Journal of
Organizational Computing and Electronic Commerce, 10*(3), p. 152.
https://doi.org/10.1207/S15327744JOCE1003_01

One of the definitions of electronic commerce given by Wigand (1997) can shed light on the value-chain view by Holsapple and Singh (2000a). In his study, he asserted that electronic commerce is the integration of information and communication technology from the beginning towards the end of a business value chain in order to reach a business goal (Wigand, 1997). Throughout the process, there can be transactions between different types of entity, from business-to-business to business-to-consumer and consumer-to-business (Wigand, 1997). This view was also reflected in a research article by Shaw et al. (1997) who explored electronic commerce research areas from a multidisciplinary perspective which encompasses the disciplines of information technology, business management and organizational management. This view is more closely associated with business-to-business electronic commerce than business-to-consumer electronic commerce.

One of the most popular and comprehensive definitions of electronic commerce was developed by Zwass (1996, p. 1) who defined electronic commerce as "the sharing of business information, maintaining business relationships, and conducting business transactions by means of telecommunications networks." In the modern setting, the term electronic commerce has been used to generally imply the online buying and selling of products, services and information between a business and its consumers or suppliers through the Internet (Hanson 2018; Holsapple & Sasidharan, 2009; Mahadevan, 2000; Mohapatra, 2013; Ngai & Wat, 2002). This will be the definition of electronic commerce focused in this research study.

Types of Electronic Commerce

There are several ways to classify the types of electronic commerce. Upon reviewing past literature and relevant studies, the most common and widespread classification of electronic commerce is according to business models or parties involved in an electronic transaction. Based on this classification, electronic commerce can be divided into five major types: Business-to-consumer, Business-to-business, Consumer-to-consumer, Business-to-government, and Mobile commerce.

1) Business-to-consumer electronic commerce (B2C e-commerce). It refers to electronic transaction conducted between companies and consumers. It encompasses the process of a consumer retrieving information and purchasing products or services through the Internet (Pavlou & Fygenson, 2006). According to the value of e-commerce survey in Thailand 2019 by the Electronic Transactions Development Agency or ETDA (2020), the 2019 value of B2C e-commerce in Thailand achieved a dramatic growth of 99.6% from the previous year, which was the highest growth amongst the ASEAN countries. Globally, this sector grew by 22.0% in 2019 causing B2C e-commerce to be a major force driving the growth of electronic commerce across the world (ETDA, 2020). As such, several studies have been conducted to explore and understand the consumer behavior in the B2C setting. Some of the most commonly emerging topics in B2C e-commerce studies include consumer attitude towards online shopping, shopping motivations, personal traits, consumer perception, consumer trust as well as perceived risks and consumer segmentation (Huseynov & Yıldırım, 2016).

2) Business-to-business electronic commerce (B2B e-commerce). This type of electronic commerce describes business transactions between companies through the

Internet. It often deals with a broader and more complex mechanism than B2C e-commerce. Senn (2000) identified two major forms of B2B e-commerce in his study – interorganizational systems, which facilitates interactions between business partners, and electronic markets, which is a crucial vehicle for business expansion. The B2B sector can also be divided depending on connectivity and purpose of a transaction (Cullen & Webster, 2007). Connectivity refers to the number of players involved in a transaction and can be categorized into five models: one seller to many buyers, many sellers to one content aggregator to many buyers, one seller to one broker to many buyers, many sellers to one buyer, and many sellers to many buyers (Barnes-Vieyra & Claycomb, 2001). Meanwhile, purpose of a transaction is used to describe the intention of each B2B transaction (Holsapple & Sasidharan, 2009). This covers the intention of buying, selling and integrated exchange (Cullen & Webster, 2007).

   3) Consumer-to-consumer electronic commerce (C2C e-commerce) is a fast-growing electronic commerce model in recent years as a result of the changing lifestyle of consumers in the digital era. C2C e-commerce happens when consumers buy or sell amongst one another electronically (Yrjölä et al., 2017). Traditionally, C2C e-commerce is directly associated with online auctions such as eBay; however, today's C2C e-commerce is no longer limited to online auctions. It can take place on various platforms from auction sites to online communities like forums, chat rooms, and social media (Leonard, 2011). A common research area in this sector is the exploration of factors that drive the success of C2C e-commerce. Chen et al. (2009) found that two most important factors are interactions and relationships. Trust is also found by researchers to play a major role in the C2C setting (Leonard, 2011). Additionally, electronic word-of-mouth and peer-to-peer systems have significant

influence on C2C transactions as well (Mohapatra, 2013). C2C e-commerce is a highly dynamic area that is threatening the competitiveness of modern retailers (Yrjölä et al., 2017).

4) Business-to-government electronic commerce (B2G e-commerce). indicates the electronic transaction between a company and the public sector which covers activities such as public procurement, licensing procedures and other operations that are related to the government (Mohapatra, 2013). According to the survey by ETDA (2020), B2G e-commerce refers to the value of government procurement including electronic market and electronic bidding. There is still a limited number of research studies in this area as it is often seen as a sub-area within the realm of e-Government which can be broadly defined as the government's use of technology to improve information sharing and service delivery to the public, its customers and suppliers (Yildiz, 2007).

5) Mobile commerce (m-commerce) is often deemed as a form of electronic commerce and can be defined as electronic transactions that are conducted over mobile or wireless networks (Ngai & Gunasekaran, 2007). It has revolutionized the business realm as well as the consumers' way of life by giving birth to new types of products and services that distinguish m-commerce from other types of electronic commerce, such as mobile applications, location-based services, and personalization services (Kourouthanassis & Giaglis, 2012). Several studies have been conducted to understand the adoption and behavior in the m-commerce context, especially in mobile shopping.

Apart from the classification of electronic commerce according to different business models, Mahadevan (2000) pointed out that the types of electronic commerce can also be classified using three market structures: portals, market makers, and product/service providers. This method of classification is more focused on the relation of intermediaries in the electronic commerce context rather than the business models as mentioned previously. Portals indicate an online platform where consumers can find information about a seller before being directed to a company's own platform to make transactions. Market makers refers to what we are now familiar with as electronic marketplaces where we can browse a variety of product and services from a number of providers and complete a transaction without being directed to another website. On the other hand, product/service providers, also known today as e-tailers, are brands that sell products online to consumers directly without an intermediary through their own platforms (Mahadevan, 2000).

Taking a closer look at the Thai context, the ETDA (2020) divides the electronic commerce landscape by looking from three dimensions: business models, amount of income, and industry. The first dimension – business models – can be separated into business-to-business, business-to-consumer, and business-to-government. The second dimension ranks entrepreneurs by their amount of income resulting in two main groups: SMEs, or those that gain less than 50 million baht per year from electronic commerce transactions, and Enterprises, or companies that gain higher than 50 million baht per year from electronic commerce transactions. Finally, the third dimension encompasses electronic commerce in eight industrial sectors: the manufacturing industry, the retail and wholesale industry, the transportation industry, the hospitality industry, the information and communications industry, the insurance

industry, the art industry, the entertainment and recreation industry, and other services industry (ETDA, 2020).

In addition, Priceza, an e-marketplace platform provider in Thailand, has identified three distinctive electronic commerce types in the Thai setting using different channels that a brand can reach its consumers through electronic commerce platforms (Phattarasaya, 2020). The three channels include e-marketplace, social commerce, and e-tailer or brand.com. E-marketplace refers to platforms that combine multiple product and service providers on one platform where consumers can search for information, interact with sellers and complete a purchase without leaving the platform. Examples of e-marketplaces are Lazada, Shopee and JD Central. Social commerce is associated with commercial activities on social media platforms, such as Facebook, Instagram, and LINE, which now allow consumers to complete a transaction on each platform directly as well. E-tailer or brand.com is similar to what Mahadevan (2000) referred to as product/service providers which is a brand's own online store selling to consumers directly without going through an intermediary (Phattarasaya, 2020).

Fashion Apparel in Electronic Commerce

Fashion is defined as an expression that is socially approved at a certain time and is characterized by change (Choi, 2014; Kinley et al., 2000). It is marked by behavior that is accepted and conformed to by a large group of people in a culture (Kinley et al., 2000). As a consequence, the fashion apparel industry is driven by speed, high demand fluctuation and short product life cycle, in order to keep up with the changing fashion trend (Choi, 2014). However, the adoption of electronic

commerce in the fashion apparel industry was generally slower than other industries as consumers often need to touch and try on the item before making a purchase decision (Blazquez, 2014), but with the changing lifestyle of consumers, it was hard for any business to not go online, including the fashion apparel industry.

The advent of technology and electronic commerce have revolutionized the fashion apparel industry in a similar manner as other industries. Fashion items now exist in various types of electronic commerce, from B2B to B2C and C2C, as well as across all channels, from e-marketplaces to social commerce and e-tailers. Although in-store experience has long been considered as an important aspect in the fashion world, interactive technologies such as personalization and virtual reality have been applied by brands to enhance the customers' online shopping experience and compensate the need for touch when buying apparel (Blazquez, 2014). Yang and Young (2009) found in their study on online apparel shopping that customized site features, interactivity, virtual experiences and customized alternative information availability have a positive effect on consumer attitude towards online apparel shopping. Interactivity, specifically, can aid consumers directly in their decision-making process and reduce perceived risks of making the wrong decision in online apparel shopping (Yang & Young, 2009). Therefore, electronic commerce is now an influential tool for fashion brands to optimize in order to reach their business goals.

Lazada revealed in an article by Thansettakij ("1H e-commerce," 2019) that in the first half of 2019, the number of sellers on the platform increased by 68.3% with the highest number of purchase orders coming from the female apparel segment. This trend was also reflected on other platforms like Shopee where fashion apparel ranks

as the best-selling product category (Yimfan, 2019). Meanwhile, on Priceza, fashion apparel took up 24.0% of total 2019 sales on the platform, the highest amongst all product categories offered by Priceza (Gigolo, 2019). This is partly due to the qualities of electronic commerce which correspond with the nature of fashion apparel industry in terms of speed, ease of access and lower cost of operation when compared to the traditional brick-and-mortar shops.

On the consumer front, fashion products are often used by individuals to express self-identity, self-image and social status (Yu et al., 2018). The changes in the fashion apparel industry are often in response to the changing consumer perception and attitude (Valaei & Nikhashemi, 2017). Moreover, the behavior of consumers when shopping for apparel online has been found to differ from the behavior of consumers in a physical store in various aspects. Apart from consumer motivation, information processing, and decision-making process which emerged among the prominent topics in research studies of this area, consumer personality has also been discovered to pose significant influence on consumer behavior when shopping online (Buchanan et al., 2005; Chen, 2011; Tsao & Chang, 2010; Valaei & Nikhashemi, 2017). Therefore, the review of literature on consumer personality will be discussed in the next topic to provide further theoretical direction to this research.

2.2 Consumer Personality

This section will examine the literature and past research on personality, related theories and relationship between consumer personality and purchase behavior to develop a more profound understanding in the different facets of personality in relation to consumer behavior.

Definition of Personality

The beginning of study on personality can be traced back as far as the ancient Chinese, Egyptian and European philosophers' writings before being identified as a discipline in the study of social sciences in the 1930s along with the emergence of distinguished names, such as Allport, Murray, Lewin, Adler, and Jung (McAdams, 1997). However, one of the most influential contributions in the study of personality is the pioneering work of Sigmund Freud on psychoanalytic theory (Barone & Kominars,1998; Kassarjian, 1971). Since then, researchers have been trying to probe into the depths of personality and its relationship with consumer behavior from different and wider perspectives resulting in multiple traditions and schools of personality study (Barone & Kominars,1998).

Several definitions of personality have been described by researchers. One of the earlier explanations was elaborated by Allport (1937, as cited in McAdams, 1997, p. 4) who defined personality as "the dynamic organization within the individual of those psychophysical systems that determine his unique adjustments to his environment." Meanwhile, Warren (1934, as cited in Eysenck, 1946, p. 1) believed that personality was the combination of a person's cognitive, affective, conative and physical attributes which makes a person different from others. This is the definition that Eysenck (1946) believed to be most inclusive since personality should be distinguished from other facets, such as character and temperament of a person, which focuses more on certain aspects of the affection and conation, respectively. On the other hand, Cattell (1946, as cited in McAdams, 1997, p. 11) identified a broader definition of personality as a quality that can be used to predict a person's action in certain situations. Later, Kassarjian (1971) mentioned in his article of personality and

consumer behavior that although there is no set definition of personality, most definitions share similar concept of how a person consistently responses to stimuli in his surroundings.

Meanwhile, Costa et al. (1995) explained that personality is a consistent way of thinking, feeling, and acting which is unique to each person. Personality is also expressed through different aspects of a person's life making one person differ from another (Costa et al., 1995). Similar definition was also given by Pervin and John (1997, as cited in Mowen, 2000) who described personality as a set of attributes which influences a person's unchanging style of feeling, thinking and acting.

Some of the more modern and simpler definitions of personality are from Solomon (2018), who depicted personality in a broader sense as a person's psychological design which has an enduring impact on how a person reacts in a situation. Meanwhile, D. Schultz and S. Schultz (2017) portrayed personality as an asset that everyone has which helps to shape a person's experience and determines a person's options, decisions and success or failure in life.

Following the above review of personality definitions, we can observe that although each researcher has his own way of describing the meaning of personality, the dominating idea that can be derived from each concept is a person's pattern of thoughts, feelings and behavior in response to surrounding stimuli which characterizes his unique take on the world throughout his life. Also marked as defining features of personality are the concepts of the whole person, motivation and individual differences (McAdams, 1997), which were translated into different schools of thought in the personality study.

Apart from the diverse definitions of personality, there are also a variety of approaches and theories in the study of personality which will be discussed in the next section.

Theories of Consumer Personality

Several approaches to the study of personality have been initiated in order to understand the workings of human personality as well as to develop reliable measurement to assess an individual's personality. This section will review the theoretical perspectives of personality including: *psychoanalytic theory* or *Freudian theory*, *social/culture theory* or *Neo-Freudian theory*, *self-concept theory*, and *trait theory*. Each theory looks at personality from disparate perspectives and uses different methods of research in the attempt to assess personality.

1) Psychoanalytic Theory (Freudian Theory)

Psychoanalytic theory by Sigmund Freud was the earliest formal contribution in the study of personality (D. Schultz & S. Schultz, 2017). His system of psychoanalysis posits great influence on many other theorists who came after him. At the heart of his personality theory lies the driving force of human basic instincts to satisfy our physical needs. It is the human instincts that Freud believed were responsible for the way we act and behave in response to the gratification of our needs. However, because our needs might not always conform to the norms of the society, the conflict between our desire to satisfy our needs and the obligation to act as a decent member of the society becomes the underlying force that drives our personality (Solomon, 2018). Hence, the focus of Freud's study is mainly on the unconscious needs that propel personality and motivation (Kassarjian, 1971).

Originally, Freud constituted three levels of personality – the conscious, the preconscious and the unconscious – which he later revised to be three structures of personality: *the id, the ego* and *the superego* (D. Schultz & S. Schultz, 2017). The id contains the basic desires or instincts of a human which exists only to maximize pleasure related to physical needs and to avoid pain in a selfish and illogical way (see Figure 2.2). The superego, on the contrary, is the total opposite of the id. It is the conscience that guides a person to follow the values and norms of the society. Meanwhile, the ego maintains the balance between the id and the superego by seeking for a socially acceptable way for a person to satisfy his needs. However, the workings of the three structures occur unconsciously so we usually are not aware of our id, superego and ego which are responsible for our actions (Solomon, 2018).

Figure 2.2 Freud's structure of personality
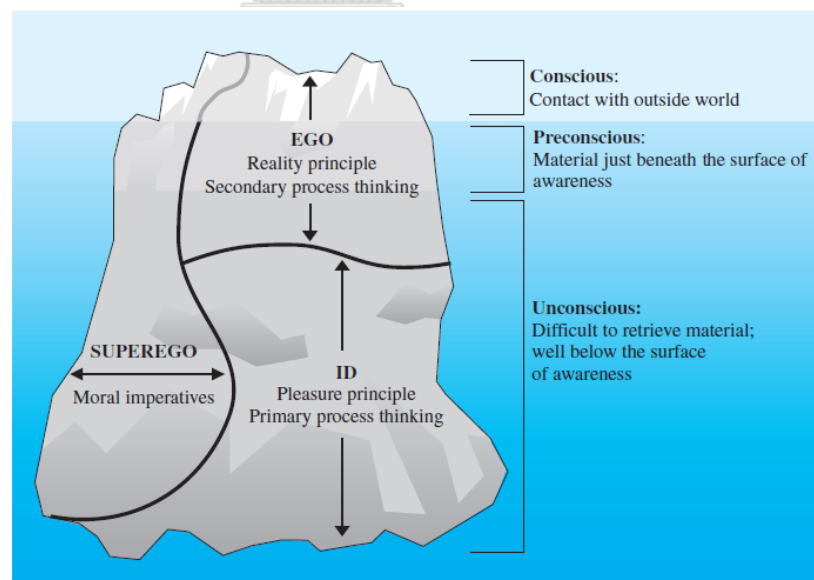
Source: Schultz, D. P., & Schultz, S. E. (2017). *Theories of personality*. Boston, MA: Cengage Learning, p. 45.

Another dominating idea in Freud's work is his interest in a child's sexual drives in different stages of development as explained in his *psychosexual theory*. He asserted that children are motivated by the instinct to satisfy their sexual impulses from different erogenous zones as they progress through the five stages of development – *oral, anal, phallic, latency*, and *genital* – which shape the personality and behavior as they grow up into adulthood (Barone & Kominars, 1998; D. Schultz & S. Schultz, 2017). In the first stage or the oral, a child is mainly driven by the id and obtains pleasure from sucking. In the second stage, Freud believed the toilet training experience is important for the development of personality. Therefore, a child receives gratification from defecation during the anal stage or from 1 to 3 years of age. While progressing through the phallic stage, a child is faced with more complex sexual drives along with the development of genitals and interest in the genital organs. This is an important turning point challenging the balance between the id and the superego which can determine whether a child will develop the Oedipus Complex (D. Schultz & S. Schultz, 2017). The next stage – the latency period – is when a child starts to develop interest in the opposite sex. As a child progresses into adolescence in the genital stage, he learns to conform with the values of the society so the sexual drives during this stage is reflected in a more socially acceptable way than other stages such as being involved in a relationship.

Freud's main methods in assessing the state of mind of his patients were free association and dream analysis (D. Schultz & S. Schultz, 2017). Later, these methods were adopted by researchers in the motivational study. Because the Freudian theory revolves around the unconscious motives, the main objective of researchers in this approach is to study the underlying motives and bring them to the conscious

awareness before interpreting them into tangible marketing motives. This approach was also greatly influenced by Ernest Ditcher in the 1960s (Bailey, 2014). Ditcher's contributions pivot three main substances: the essence of Freud's psychoanalytic theory, the interpretation of underlying motives, and the goal towards marketing success (Bailey, 2014).

In order to grasp the tangible meaning of unconscious motives and interpret them into purchase motivations, researchers of this approach probe into the minds of each consumer using projective techniques which include methods such as word association, sentence completion, bubble cartoon completion, picture sort, and product personification (Catterall & Ibbotson, 2000). Depth interviews and focus-group interviews are used by motivational researchers to find consumption motivations (Bailey, 2014).

2) Social/Cultural Theory (Neo-Freudian Theory)

Following Freud's psychoanalytic theory were many controversies amongst his colleagues who disagreed with the viewpoint that personality stems from the biological and sexual drives of a person. These theorists, also referred to as *the Neo-Freudians*, include, amongst others, Carl Jung, Alfred Adler, and Karen Horney. The essence of their theories lies in the belief that personality is influenced by social and cultural factors, as well as the interaction with other people, and is subjected to change throughout our whole life.

One of the pioneering theorists in this area of study is Carl Jung who exerted a strong belief in the psychic energy which affects the way we perceive, think and feel. Jung's psychic energy proposition is based on three principles: the principle of

opposites, the principle of equivalence, and the principle of entropy (D. Schultz & S.

Schultz, 2017). Amongst the three principles, the principle of opposites – which

stresses on the conflict between polarities in physical energy such as hot and cold –

dominates most of his postulations. Also, based on this principle of the opposites,

Jung proposed two opposing interactions of the attitudes – *extraversion* and

introversion – depending on the channeling of energy outward or inward, along with

four functions of the psyche – *sensing, intuiting, thinking* and *feeling* – related to each

person's perception of the world. Together, the two interactions of attitudes and four

functions of the psyche create eight psychological types: extraverted thinking,

extraverted feeling, extraverted sensing, extraverted intuiting, introverted thinking,

introverted feeling, introverted sensing, and introverted intuiting (D. Schultz & S.

Schultz, 2017). Jung's psychological types later influenced one of the most popular

personality tests to date – *the Myers-Briggs Type Indicator (MBTI)* – which will be

discussed in later in the trait theory section.

Another contribution of Jung that has an impact on the study of personality up

until today is *the analytical psychology*. Jung claimed that our personality is a result

of past experiences that are passed on from generation to generation creating patterns

of thoughts and behavior called *archetypes* (Solomon, 2018). These archetypes

revolve around occurring themes that emerge in myths, stories and dreams, such as an

old wise man, the earth mother, or a wizard which are frequently depicted through

fictional characters and marketing messages (Solomon, 2018).

Alfred Adler, another follower of Freud, believed that the basic drive of

humans is the strive for superiority (Kassarjian, 1971). In order to overcome our

inferiorities, especially from the effects of the birth order, we are motivated to

develop and grow, and thus, creating the personality (D. Schultz & S. Schultz, 2017).

This belief in personality as a product of social factors was later reflected in Karen

Horney's theory which was driven by the needs for love and security. She believed

that personality stems from the mechanism to protect ourselves from basic anxiety,

such as loneliness, fear, or the feeling of helplessness, creating neurotic needs that

determine our behavior. From these needs, Horney identified three neurotic trends

depending on a person's attitudes and behavior toward the self and others which

include the *compliant* personality, the *aggressive* personality and the *detached*

personality (D. Schultz & S. Schultz, 2017).

Differing from the focus on qualitative methods in the Freudian theory,

researchers taking the Neo-Freudians approach are dominantly influenced by Cohen's

psychological test – *the CAD scale*. To unearth a person's preference for product use,

Cohen based his measurement on Horney's neurotic trends and how a person chooses

a product to cope with their basic anxiety. Using the 35-item self-report inventory

CAD scale (Cohen, 1967), he found that different personalities lead to different

product preferences (Cohen, 1976; Kassarjian, 1971). For example, the compliant

personalities who seek acceptance usually prefer mouthwash and brand names. On the

other hand, the detached types show less interest in brands (Kassarjian, 1971). It was

also discussed in Cohen's research (1967) that men who are more aggressive tend to

choose more masculine and manly deodorants or shaving products to establish a

distinctive identity at first impression.

3) Self-Concept Theory

Although several researchers have conducted studies on the self from various perspectives, the term "self-concept" is often used to refer to "the totality of the individual's thoughts and feelings having reference to himself as an object" (Sirgy, 1982, p. 287), or rather "the sum total of all that a man can call his" (Kassarijian, 1971, p. 413). Rooted in the concept of self from founding researchers such as Carl Rogers, the core of this view is grounded in the belief that humans are rational beings who are fully conscious of their motives and personality can only be understood from their own viewpoint (D. Schultz & S. Schultz, 2017).

The self consists of several levels which have been conceptualized by researchers over time starting from *the actual self* to *the ideal self* and *the social self*, which is related to Cooley's theory of looking-glass self and impression management (Maholtra, 1988). Belk (1988) also discovered that the extended self is an important construct in understanding consumer behavior, especially how a person integrates an object as an extension part of the self, such as products that contain memories or past experiences like photographs or the first car. This idea was also emphasized by Grubb and Grathwohl (1967) who believed in the enhancement of self-concept through the purchase and consumption of goods. This self-enhancement notion can be achieved in two ways: by purchasing a publicly-recognized product that supports a person's self-concept and by purchasing a product that causes desired reactions when interacting with other people (Grubb & Grathwohl, 1967). In this case, products also carry symbolic meaning as an extension of the self.

At the heart of the self-concept study and consumer behavior is the relationship between self-image and product image (Kassarjian, 1971). It is often used to explain consumers' choice of product, brand or product preference as well as their purchase intention (Maholtra, 1988). Q-Sort technique, originated by Sommers in 1964 (Sirgy, 1982) and also adopted by Rogers, is a widespread research methodology in exploring the consumers' self-image. It typically includes several statements about the self for respondents to rank from statements that can most describe themselves to the least (D. Schultz & S. Schultz, 2017).

Semantic differential scale is also popular among self-concept researchers. Using the semantic differential, Birdwell (1968) found a positive relationship between automobile owners' perception of themselves and their cars. It was discovered that automobiles are an extension of the owner's self-image and that a person's perception of automobiles is strongly influenced by his cognitive structure, self-image and environment (Birdwell, 1968). This further affirms that psychological factors such as personality are important determinants of consumers' purchasing behavior.

4) Trait Theory

After surpassing the period of the doubt, personality study entered the golden era of trait theory (McAdams, 1997). Theorists in this discipline stress individual differences, referred to as personality traits, as well as the use of quantitative method in measuring characteristic differences, also known in present day as personality test. They believe that personality is the combination of traits which can be quantitatively measured and this has led to a multitude of personality tests and instruments in an attempt to define the taxonomy of personality traits later on.

Starting from Cattell who conceived the factor analysis and pioneered the term "traits" which he defined as "the mental elements of the personality" (D. Schultz & S. Schultz, 2017, p. 214). According to Cattell, traits are divided into various different types such as *common traits*, which everyone has in varying degree, and *unique traits*, which are possessed only by certain people and often appear in individual's interests or attitudes. One of his dominant instruments which was developed to assess an individual's personality is the *16 Personality Factor Test*. Cattell is widely considered to be the pioneer of personality traits study and has influenced many other researchers after him up until present (D. Schultz & S. Schultz, 2017). Hans Eysenck was another great contributor in the personality study. He developed the *Eysenck Personality Inventory* which was based on three interlocking dimensions: *extraversion-introversion, neuroticism-emotional stability*, and *psychoticism-impulse control* (D. Schultz & S. Schultz, 2017).

The most influential personality theory in the trait research stream, and also the center of attention in this study is *the Five-factor Model (FFM)*, also known as *the Big Five personality traits*. Drawing on past contributions from theorists like Cattell and Eysenck, Tupes and Christal (John & Srivastava, 1999) found strong correlations between five recurrent factors: extraversion, agreeableness, conscientiousness, emotional stability, and intellect/openness. Several models had been proposed by researchers in an attempt to provide a descriptive model of the Big Five, calling for an interpretation of the five traits in natural language. This led to the most comprehensive framework of the Big Five personality traits by Costa and McCrae (McAdams, 1997; D. Schultz & S. Schultz, 2017; Solomon, 2018) who studied the natural language and identified five factors: *Openness to Experience,*

Conscientiousness, *Extraversion, Agreeableness,* and *Neuroticism* (Costa & McCrae, 2013). To measure the five factors, Costa and McCrae initially introduced six facet scales for each of the five factors – *the NEO Personality Inventory* – a self-report personality test, before coming up with many revisions of the inventories ever since (Costa & McCrae, 2013).

Another popular personality instrument in the trait theory that is still widely known today is *the Myers-Briggs Type Indicator (MBTI)* which is greatly influenced by Jung's eight psychological types. Drawing on Jung's principal of the opposites, Briggs and Myers developed the MBTI personality test to measure and define individual differences using four-letter type from four interlocking dimensions: *Extroversion-Introversion, Sensing-Intuition, Thinking-Feeling*, and *Judging-Perceiving* (Solomon, 2018). Mowen (2000) also developed a recent hierarchical model of motivation and personality called *the 3M* which integrates several theories, including the FFM, into elemental traits, compound traits, situational traits and category-specific surface traits to prove the existence of hierarchy in personality traits.

With its stress on individual differences, the trait theory has been a widely accepted stream and has appeared in various research disciplines. Self-report questionnaires are the main instrument used in this research stream, such as the NEO inventories and the MBTI personality test. With regard to cultural differences, the FFM has been proven to have validity and reliability across different cultures as portrayed in McCrae and Allik's (2002) compilation of NEO-PI-R research data from 36 cultures. Another study by Schmitt et al. (2007) also affirmed that the Big Five personality traits do exist in people across 56 nations. It was found in their study that

Asians scored lower than other regions of the world in terms of extraversion, agreeableness, conscientiousness and openness, but higher in terms of neuroticism (Schmitt et al., 2007). The NEO inventories have also been applied in a range of settings and contexts from clinical practice to organizational career assessment (Costa et al., 1995).

On the consumer front, a number of researchers confirm a positive relationship between consumer behavior and personality traits. A study by Mooradian and Olver (1996) adopted Costa and McCrae's (1992) 60-item NEO Personality Inventory to investigate the relationship between the FFM and Tauber's (1972) 11 shopping motives. It was found that people with higher neuroticism tend to have experiential shopping motives whereas extraversion is related to interpersonal interaction. On the other hand, openness to experience is associated with motives such as learning, diversion, self-gratification and sensory stimuli. Meanwhile, conscientiousness drives promotional-related motives and attention to new products (Mooradian & Olver, 1996). This is also supported by a research by Guido (2006) who found that openness, agreeableness and extraversion are correlated to hedonic shopping value, and neuroticism and conscientiousness are correlated to utilitarian shopping value.

Meanwhile, Matzler et al. (2006) found that people who are extraverts and open to experience perceive stronger hedonic value of a product and can be more easily affected by brands. Additionally, many studies also explore the FFM in relation to consumer impulsive buying. For example, a study by Thompson and Prendergast (2004) confirmed that extraversion, neuroticism, and conscientiousness can predict impulsive buying behavior of consumers. In terms of attitude, Mooridan (1996)

identified extraversion and neuroticism as predictors of positive attitudes evoked by advertisements.

Personality Traits and Online Consumers. With the changing consumer behavior towards online channels in the present, the research stream that once tried to unearth the relationship between personality traits and purchasing behavior has transformed into a multitude of studies conducted to understand consumers' online purchasing behavior driven by individual differences such as personality. In terms of online behavior, Gosling et al. (2011) conducted a study to explore how personality is portrayed in online social network sites like Facebook. They discovered that online users tend to extend their offline personality into an online setting instead of escaping from or compensating for what they experience in the offline world. For example, extraverts would use social network frequently and engage more in online activities such as reacting to a post (Gosling et al., 2011). In their study on consumer online engagement, UI Islam et al. (2017) also identified extraversion, openness to experience, neuroticism and agreeableness to be driving factors of consumer engagement with online brand communities respectively which can lead to purchase intention.

In the Thai context, a study conducted by Wichaiwong and Sangroengrob (2019) to investigate factors influencing online purchase decision of customers in Bangkok interestingly revealed that consumers with low neuroticism or high emotional stability tend to purchase from e-marketplaces rather than social commerce channels. They also found that gender has an influence on online shopping behavior. Thai females with high agreeableness tend to shop through e-commerce more than

those with other traits while Thai males who score low in neuroticism and high
extraversion are inclined to shop online more than males with other personality traits
(Wichaiwong & Sangroengrob, 2019). Unfortunately, despite a large number of
studies on personality and consumer behavior in other countries, the researcher
discovered that there is a huge gap in personality study in Thailand, especially in
regard to online consumer behavior. Therefore, this research can help to shed light on
an understanding in personality factors that drive consumer behavior in Thailand.

This section has reviewed relevant literature on personality and related
theories as well as past research on the relationship between personality and consumer
behavior. To build on a more solid background for the current research, the next
section will be a review of literature and relevant studies on consumer behavior.

2.3 Consumer Behavior

Understanding the consumer behavior is a crucial marketing goal that every
company strives to achieve in order to reach their ultimate business goals. The term
consumer behavior in the academic world refers to the study of behavior that
consumer portrays in the process of searching for, purchasing, using, evaluating and
disposing of a product or a service in order to gratify their needs and desires
(Schiffman et al., 2012; Solomon, 2018). The study of consumer is rooted in the
concept of marketing which prioritizes the needs and desires of consumers who can
either take the form of an individual or an organization. In order to identify the needs
of consumers, several marketing approaches may be applied to approach consumers
more easily and accurately, such as segmentation, targeting and positioning
(Schiffman et al., 2012).

The key to understanding consumer behavior is to understand that consumption is an ongoing process in which consumers go through different stages before and after purchase (Solomon, 2018). In each stage of the process, consumers deal with different issues while companies work to solve those issues with various business strategies from different organizational viewpoints (see Figure 2.3).

Figure 2.3 Stages in the consumption process
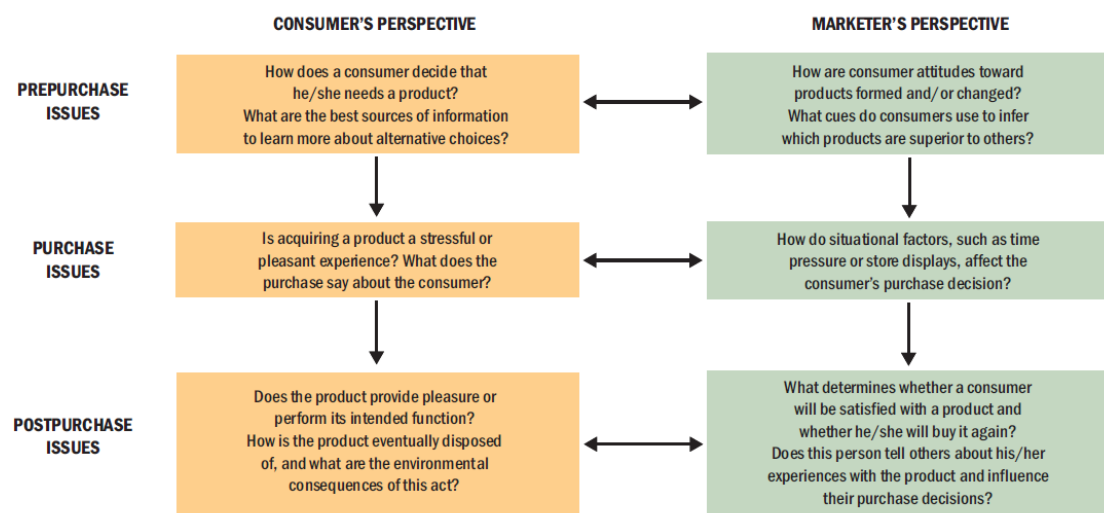
Source: Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12th ed.). Essex, UK: Pearson Education, p. 29.

In the study of consumer behavior, there are several issues to address as consumers go through the consumption process, from the psychological and external factors that drive a purchase, consumer perception, consumer attitude to consumer decision making process.

Consumer Perception

Schiffman et al. (2012, p. 159) defined perception as "the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world." In the same way that consumption is an ongoing process,

perception is also a process, and the fundament of the perceptual process is how we give meaning to the sensation that we receive in response to the interaction with – and interpretation of – stimuli through our five senses. Therefore, it is important for practitioners to create sensory experiences that trigger and appeal to the senses of consumers (see Figure 2.4).

Figure 2.4 Stages in the perceptual process
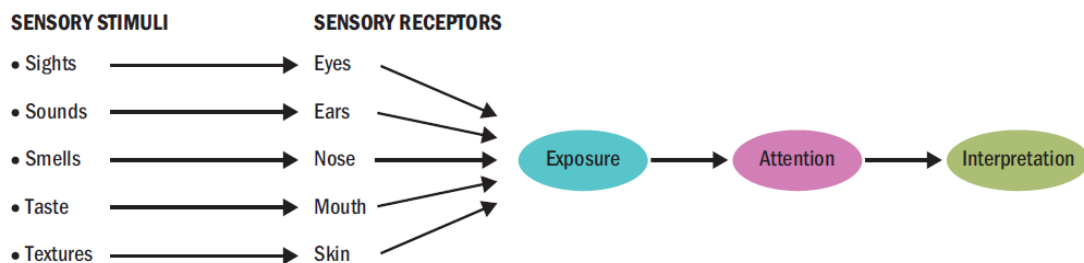
Source: Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12th
　　　　ed.). Essex, UK: Pearson Education, p. 108.

The first stage of the perceptual process is when consumers are exposed to a stimulus through their five senses. The exposure stage is related directly to how a person receives sensory data from a stimulus which depends on the capability of perception in each individual. This can result in the ability of each consumer to sense a stimulus which can be above or below the sensory threshold or the level of awareness of the consumer (Solomon, 2018).

The second stage of the perceptual process happens when consumers choose to pay attention to or ignore certain stimulus. This is because a consumer is exposed to countless information and stimuli in a day, so we tend to be aware of the stimuli that relate to us and block out the ones that we do not want (Solomon, 2018). In this stage, consumers are influenced by internal factors, such as beliefs, moods,

personality, motives and needs (G. Belch & M. Belch, 2003), and external factor from outside environment such as marketing stimuli like product attributes and advertisements. Therefore, different consumers might respond to different stimuli or even same stimuli differently as a result of *perceptual selection*. Two main factors that decide which stimuli will receive attention are customers' past experience and their motives (Schiffman et al., 2012). These psychological factors have also been identified by G. Belch and M. Belch (2003) as determinants of perceptual selection with the inclusion of personality, need, and expectations.

Once consumers select which stimuli they want to attend to, they pass on to the final stage in the perceptual process, which is when they assign meanings to the stimuli or interpret those stimuli. To make the interpretation easier, consumers organize the information they receive into groups using various kinds of principles such as figure and ground, grouping, and closure to perceive the fragments of information as a unified whole – principles developed by the *Gestalt* school of psychology (Schiffman et al., 2012).

Consumer Motivation. As an antecedent of the perceptual process, consumer motivation is also an area that has been vigorously studied by researchers to understand the reasons that drive consumers to take a particular action in the marketplace. These motivations can be derived from *needs* which consumers try to satisfy by making a purchase of products that would respond to those needs (Bayton, 1958). One of the most prominent frameworks in the study of consumer motivations is *Maslow's Hierarchy of Needs* which identifies five levels of needs that an individual must go through, from physiological, safety, belongingness, ego needs to

self-actualization, respectively (Solomon, 2018). Motivations can also be classified into *utilitarian motives*, which focuses on objective and tangible attributes or benefits of a purchase, and *hedonic motives*, which are subjective, experiential and respond to the feelings of the consumers (Solomon, 2018).

Tauber (1972) explored the determinants of shopping activities and came up with 11 shopping motives. The motives include *personal motives*, which are role playing, diversion, self-gratification, learning about new trends, physical activity, and sensory stimulation; and *social motives*, which include communication with others having similar interest, peer group attraction, status and authority, and pleasure. Impulse shopping is also considered a shopping motive when consumers make an unplanned purchase (Tauber, 1972).

Interestingly, consumer motives in an offline and an online setting have been found to differ from each other. As online shopping is now replacing brick-and-mortar shops, Shang et al. (2005) discovered that in an online setting, consumers tend to be driven by their hedonic motivations rather than utilitarian motivations, especially in a purchase where fashion is involved.

Consumer Attitude

It might not be an overstatement to say that attitude is the cornerstone of consumer behavior as it is believed to be directly related to consumers' decision to make or not make a purchase (Kassarjian, 1982). Attitude can be defined as an individual's intention to respond favorably or unfavorably to something or someone in his surrounding (Ajzen, 1989). Important characteristics of attitude are its evaluative dimension (Ajzen, 1989) and its lasting effect which can be a determinant

of behavior (Solomon, 2018). However, despite its lasting effect, attitude can be changed and learned from the information that we acquire from a variety of sources such as advertisements, direct experience, and interaction with other people.

According to Katz (1960), attitude can be studied from a *functional approach* which focuses on the motivational processes involved in the attitude formation and attitude change. Four functions that attitude can perform for an individual consist of *the utilitarian function* which is related to carrying out a specific behavior to receive reward or avoid punishment; *the ego-defensive function* in which we form an attitude to protect ourselves from threats internally and externally; *the value-expressive function* in which we form an attitude to express our values and self-concept; and *the knowledge function* happens when we try to understand and give meaning to a situation (Katz, 1960; Solomon; 2018).

With an effort to understand attitude, researchers have developed many models from different perspectives. Each view emphasizes on different component of attitude, either on the association between all three components of attitude – *the tripartite view* – or on the affect component with the other two as antecedents or consequences of attitude – *the unidimensional view* (Ajzen, 1989).

Lutz (1991) discussed the three components of attitude in the tripartite view which comprise *cognition, affection* and *conation*. Cognition refers to the knowledge and information that an individual collects from various sources in relation to the attitude object. The affective component is emotions or feelings towards the attitude object, and the conative component refers to the purchase intention which is often used in the consumer behavior study to predict behavior (Schiffman et al., 2012). In

this approach, an attitude must have all three components only differing in greater or lesser degrees of each component. Meanwhile, the unidimensional view believes that attitude is solely made up of the affect component, which is the favorable or unfavorable feeling towards the attitude object. The cognition and conation components either come before or after the affect component creating a casual flow in the formation of attitude (Lutz, 1991).

Consumer Information Processing. Several theories have emerged from each approach in the study of consumer attitude. Many were developed in an attempt to explain and achieve attitude change. An important aspect in this process is the cognition which involves cognitive disciplines such as *information search* and *information processing* (Kassarjian, 1982). Generally, information can be acquired from *internal* and *external* search (Bettman et al., 1991). Internal search happens when consumers retrieve information from their memory whereas external search refers to information acquired from a range of external sources and can be categorized using the level of involvement with the product.

Before consumers are able to process information, they must first acquire the information to be processed. Assael (2004) addressed four processes of information acquisition in relation with the level of involvement which include *ongoing search* from enduring involvement, *directed purchase-specific search* from situational involvement, *nondirected purchase-specific search* from situational involvement with little prior knowledge of the product, and *passive acquisition of information* from low involvement.

As information search in the present happens more in an online context, Hoffman and Novak (1996) distinguished two types of online search behavior which are *experiential* browsing and *goal-directed* search. The distinctions between two types of search behavior are characterized by six dimensions – extrinsic versus intrinsic motivation, instrumental versus ritualized orientation, situational versus enduring involvement, utilitarian versus hedonic benefits, directed versus nondirected search, and goal-directed versus navigational choice (Hoffman & Novak, 1996). In response to this framework, researchers have found that consumers tend to be driven by goal-directed search behavior when shopping online whereas experiential browsing behavior is more prone to appear in offline shopping (Novak et al., 2003; Wolfinbarger & Gilly, 2000).

Payne (1995) examined the factors that predict information processing behavior and found that task, context, and individual differences are related to the strategies that consumers adopt when processing information. The process of information acquisition and processing is closely associated with how consumers make a choice in the decision-making process which will be discussed in the next section.

Consumer Decision-making Process

Also an important stage in the consumption process, the consumer decision-making process involves a range of internal and external activities that a consumer must go through before and after making a purchase. The main issue in this process deals with how consumers make decisions after perceiving and forming an attitude toward a product or service.

Most literature in the consumer behavior study demonstrates five stages in the consumer decision-making process. The five stages include *problem recognition, information search, alternative evaluation, purchase decision* and *post purchase evaluation*. Moreover, the decision-making process can also be influenced by psychological factors such as motivation, perception, attitude and consumer learning as shown in Figure 2.5 (G. Belch, & M. Belch, 2003).

Figure 2.5 A basic model of consumer decision making
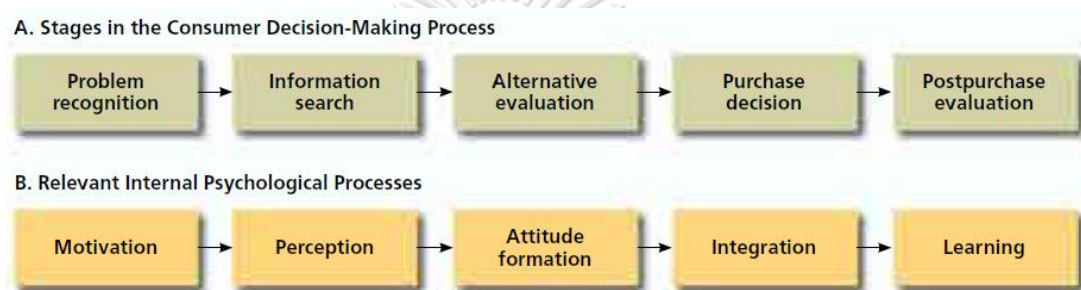
Source: Belch, G. E., & Belch, M. A. (2003). *Advertising and promotion: An integrated marketing communications perspective* (6th ed.). Boston, MA: McGraw-Hill, p. 112.

In the first step, a consumer is faced with a problem where a gap between the actual state and the ideal state creates an urge for the consumer to fill that gap (Solomon, 2018). There are several sources that cause problem recognition such as new needs or wants, dissatisfaction with existing product, and related purchases (G. Belch & M. Belch, 2003).

The second stage occurs when a consumer searches for information which will provide solution to their problem. This stage can also be referred to as *prepurchase search* (Solomon, 2018). As indicated in the previous section, a consumer may search internally or externally for information (Bettman et al., 1991). In addition to the

factors mentioned in the consumer information processing section, Assael (2004) also stated nine determinants that decide whether the search will be carried out actively or passively. According to Assael (2004), a consumer will search for information actively if the decision is related to high involvement, high perceived risk, product uncertainty, little product knowledge, clear goals, less time pressure, high price, more product differences and cost-effectiveness of information search.

The next stage is the evaluation of alternatives in which a consumer may adopt different strategies to compare each alternative. Bettman et al. (1991) addressed several criteria that a consumer might use in the evaluation process namely the Weighted Additive Rule, Lexicographic Heuristic, Elimination-by-Aspects Heuristic, or even combined strategies. An important issue for brands to consider in this stage is how they can integrate themselves into *the evoked set* which consumers are aware of and especially *the consideration set* which is the set of brands seriously considered by the consumers (Solomon, 2018).

When consumers' purchase intention turns into an action, there are several types pf purchase that consumers can make. A planned purchase happens when consumers make the decision before coming into the store, on the contrary, an unplanned purchase is triggered when consumers are aroused by environmental factors at the point-of-purchase such as sales promotion (Kelly et al., 2000).

The final stage takes place only after consumers already make a purchase and experience the purchased product or service. The outcome can play out in a number of ways depending on the level of expectation that the product can meet which can result

in consumers' satisfaction, which can lead to repurchase, or dissatisfaction, which can cause complaints from consumers (Solomon, 2018).

However, a consumer does not have to undergo all five stages every time they make a purchase. This depends on a variety of factors such as the importance of the decision, perceived risks or the level of involvement. Schiffman et al. (2012) distinguished three levels of consumer decision-making based on the amount of effort that consumers put into each level ranging from *extensive problem-solving*, *limited-problem solving*, and *routinised response behavior*. The stages in each level are elaborated in Figure 2.6.

The first level—*extensive problem-solving*—usually happens when consumers have to make a purchase decision for products with high perceived risks, such as expensive or complicated products, or with high involvement. In this situation, consumers need to make a lot of effort in actively searching for information and extensively evaluating each alternative using different strategies before making a decision (Schiffman et al., 2012). However, in *limited problem-solving* circumstances, consumers generally search internally with limited external search. They would evaluate only a few alternatives before reaching a conclusion (Hawkins & Mothersbaugh, 2010). Examples of limited problem-solving are when consumers encounter a new detergent product at the point-of-purchase, or suddenly recognize a need to buy shampoo and simply weight between the brands that are available at that moment. Meanwhile, for brand loyal purchases and repeat purchases, consumers would be involved in *routinised response behavior* in which they spend the least time searching for information and skip alternative evaluation because they are already

familiar with the product or the brand, or because the purchase concerns very low

involvement for the consumer (Hawkins & Mothersbaugh, 2010).

Figure 2.6 Three levels of consumer decision-making process

Routinised response behavior	Limited- problem solving	Extensive problem-solving

Problem recognition Selective	**Problem recognition** Generic	**Problem recognition** Generic
Information search Limited internal	**Information search** Internal Limited external	**Information search** Internal External
	Alternative evaluation Few attributes Simple decision rules Few alternatives	**Alternative evaluation** Many attributes Complex decision rules Many alternatives
Purchase	Purchase	Purchase
Postpurchase No dissonance Very limited evaluation	**Postpurchase** No dissonance Limited evaluation	**Postpurchase** Dissonance Complex evaluation

Source: Adapted from Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer*
behavior: Building marketing strategy (11th ed.). New York, NY: McGraw-
Hill, p. 497.

2.4 Conceptual Framework

From the extensive literature review, the conceptual framework of this

research is illustrated in Figure 2.7 below. The framework shows the relationship

between personality traits from the Five-factor Model and consumer behavior. Five

personality traits – Openness to experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism – will be associated with four aspects of consumer behavior, which are consumer motivation, information search, attitude, and purchase intention. The relationship will be explored in the context of online fashion apparel purchase through electronic commerce platforms.

Figure 2.7 Conceptual Framework of the current research
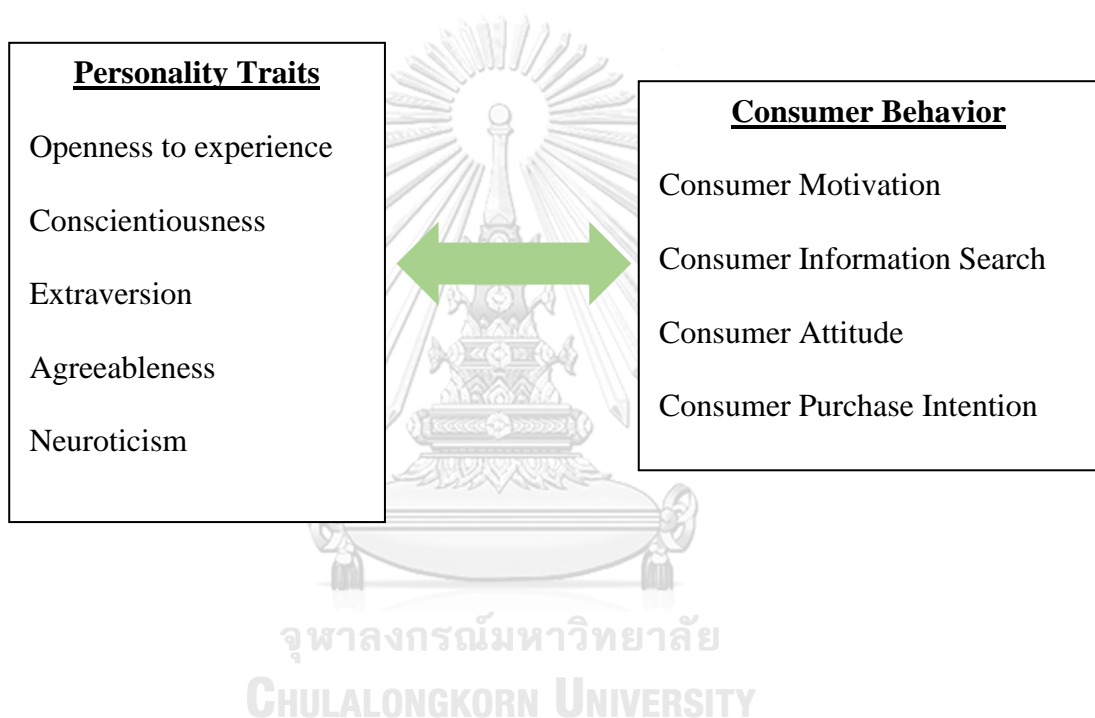
CHAPTER 3
METHODOLOGY

Research on the relationship between personality traits and consumer behavior in purchasing fashion apparel on electronic commerce platforms was conducted using a quantitative approach. The variables were measured among 214 respondents using an online survey. The questionnaire used consists of 4 sections covering screening questions, personality traits, consumer behavior and demographic data. This chapter delves into the details of research methodology which encompasses research sample, questionnaire format, measurement of the variables, and data collection and data analysis.

3.1 Research Sample and Sampling Method

The focus of this research is to study relationship between personality traits and four aspects of consumer behavior which are motivations, information search, attitude and purchase intention. The prerequisite of the respondents was that they had purchased at least one fashion apparel item through an electronic commerce platform in the past three months. According to surveys on consumer behavior on Facebook (Chankisen, 2019) and Lazada (Nokyoong, 2020b), the age group that takes up the majority of online spenders on both platforms range between 18 and 35. This also aligns with the report from the ETDA which identifies people in this age group to be most active internet users at an average of 10.4 hours per day in 2019 (Leesa-nguansuk & Tortermvasana, 2020). Hence, this research is focused on respondents aged between 18 and 35.

With a total of 214 respondents, Facebook Ads was the main tool used to distribute online questionnaires amongst the target group, which allowed the researcher to specify consumers with desired age group, interest in fashion apparel and frequent online shopping activity. The average click-through-rate of Facebook Ads across all industries is 0.90% (Irvine, 2020). Therefore, to secure at least 200 respondents, the Facebook Ads was targeted to reach a minimum of 25,000 people in Bangkok area. The respondents also had to be an online shopper who had purchased one fashion apparel item in the past three months which was indicated as one of the screening questions.

3.2 Questionnaire Format

The questionnaire was an online-based instrument formulated in both English and Thai versions consisting of four sections and a total of 68 questions. The details of each part can be elaborated as follows (see Appendix A).

Section One contains four screening questions to determine whether the respondents are qualified for the research.

Question 1 asks the respondents to select their age using ordinal scales.

Question 2 asks the respondents if they have prior experience of purchasing apparel products through e-commerce platforms in the past three months.

Question 3 asks the respondents if they are currently residing in Bangkok.

Question 4 asks the respondents to identify their most frequent electronic commerce platform.

Section Two comprises 41 close-ended questions to determine the

respondents' five dimensions of personality traits: Openness to experience,

Conscientiousness, Extraversion, Agreeableness and Neuroticism.

Section Three measures consumer behavior which incorporates four parts:

consumer motivation, information search, attitude and purchase intention.

Part One includes 10 questions to identify whether the respondents are driven

by utilitarian or hedonic motivations to purchase apparel products on an electronic

commerce platform.

Part Two consists of four questions to determine consumer online information

search behavior between goal-directed and experiential behavior.

Part Three encompasses three questions to evaluate the respondents' attitude

towards purchasing apparel products on electronic commerce platforms.

Part Four explores the respondents' intention to continue purchasing apparel

products on electronic commerce platforms. This part consists of three questions.

Section Four entails three questions to collect demographic data of the

respondents which include gender, education level, and monthly income, using

nominal and ordinal scales.

3.3 Measurement of the Variables

In this research, five variables being studied are personality traits, consumer

motivations, consumer information search, consumer attitude and purchase intention.

The measurement of the variables are as follows.

Personality traits consists of five dimensions of personality traits: _Openness to_

experience, Conscientiousness, Extraversion, Agreeableness, and _Neuroticism._ From

past research studies, the Five-factor Model (FFM) has been proven to have validity and reliability in a variety of self-report instruments across numerous fields of research (McCrae & Costa, 1999). Although several measurement models have been developed by researchers, the 50-item inventory from the International Personality Item Pool (IPIP) has been found to correlate highly with Costa and McCrae's revised NEO-PI-R inventory with correlations between .85 and .92 (Buchanan et al., 2005). Drawing on the 50-item IPIP inventory, Buchanan et al. (2005) assessed the validity of the inventory for self-reports on the Internet and removed nine items which had high loadings on the wrong factors leaving 41 valid items. The revised 41-item inventory has also been tested to have acceptable reliability ranging from .71 to .89.

Hence, the 41-item instrument has been adopted from Buchanan et al. (2005) in this study to measure the five dimensions of personality traits. Of the total of 41 items, seven are for measuring Openness to experience, ten for Conscientiousness, nine for Extraversion, seven for Agreeableness, and eight for Neuroticism. To ensure that the respondents pay close attention to each item and also to increase the probability of valid responses, certain items in each construct were reversed and then recoded in the data analysis process (Buchanan et al., 2005; Goldberg, 1999). The five-point Likert scale is implemented to measure the accuracy of each statement, the scale ranges from

1 = Strongly inaccurate

2 = Inaccurate

3 = Neither inaccurate nor accurate

4 = Accurate

5 = Strongly accurate

Consumer motivations are divided into *utilitarian* and *hedonic* motivations.
The scale used for measuring both dimensions of motivations is adopted from Kumar
and Sadarangani (2018) which includes 10 items. The constructs have been pre-tested
on a seven-point Likert scale, with reliability exhibited greater than .72 for all items.
The five-point Likert scale is used in this study to identify the level of agreement of
each statement as follows:

      1 = Strongly disagree

      2 = Disagree

      3 = Neither disagree nor agree

      4 = Agree

      5 = Strongly agree

Consumer information search is identified by the two categories developed
Novak et al. (2003) discussed in Chapter two, which are *goal-directed* and
experiential search. The adopted scale includes four items which were originally
measured using a nine-point Likert scale with an acceptable reliability at .70. In this
study, the five-point Likert scale is applied to measure the dimensions of participants'
information search behavior which are

      1 = Strongly disagree

      2 = Disagree

      3 = Neither disagree nor agree

      4 = Agree

      5 = Strongly agree

Consumer attitude indicates the favorable or unfavorable feelings towards the
purchase of fashion apparel through electronic commerce platforms. The instrument

entails three items adapted from Van der Heijden et al. (2003), which were measured

on a seven-point Likert scale with reliability between .92 and .93. The five-point

Likert scale is adopted in this study to evaluate the attitude of respondents toward

online purchase of fashion apparel reflected in the level of agreement of each

statement in their opinion:

1 = Strongly disagree

2 = Disagree

3 = Neither disagree nor agree

4 = Agree

5 = Strongly agree

Purchase intention is used to measure the conation aspect of consumers which

is characterized by the act of purchase. The scale in this research is derived from Tsao

and Chang's (2010) study. All three items exhibited reliability of .89 on a seven-point

Likert scale. Using the five-point Likert scale, the purchase intention is measured in

different levels of likelihood in this study as follows:

1 = Very low likelihood

2 = Low likelihood

3 = Medium likelihood

4 = High likelihood

5 = Very high likelihood

3.4 Reliability and Validity of the Research Instrument

Two indicators of quality in quantitative research are validity and reliability.

Validity refers to the extent to which a variable is accurately measured whereas

reliability is defined by the extent to which a research instrument yields the same results when tested repeatedly in similar circumstances (Heale & Twycross, 2015). The variables were measured with items adapted from previous research in which researchers had already conducted procedures to verify the validity and reliability of each instrument.

To further ensure that the scales have content validity, the questionnaire was examined by professional project advisor before conducting a pilot test to make sure that the scales accurately reflect the objective of the study. In addition, the researcher also analyzed the reliability of the instrument using Cronbach' s coefficient alpha to test the internal consistency of each measure after data collection.

3.5 Data Collection and Data Analysis

Data collection was conducted from October to November 2020 using an online survey. Questionnaires were distributed through online channel, along with the use of Facebook Ads to expand the variety among participants. The SPSS (Statistical Package for the Social Sciences) statistical program was used to compute and analyze the data with confidence level at 95.0%.

For the analysis of the findings, descriptive statistics has been applied to describe the means and standard deviation of the data. Inferential statistics was implemented to make inferences about the collected data which included Pearson's Product Moment Correlation to explore the relationship between variables.

CHAPTER 4

FINDINGS

This chapter discusses the findings collected from 214 respondents aged between 18 and 35 years, residing in Bangkok and have purchased fashion apparel on an electronic commerce platform at least once in the past three months. The online questionnaires were distributed through online advertisement on Facebook Ads. The acquired data were computed using SPSS (Statistical Package for the Social Sciences) statistical program. Findings are reported and discussed in this chapter which encompasses five main parts: demographic profile, personality traits, consumer behavior, along with correlation analysis to investigate the relationship between personality traits and consumer behavior.

4.1 Demographic Profile

Demographic data of the respondents were gathered from the first and final parts of the questionnaire. The data are categorized into four tables based on gender, age range, education level, and monthly income. In addition to demographic data, this section also encompasses additional findings obtained from the respondents' most frequent electronic commerce platform in relation with their age group.

Among the 214 respondents in this study, female constitutes the majority of responses at 82.2%, which is equivalent to 176 respondents, while male respondents account for a lower percentage at 15.9% or 34 people. In addition, respondents who categorized themselves as *other* contribute to 1.9% or an equivalent of 4 people. The gender distribution is shown in Table 4.1.

Table 4.1 Gender of respondents

Gender	*f*	%
Male	34	15.9
Female	176	82.2
Other	4	1.9
Total	**214**	**100.0**

The age range of respondents is reported in Table 4.2 below. The results show that Thai consumers aged between 23 and 27 years constitute the highest proportion of respondents at 45.3%, which is equivalent to 97 people, followed by respondents aged from 28 to 32 years at 41.1% or 88 people. Meanwhile, respondents aged from 33 to 35 years comprise 8.9%, equivalent to 19 people, whereas 18 to 22 years account for 4.7% or 10 people.

Table 4.2 Age range of respondents

Age Range	*f*	%
18-22 years	10	4.7
23-27 years	97	45.3
28-32 years	88	41.1
33-35 years	19	8.9
Total	**214**	**100.0**

The results also depict that a greater proportion of respondents possesses a bachelor's degree at 51.4% while 47.7% of respondents hold a degree higher than bachelor's level. Only 0.9% of respondents, or 2 people, are high school graduates or lower (see Table 4.3).

Table 4.3 Education level of respondents

Education Level	f	%
High school or lower	10	0.9
Bachelor's degree	97	51.4
Higher than Bachelor's degree	88	47.7
Total	**214**	**100.0**

Table 4.4 illustrates that more than a quarter of respondents earn between 25,001 and 40,000 Baht monthly at 29.0%, followed by participants who earn more than 60,000 Baht per month at 26.6% and 40,001 – 55,000 Baht at 22.4%. Respondents who make a monthly income between 10,001 and 25,000 Baht contribute to 9.3%, 55,001 – 60,000 Baht at 8.9%, and 10,000 Baht or less at 3.7%, respectively.

Table 4.4 Monthly income of respondents

Monthly Income	f	%
10,000 Baht or less	8	3.7
10,001 – 25,000 Baht	20	9.3
25,001 – 40,000 Baht	62	29.0
40,001 – 55,000 Baht	48	22.4
55,001 – 60,000 Baht	19	8.9
Above 60,000 Baht	57	26.6
Total	**214**	**100.0**

In the questionnaire, the respondents were also asked to select their most frequent electronic commerce platforms when shopping for fashion apparel among three options which are e-tailers, e-marketplaces and social media. This provided additional and interesting information regarding their purchasing behavior. Moreover, the researcher also found that respondents of different age groups tend to prefer different shopping platforms as depicted in Table 4.5 below. The table shows that the

most frequent electronic commerce platform for fashion apparel is social media platforms, such as Facebook, Instagram, LINE and Twitter, at 39.3%, followed closely by e-marketplaces, namely Shopee, Lazada, JD Central, Alibaba, and Zilingo, at 37.9%. E-tailers, for instance H&M, Zara, Topshop, Uniqlo, and Pomelo, are the least visited platforms at 22.9%.

Meanwhile, as mentioned in the demographic profile section, the age of respondents was divided into four groups: 18-22 years, 23-27 years, 28-32 years, and 33-35 years. However, results from this section, in company with figures from most frequent electronic commerce platforms, are recategorized into two main age groups which are 18-27 years and 28-35 year to manifest the difference more clearly. Among the respondents aged between 18 and 27 years, which takes up 50.0% of the total participants, 21.0% or 45 respondents selected social media as their most frequent platform, followed by e-marketplaces at 19.2% and e-tailers – the least frequent platforms – at 9.8%. On the other hand, participants aged from 28-35, which contribute to the other half of total participants, selected e-marketplaces as their most frequent platforms at 18.7%, or 40 people, while social media followed closely at 18.2%, or 39 people, along with e-tailers which account for 13.1%, or 28 respondents.

Table 4.5 Most frequent electronic commerce platforms among age groups

Platforms among age groups	18-27		28-35		Total	
	f	%	*f*	%	*f*	%
E-tailers/brand.com	21	9.8	28	13.1	49	22.9
E-marketplaces	41	19.2	40	18.7	81	37.9
Social media	45	21.0	39	18.2	84	39.3
Total	**107**	**50.0**	**107**	**50.0**	**214**	**100.0**

4.2 Personality Traits

The personality traits of each respondent were measured in five dimensions which are *Openness to experience, Conscientiousness, Extraversion, Agreeableness*, and *Neuroticism*. The 41-item scales, adopted from Buchanan et al. (2005), were used to measure the level of accuracy that each item performs for the respondents based on the five-point Likert scale where 1 = strongly inaccurate, 2 = inaccurate, 3 = neither inaccurate nor accurate, 4 = accurate, and 5 = strongly accurate. Of the total of 41 items, seven are for measuring Openness to experience, ten for Conscientiousness, nine for Extraversion, seven for Agreeableness, and eight for Neuroticism. As mentioned in Chapter 3, certain items in each dimension have been reversed to heighten the attention of respondents as they fill out the questionnaire as well as to increase the chance of getting valid responses. These include 20 items in total – five in Openness to experience, five in Conscientiousness, four in Extraversion, three in Agreeableness and four in Extraversion – which have been recoded using SPSS statistical program.

The mean score and standard deviation of personality traits among 214 respondents are reported in Table 4.6 below. The 41-items have been tested for reliability with Cronbach's coefficients ranging from .74 to .87 totaling .71. Among the five dimensions, the participants score the highest on *Agreeableness*, as evidenced by a mean score of 4.17. This is followed by *Openness to experience* with a mean score of 4.07, *Conscientiousness* ($M = 3.57$), and *Extraversion* ($M = 3.15$). Meanwhile, the lowest mean score is reported in the *Neuroticism* dimension at 2.64.

Each dimension encompasses different items to measure more specific and dominant traits in each person. For *Extraversion*, the respondents mostly defined the

statement on *knowing how to captivate people* as most accurate to themselves at the

mean score of 3.51 while the statement that is the least accurate is "*I like drawing*

attention to myself" as evidenced by the mean score of 2.68. In terms of *Neuroticism*,

or emotional instability, a large proportion of participants identified themselves as

being *easily bothered by things* ($M = 3.31$). However, most of them disagreed with the

statement that describes *self-hatred*, depicted by the lowest mean score among 41

items at 1.86.

When asked to rate themselves in terms of *Conscientiousness*, the respondents

recognized themselves as *always performing their duty* with a mean score of 4.16 but

they generally did not *find it easy to get down to work*– a statement that scored only

2.85 on average. Meanwhile, items from *Agreeableness* show that the majority of the

respondents believed they *respect other people* at the mean score of 4.49. The

statement with lowest mean score in this dimension is "*I do not get back at others*" (M

$= 3.64$). The final dimension, *Openness to experience*, manifests that most

respondents characterized themselves as an *open-minded* person ($M = 4.43$) and are

moderately *engaged in philosophical discussions* ($M = 3.70$).

Table 4.6 Respondents' five dimensions of personality traits

	Personality Traits	*M*	*SD*
	Extraversion (Cronbach's Alpha = .87)	**3.15**	**0.76**
1	I am the life of the party.	3.03	1.11
2	I am skilled in handling social situations.	3.36	1.07
3	I make friends easily.	3.36	1.03
4	I know how to captivate people.	3.51	0.82
5	I feel comfortable around people.	3.40	0.94
6	I talk a lot.	3.03	1.25
7	I like being in the spotlight.	2.70	1.19
8	I have a lot to say.	3.26	1.14
9	I like drawing attention to myself.	2.68	1.17

Table 4.6 (Continued)

	Personality Traits	M	SD
	Neuroticism (Cronbach's Alpha = .74)	**2.64**	**0.69**
10	I often feel blue.	2.23	1.19
11	I am often down in the dumps.	2.20	1.14
12	I dislike myself.	1.86	1.07
13	I have frequent mood swings.	2.90	1.25
14	I panic easily.	3.13	1.22
15	I often feel depressed.	3.23	1.25
16	I feel uncomfortable with myself.	2.25	1.04
17	I am easily bothered by things.	3.31	1.10
	Conscientiousness (Cronbach's Alpha = .81)	**3.57**	**0.66**
18	I am always prepared.	3.67	0.92
19	I make plans and stick to them.	3.45	1.01
20	I carry out my plans.	3.74	0.95
21	I get chores done right away.	3.60	1.06
22	I pay attention to details.	3.89	0.97
23	I find it easy to get down to work.	2.85	1.22
24	I do more than expected of me.	3.36	1.28
25	I always perform my duties.	4.16	0.94
26	I always see things through.	3.75	1.14
27	I do not waste my time.	3.27	1.23
	Agreeableness (Cronbach's Alpha = .80)	**4.17**	**0.61**
28	I have a good word for everyone.	4.06	0.99
29	I respect others.	4.49	0.74
30	I believe that others have good intentions.	3.70	0.96
31	I accept people as they are.	4.29	0.75
32	I do not hurt other people's feelings.	4.48	0.80
33	I do not insult people.	4.56	0.73
34	I do not get back at others	3.64	1.28
	Openness to experience (Cronbach's Alpha = .84)	**4.07**	**0.76**
35	I believe in the importance of art.	4.38	0.84
36	I am open-minded.	4.43	0.76
37	I like art.	4.35	1.06
38	I enjoy going to art museums.	3.89	1.27
39	I am interested in abstract ideas.	3.93	1.12
40	I am often engaged in philosophical discussions.	3.70	1.24
41	I am not conservative.	3.82	1.11
	Total	**3.52**	**0.31**

Note: Likert scales, score 5 as the highest rank and 1 as the lowest.

Cronbach's Alpha = .71

4.3 Consumer Behavior

The behavior of respondents when purchasing fashion apparel on electronic commerce platforms was explored in four aspects: motivations, information search, attitude and purchase intention. The five-point Likert scale was employed to measure the level of agreement among respondents in terms of motivations, information search and attitude. Meanwhile, purchase intention was measured with different levels of likelihood using the five-point Likert scale.

Consumer Motivations comprise of 10 items to assess whether the respondents are driven by utilitarian or by hedonic motivations based on the scale adapted from Kumar and Sadarangani (2018). All items exhibited high reliability at .89. In line with the hedonic nature of fashion apparel products, the respondents mostly agree that they buy fashion apparel online because they are motivated by hedonic reasons with a mean score of 4.08. The highest mean score is derived from the motivation of feeling *fun* when purchasing fashion apparel online ($M = 4.25$), followed by *delightful* ($M = 4.11$), *enjoyable* ($M = 4.02$), *exciting* ($M = 4.01$) and *thrilling* ($M = 3.85$), respectively. On the other hand, utilitarian motivations show a mean score of 3.68, lower than that of hedonic motivations. Among the five items used to measure utilitarian motivations, *practicality* captures the highest mean score of 4.12. Statements addressing the online purchase of fashion apparel as being *functional* ($M = 4.01$), *helpful* ($M = 3.38$), *effective* ($M = 3.32$) and *necessary* ($M = 3.13$) exhibit varying scores as deemed by respondents, respectively.

Table 4.7 Respondents' motivations for buying fashion apparel on electronic
commerce platforms

	Consumer Motivations	*M*	*SD*
	Hedonic Motivations (Cronbach's Alpha = .94)	**4.08**	**0.89**
1	Fun	4.25	0.91
2	Exciting	4.01	1.01
3	Delightful	4.11	1.02
4	Enjoyable	4.02	0.93
5	Thrilling	3.85	1.07
	Utilitarian Motivations (Cronbach's Alpha = .81)	**3.68**	**0.89**
6	Effective	3.32	1.22
7	Helpful	3.38	1.23
8	Functional	4.01	1.00
9	Practical	4.12	1.04
10	Necessary	3.13	1.37
	Total	**3.88**	**0.78**

Note: Likert scales, score 5 as the highest rank and 1 as the lowest.
Cronbach's Alpha = .89

Consumer Information Search can be divided into two types which are *goal-directed* and *experiential*. Each facet consists of two items which were modified from Novak et al. (2003) to gauge the level of agreement among respondents using the five-point Likert scale. As shown in Table 4.8, a large number of respondents search actively for fashion apparel to buy ($M = 3.94$) and generally know what they are looking for ($M = 3.80$) as demonstrated by a total mean score of 3.87.

However, when compared with respondents who use the online platforms for experiential purposes, the results depict a higher mean score of 3.97 as shown in Table 4.8. The majority of participants usually just fool around in the online world and explore the internet for fun ($M = 4.31$). A large proportion of respondents also agree that they usually browse the Internet for entertainment without a specific goal to buy fashion apparel ($M = 3.64$).

Table 4.8 Consumer Information Search

Consumer Information Search	*M*	*SD*
Goal-directed Search (Cronbach's Alpha = .44)	**3.87**	**0.93**
1 Search the Internet for fashion apparel to buy	3.94	1.20
2 Have a specific goal in mind when browsing the Internet	3.80	1.12
Experiential Search (Cronbach's Alpha = .54)	**3.97**	**0.90**
1 Browse the Internet for entertainment with no specific goal in mind	3.64	1.27
2 Just fooling around and explore the Internet for fun.	4.31	0.87
Total	**3.92**	**0.65**

Note: Likert scales, score 5 as the highest rank and 1 as the lowest.
        Cronbach's Alpha = .34

Consumer Attitude was measured using three items adapted from Van der

Heijden et al. (2003) to assess the favorable or unfavorable feelings of respondents

towards purchasing fashion apparel through electronic commerce platforms. The

results in Table 4.9 portray a positive attitude with a relatively high mean score of

4.17. Based on the level of their agreement of each statement on the five-point Likert

scale, the respondents mainly agree that they are drawn to the idea of using electronic

commerce platforms to buy fashion apparel ($M = 4.28$). They also largely believe that

using electronic commerce platforms to buy fashion apparel is a good idea ($M = 4.24$)

and generally like the idea of buying fashion apparel on such platforms ($M = 3.99$).

Table 4.9 Respondents' attitude towards buying fashion apparel on electronic commerce platforms

	Attitude	*M*	*SD*
1	The idea of using e-commerce platforms to buy fashion apparel is appealing.	4.28	0.86
2	Like the idea of buying fashion apparel on e-commerce platforms.	3.99	1.02
3	Using e-commerce platforms to buy fashion apparel would be a good idea.	4.24	0.80
	Total	**4.17**	**0.79**

Note: Likert scales, score 5 as the highest rank and 1 as the lowest.
    Cronbach's Alpha = .86

Consumer Purchase Intention is used to project the act of purchase which is measured in this study with three items derived from Tsao and Chang (2010). The respondents' level of likelihood to carry out the act in each statement is evaluated on a five-point Likert scale. Table 4.10 illustrates a significantly high level of likelihood that participants intend to purchase fashion apparel on electronic commerce platforms in the future, with a total mean score of 4.40. A great proportion of respondents tend to continue their online fashion apparel purchase (*M* = 4.48) and will keep electronic commerce platforms as an option when shopping for fashion clothes (*M* = 4.55). The majority of respondents are also likely to recommend other people to buy fashion apparel on electronic commerce platforms (*M* = 4.17).

Table 4.10 Respondents' intention to purchase fashion apparel on electronic
commerce platforms

	Purchase Intention	*M*	*SD*
1	Continue to purchase fashion apparel through e-commerce platforms.	4.48	0.75
2	Continue to consider buying fashion apparel through e-commerce platforms.	4.55	0.66
3	Recommend buying fashion apparel through e-commerce platforms to others.	4.17	0.95
	Total	**4.40**	**0.69**

Note: Likert scales, score 5 as the highest rank and 1 as the lowest.
    Cronbach's Alpha = .83

4.4 Correlation Analysis

Pearson's Product Moment Correlation analyses were computed to assess the
relationship between the five dimensions of personality traits and four aspects of
consumer behavior. Results portray that different types of personality have
relationship with disparate aspects of consumer behavior. Based on the four aspects of
consumer behaviors, the results are portrayed in Tables 4.11 – 4.14.

From the analysis of personality traits and consumer motivations in Table
4.11, the relationship between *Extraversion* and *hedonic motivations* portrays the
strongest correlation and statistical significance amongst others with $r = .25, p < .05$.
This means that people who are extraverts are significantly driven by *hedonic
motivations* more than any other traits. Other personality traits show no significant
correlation with consumer motivations.

Table 4.11 Relationship between personality traits and consumer motivations

Relationship between	Utilitarian Motivations		Hedonic Motivations	
	r	p	r	p
Openness to experience	.01	.92	-.26	.71
Conscientiousness	.06	.37	.10	.14
Extraversion	.09	.17	.25	.00
Agreeableness	.05	.48	.00	.99
Neuroticism	.05	.50	.03	.65

Correlation analysis also reveals a weak but positive relationship between *Agreeableness* and *goal-directed search* ($r = .19$, $p < .05$). This means that respondents who are agreeable tend to have a specific goal in mind when searching the Internet. On the other hand, e*xperiential search* is found to have positive relationship with two personality traits – *Neuroticism* ($r = .15$, $p < .05$) and *Conscientiousness* ($r = .17$, $p < .05$). Because neuroticism indicates emotional instability, this means that people who score high on this facet often experience negative emotions and are more likely to browse the Internet for entertainment or for fun.

Table 4.12 Relationship between personality traits and consumer information search

Relationship between	Goal-Directed Search		Experiential Search	
	r	p	r	p
Openness to experience	.01	.90	-.10	.15
Conscientiousness	.13	.06	.17	.01
Extraversion	-.12	.86	.07	.33
Agreeableness	.19	.01	-.01	.84
Neuroticism	-.05	.50	.15	.03

Meanwhile, it can be inferred form the results that *Extraversion* is positively and significantly associated with *attitude* with $r = .18$ ($p < .05$). When compared to the relationship between other traits and attitude, extraverts are more likely to possess a favorable feeling towards online fashion apparel shopping. The results also indicate that there is a weak but positive and significant association between *attitude* and *Conscientiousness* ($r = .15$, $p < .05$) and *Agreeableness* ($r = .14$, $p < .05$). Although the results only show a weak connection, it can be implied that people who are conscientious and agreeable can develop a favorable attitude towards purchasing fashion apparel on electronic commerce platforms more easily than those who are high on *Openness to experience* or *Neuroticism*.

Table 4.13 Relationship between personality traits and consumer attitude

Relationship between	Attitude	
	r	*p*
Openness to experience	.03	.66
Conscientiousness	.15	.02
Extraversion	.18	.01
Agreeableness	.14	.047
Neuroticism	.00	.99

On the behavioral front, *Extraversion* is the only trait that positively links to *purchase intention* ($r = .16$, $p < .05$). Therefore, people who are extravert possess more tendencies to purchase fashion apparel on electronic commerce platforms. Other traits do not portray any statistical significance in the correlation analysis.

Table 4.14 Relationship between personality traits and purchase intention

Relationship between	Purchase intention	
	r	*p*
Openness to experience	.04	.52
Conscientiousness	.12	.08
Extraversion	.16	.02
Agreeableness	.13	.06
Neuroticism	.06	.43

CHAPTER 5
SUMMARY AND DISCUSSION

This chapter encompasses the summary of data analysis together with a comprehensive discussion of the findings which are divided into three main sections: personality traits, consumer behavior and the relationship between personality traits and consumer behavior in an online setting. Limitations of this research and directions for future research are also presented in this chapter. Lastly, implications of the results are suggested for marketing and communication practitioners.

5.1 Summary

This section entails the summary of findings which were elaborated in detail in Chapter 4. In this study, the quantitative research approach has been adopted using online questionnaires distributed through online advertisement on Facebook Ads. A total of 214 responses were collected and analyzed in order to find the relationship between their personality traits and consumption behavior when purchasing fashion apparel on electronic commerce platforms.

Initially, the demographic data collected from respondents comprise their gender, age range, education level, and monthly income. The results show that there are 176 *female* respondents accounting for 82.2%, 34 *male* respondents or 15.9%, and 4 respondents who defined themselves as *others* contributing to 1.9% of the total 214 respondents. Meanwhile, the majority of participants are aged from *23 to 27 years* which takes up 45.3% or 97 people. Those aged from *28 to 32 years* also contributed to a large proportion of the respondents at 41.1% or 88 people. Respondents who are

33-35 and *18-22 years old* constitute a smaller number of responses at 8.9% or 19 people, and 4.7% or 10 people, respectively. In terms of education, more than half of the respondents hold *a bachelor's degree* at 51.4% or an equivalent of 97 people, while a rather large number of respondents possess *higher than bachelor's degree* at 47.7% or 88 people. In addition, 29.0% of the respondents, equivalent to 62 responses, also reported that they earn between *25,001 and 40,000 Baht* each month with another group of 57 responses or 26.6% making *more than 60,000 Baht* monthly. The results also reveal that 48 respondents or 22.4% earn an estimate of *40,001 – 55,000 Baht* each month. The lowest frequency is reported among those who earn between *10,001 and 25,000 Baht* at 9.3% or 20 responses, followed by *55,001 – 60,000 Baht* at 8.9% or 19 responses, and *less than 10,000 Baht* at 3.7% from 8 responses, respectively.

In addition to demographic data, respondents were also asked to answer a question regarding their most frequent electronic commerce platform when purchasing fashion apparel. The respondents were required to choose among three options: *e-tailers, e-marketplaces* and *social media*. It was discovered that the most visited platform among the 214 respondents is *social media* with up to 84 responses, equivalent to 39.9%. The second most selected platform are *e-marketplaces* with 81 responses, or 37.9%. The lowest frequency belongs to *e-tailers* or brands' owned websites with 49 responses, constituting 22.9%.

Next, a key part in this research—personality traits—is assessed in five dimensions. The respondents were asked to rate 41 items based on how accurately each statement can describe themselves on a five-point Likert scale ranging from 5,

which indicates strongly accurate, to 1, which stands for strongly inaccurate. Drawing

on Costa and McCrae's (2013) Five-factor Model, the five dimensions of personality

traits incorporate *Openness to experience, Conscientiousness, Extraversion,*

Agreeableness, and *Neuroticism*. With negatively worded or reversed items in each

dimension, the analysis of the data also included a process of recoding in order to

ensure every item measures the same direction.

The results reveal that *Agreeableness* is the most dominant trait among the

respondents with a mean score of 4.17. The majority of respondents believed they

respect other people the most among other items at $M = 4.49$. They also expressed a

high level of *Openness to experience* as evidenced by a mean score of 4.07. Among

the items in this dimension, the statement that characterizes participants as an open-

minded person received the highest mean score at 4.43. Meanwhile, the respondents

portrayed less degree of accuracy on the facet of *Conscientiousness* with a mean score

of 3.57 and recognized themselves as always performing their duty with a mean score

of 4.16. Lesser degree of *Extraversion* can be deduced with a mean score of 3.15. The

statement on *knowing how to captivate people* is identified as most accurate to the

respondents and landed the highest mean score in this dimension at 3.51. It can also

be summarized that the participants generally have high emotional stability as the

mean score of *Neuroticism* is comparatively low at 2.64 despite a large proportion of

participants identifying themselves as being *easily bothered by things* ($M = 3.31$).

On the front of consumer behavior, respondents were evaluated in terms of

motivations, information search, attitude and purchase intention. The first part of

consumer behavior that was measured is motivations to purchase which comprise 10

items, divided into 5 items to assess hedonic motivations and the other 5 items to gauge utilitarian motivations. All items were measured on a five-point Likert scale based on their level of agreement. In conjunction with the hedonic nature of fashion apparel products, the respondents are motivated mainly by hedonic reasons ($M = 4.08$) which are *fun* ($M = 4.25$), *delightful* ($M = 4.11$), *enjoyable* ($M = 4.02$), *exciting* ($M = 4.01$) and *thrilling* ($M = 3.85$). Although utilitarian motivations exhibit a lower overall mean score of 3.68, it is interesting to find that a large number of respondents buy fashion apparel online because they deem it *practical* ($M = 4.12$) while being *functional, helpful, effective*, and *necessary* have the mean score of 4.04, 3.38, 3.32, and 3.13, respectively.

The next part is the assessment between two facets of online information search which are *goal-directed* and *experiential* search, consisting of two items each and are reported separately. Rated on the five-point Likert scale indicating different levels of agreement, the two items used to evaluate goal-directed search depict that the respondents generally neither agree nor disagree with the statements ($M = 3.87$) but are more inclined towards *actively searching the Internet for fashion apparel to buy* with a mean score of 3.94. A slightly lower number of respondents ($M = 3.80$) agree that they *have a specific goal in mind when browsing the Internet*. On the other hand, a higher mean score is exhibited in terms of experiential search at 3.97. However, although the overall mean score is higher, the respondents might not necessarily *browse the Internet for entertainment without a specific goal in mind* with the lowest mean score retrieved from this item at 3.64. Instead, they are more likely to agree that they usually just *fool around and explore the Internet for fun* with the highest mean score among four items at 4.31.

Since all the respondents have reported prior and recent experience of buying fashion apparel online, it is not surprising that they reported an agreement with having a favorable *attitude* towards such activity ($M = 4.17$) based on a five-point Likert scale. With the mean score of 4.28, the respondents express a favorable attitude towards the idea of using electronic commerce platforms to buy fashion apparel. They also agree that *using electronic commerce platforms to buy fashion apparel is a good idea* ($M = 4.24$) and tend to *like the idea of buying fashion apparel on these platforms* ($M = 3.99$).

In terms of *purchase intention*, the respondents judged three items based on the level of likelihood on a five-point Likert scale. Most of the responses report a high level of likelihood to *continue purchasing fashion apparel through e-commerce platform* with a high mean score of 4.48. Similarly, the majority of respondents also admits that they will still *consider buying fashion apparel through e-commerce platforms* in the future as evidenced by a mean score of 4.55. Meanwhile, the statement that describes their intention to *recommend buying fashion apparel through e-commerce platforms to others* also reported a rather high level of likelihood at $M = 4.17$.

In order to examine the relationship between the five dimensions of personality traits and each aspect of online consumer behavior, a correlation analysis was conducted. It was found that there are small but significant relationship between several variables.

From the outcomes, it can be inferred consumer motivations, specifically *hedonic motivations,* correlate with *Extraversion* ($r = .25$, $p < .05$) but not with other

traits. For information search, an association was detected with three personality traits which are *goal-directed search* and *Agreeableness* ($r = .19$, $p < .05$), together with e*xperiential search* and *Neuroticism* ($r = .15$, $p < .05$) and *Conscientiousness* ($r = .17$, $p < .05$). Consumer attitude, likewise, is linked with three personality traits. These include *Extraversion* ($r = .18$, $p < .05$), *Conscientiousness* ($r = .15$, $p < .05$), and *Agreeableness* ($r = .14$, $p < .05$). Finally, purchase intention is found to correlate with only one dimension: Extraversion ($r = .16$, $p < .05$).

In the next section, the results will be extensively discussed in comparison with past studies and related articles.

5.2 Discussion

Personality is defined as an asset that everyone has which helps to shape a person's experience and determines a person's options, decision and success or failure in life (Solomon, 2018). In other words, it is basically a set of individual differences that marks a person's unique take on the world. Personality has long been deemed as an antecedent of human actions, leading to researchers' attempt to probe into the depths of personality and its relationship with consumer behavior from many points of view (Barone & Kominars, 1998). This study is yet another testament to this assertion. The findings from this research postulate that personality traits are related to the fundamentals of consumer behavior. Before delving into discussion regarding the relationship, it is imperative to first explore the predominant outcomes of big five personality traits and each facet of consumer behavior.

Personality Traits

In general, it is believed by several theorists like Costa and McCrae (2013) that all five dimensions in the Big Five personality traits are universal features of human beings and are grounded in the human nature, only differing in degree. According to the results mentioned previously, the presiding trait among the respondents is *Agreeableness* which characterizes how well a person gets along with other people or their orientation towards other people (Ackerman, 2020). It deals with qualities such as generosity and compliance in contrast to competitiveness and antagonism (Costa & McCrae, 2013). The second most dominant trait among the participants is *Openness to experience*, followed by *Conscientiousness, Extraversion* and *Neuroticism*, respectively. For most part, the rationale behind this finding can be mainly explained with demographic grounds which encompass cultural, generational and gender-related reasons.

Firstly, Han and Kim (2019) discovered that people who score high on agreeableness are influenced by cultural values and normative social influence more than other traits, and hence, exhibit greater level of collectivism. In line with this finding, several researchers also found that Asian cultures, including Southeast Asia, is highly related to the trait of agreeableness and collectivism (Allik & McCrae, 2004; Schmitt et al., 2007; Waiyavutti, 2019). Since the setting of this study is solely focused on Thai people residing in Bangkok, it can be inferred that being Thai contributes to the dominant trait of agreeableness. This conclusion is also supported by a past research study. Kongsompong, Green and Patterson (2009) asserted that Thais are highly collectivist and are more susceptible to conformity and social influence. In addition, it is worthy to note that Agreeableness is a trait that has a direct

impact on a person's intention toward collective purchase activities, such as online group buying, which can have significant implications for online marketing practitioners (Han & Kim, 2019).

Moreover, the characteristics of Generation Y can also be responsible for the high level of *Agreeableness* as reported in this study. The majority of respondents in this study are aged between 23 and 32 which are mainly millennials. This generation-related explanation is supported by Alan and Kabadayi (2016) who conducted a study on the effect of personality traits on Generation Y's social media usage. In their study, Agreeableness also scored the highest among the participants. By taking a closer look at the characteristics of Generation Y, we can see clearer evidence as to why certain traits are particularly tied to Generation Y. A survey conducted in 19 countries on the aspirations and values of three generations (Bresman & Rao, 2017) revealed that millennials are concerned about fitting in more than any other generations. Thai millennials, specifically, are generally driven by the idea of "*must-have items*" or "*kong mun tong mee,*" according to a research by TMB and Wisesight (Nalisa, 2019). Because of this mindset, they are the generation that spends a lot on luxury goods with the highest spending on smartphones, followed by apparel at the second place (Nalisa, 2019). A reason for this, they claimed, is because millennials enjoy being on top of every trend, as a result, fashionable items become a tool that they use to seek acceptance in the society (Nalisa, 2019).

Gender is also another factor found to be related to personality traits. In this study, females account for 82.2% of all respondents which can contribute to the trait of agreeableness being dominant in this research. When compared to males, females

are more likely to have higher level of agreeableness across many cultures (Schmitt et al., 2017). Feingold (1994) also confirmed this proposition and stated that the agreeable quality in females is generally consistent across different ages, cultures, and education levels. Lippa (2010) also drew on the same conclusion in his study of sex differences in personality traits across 53 nations.

Also explained by another prevalent value of Generation Y is the high level of *Openness to experience* in this study. Because they have lived through several technological transformations and social changes, Generation Y has evolved to be the age group that can cope well with change and exhibits a greater level of adjustability while constantly seeking new experience more than other generations ("Generations and Differences," 2013). These characteristics of Generation Y provide reasonable grounds for the high level of Openness to experience in this study whereby the respondents mostly viewed themselves as being open-minded and expressed a modest likeness for artistic experience.

In addition, drawing on the outcome of *Neuroticism* which posted the lowest score as mentioned previously, one reason to explain this result might be the fashion-related topic of the research. Kaur and Anand (2018) concluded that people who have low neuroticism, in other words, high emotional stability, tend to be more fashion conscious. As mentioned in their study (Kaur & Anand, 2018), this is because people who score low on Neuroticism tend to be more positive about their personality and have higher self-esteem. As a result, they are more confident to express themselves through fashion items. However, although they are more fashion conscious, they are not too conscious about brand names when compared to people who score high on

Neuroticism (Kaur & Anand, 2018). This is because people with low self-esteem—or high Neuroticism—are more prone to status consumption as a way to boost their self-confidence.

Online Consumer behavior

The results on four facets of consumer behavior investigated in this study primarily reflect the hedonic nature of online consumer behavior and fashion apparel products. In terms of motivations, *hedonic motivations* posted slightly higher score than *utilitarian motivations*. The higher degree of hedonic drives illustrates that when respondents shop for fashion apparel online, they do it because the activity makes them feel fun, delightful, and enjoyable. These intrinsic motivations were also found by Shang (2005) to have significant influence on online shopping.

However, it is interesting to point out the slight difference in the scores of hedonic and utilitarian motivations which indicates that the respondents are almost equally driven by both hedonic and utilitarian drives. The reason behind this postulation may be that both types of motivations are at work simultaneously but influencing different parts of the experience. A study conducted by O'Brien (2010) provides evidence to this assumption. In her study, O'Brien discovered that hedonic motivations have an impact on the interaction with online world whereas utilitarian motivations have an influence on achieving an outcome from the online experience. In other words, each type of motivations is at work at different points in time during an online shopping experience. During shopping, a person tends to feel fun, delighted or excited by what they see, but before and after the shopping process, a person is

more likely have an expectation of achieving a practical action, and thus driven by utilitarian motivations at such time.

For the respondents' behavior in searching for fashion apparel to buy, the overall scores depict slightly higher level of *experiential search* in comparison with *goal-directed search*. Among the items, the respondents mostly admit that they usually just fool around and explore the Internet for fun. This contradicts with previous research studies which advocate goal-directed behavior in an online setting (Novak & Hoffman, 2003; Wolfinbarger & Gilly, 2000). However, when inspecting the mean score of each item in both search types, other items in both dimensions exhibit comparable mean scores meaning that the respondents both search actively and browse aimlessly. A possible explanation is that their search behavior might differ depending on situations, risks, or types of involvement. This is consistent with the conclusion delivered by Novak and Hoffman (2003) who observed that goal-directed and experiential activities differ in terms of involvement levels. Those with situational involvement are usually involved in goal-directed search whereas people with enduring involvement normally embrace experiential behavior. That is to say that when they encounter a situation that requires them to buy new outfit, they would search actively. On the contrary, they can also often stumble upon a clothing item as they browse through social media in their everyday life.

Moreover, it is not surprising to find that the overall attitude of respondents is inclined towards a positive or favorable direction. Since they are prerequisite to be frequent or recent online buyers of fashion apparel, it can be expected that they have a positive feeling towards such activity. In addition, attitude has long been accepted as a

determinant of consumer purchase behavior (Ajzen, 1989; Kassarjian, 1982; Katz, 1960; Lutz, 1991). Therefore, it can be expected that with the favorable attitude of the consumers, purchase is set to occur or maintain as resulted in the relatively high mean scores for all items in the purchase intention construct of this study.

The relationship between personality traits and online consumer behavior

The most crucial part of this research is the revelation of relationship between various dimensions of personality traits and online consumer behavior. From the correlation results, it can be said that this research provides a confirmation that personality traits are, in fact, related to subsequent facets of motivations, search activities, attitude and purchase intention.

The first aspect of consumer behavior explored in this study is motivations. The results illustrate positive relationship between *Extraversion* and *hedonic motivations.* Extraverts are characterized by the joy of interaction with others from which they draw and recharge their energy, as well as strong feelings of happiness and cheerfulness (Costa & McCrae, 2013). This statement perfectly goes hand in hand with the mechanism of hedonic motivations explained by O'Brien (2010) as mentioned previously in the online consumer behavior section. In this relationship, interaction becomes the key part that connects extraverts to hedonic motivations. As extraverts tend to be more sensitive to the feelings of fun, delightfulness or excitement, these affective drives have more influence on them than any other traits. To build on this claim further, several researchers also confirmed the relationship between extraversion and hedonic motivations (Gosling et al., 2011; Guido, 2006; Otero-Lopez et al., 2013; Tsao & Chang, 2010), especially in activities where hedonic

values are more prominent, such as entertainment and games, in which interaction

acts as the leading role.

Next, in terms of search activities, positive relationships also appear in three

personality traits: *Agreeableness, Conscientiousness* and *Neuroticism*. Firstly, it is

interesting to address that the relationship between *Agreeableness* and *goal-directed*

search reported in this study contradicts with many previous studies which insisted a

connection between Agreeableness and experiential activities, such as impulsive

buying. It is claimed that agreeable people are more trusting in nature and are more

prone to be affected by impulsive thoughts (Hendrawan & Nugroho, 2018; Guido,

2006; Otero-Lopez et al., 2013). However, a number of studies, as well as this study,

reported otherwise. Tsao and Chang (2010), as well as Lissitsa and Kol (2019) and

Rawat and Mann (2016), also discovered an association between Agreeableness and

intention to search actively for a fashionable item to buy. A possible explanation

could be that people who are agreeable are driven by social norms and the desire to be

liked or respected more other traits. This, in turn, propels them to consistently seek for

items that can help them stay up to date with the current or latest trend. Because of

this, they would know exactly what they need to look for instead of aimlessly

browsing the Internet without a specific goal in mind.

On the other hand, *Conscientiousness* and *Neuroticism* are associated with

experiential online browsing. Although this finding seems to contradict with the

nature of conscientious people who are well-organized and usually plan ahead

effectively, leading to a tendency of being goal-directed, the result is not entirely

groundless. In fact, researchers have perceived experiential browsing as a happiness

increasing strategy (Pchelin & Howell, 2014). As a consequence, conscientiousness—

which is strongly linked to the ambition to succeed, well-being and happiness

(Kaufman, 2017; Steckl, n.d.)—becomes a trait that would opt for activities that can

increase their level of happiness and well-being, or experiential activities. Meanwhile,

neurotic people are also engaged in experiential browsing, not because of their

ambition for well-being, but rather because they are vulnerable to emotions and have

to constantly seek for ways to improve their mood and emotional stability. In response

to this, neurotic people tend to use social media excessively and addictively as they

believe it is a world where they can escape from reality and negative emotions

(Abbasi & Drouin, 2019; Marengo et al., 2020).

As for *consumer attitude*, positive correlations are also observed among

people who are high in *Extraversion*, *Conscientiousness*, and *Agreeableness*. For

extraverts, it is easier than other traits to develop positive feelings towards certain

objects or people (Newman, 2017). With this, it can be presumed that extraverts can

effortlessly grow a positive attitude towards online shopping. Also, for the same

reasons as mentioned earlier, conscientious people, though strict in discipline, are

willing to be engaged in activities that encourage happiness. Therefore, it is not

surprising to find that they would have a favorable attitude towards purchasing a

product that might boost their happiness like fashion apparel. Likewise, since the trait

of Agreeableness is related to goal-directed search for fashion apparel, it can be

expected that they would feel agreeable towards the idea of buying fashion apparel as

well.

The final aspect of consumer behavior to be discussed is the intention to purchase fashion apparel on electronic commerce platform, which is proven to be positively related to the trait of *Extraversion*. This finding is supported by past studies which affirm the influence of Extraversion on purchase intention for hedonic products, like fashion apparel for several reasons. Otero-Lopez and Villardefrancos (2013) revealed a positive association of Extraversion with materialism. Extraverts tend to be engaged in purchasing materialistic products, often times too excessively, such as fashion apparel. Gosling (2011) found that extraverts are more involved in social media engagement, such as reacting to a post, commenting, and posting, which is a strong predictor of purchase. Lissitsa and Kol (2019) also emphasized the very same notion with a positive association between extraversion and shopping intention among Generation Y.

However, this study could not find any relationship between *Openness to Experience* and consumer behavior although the trait is the second most prominent trait in this research. This might be because those who are open-minded have less barrier to adopt new ideas and products. They also generally like to explore new encounters and are willing to learn new varieties (Ackerman, 2020). Therefore, they might not lean toward a specific aspect of consumption behavior but rather open to all.

In addition, it is also noteworthy to discuss the overall correlation analysis results from this study which reveal mainly weak but significant relationship between personality traits and consumer behavior. A possible and reasonable explanation for this is that the respondents are aged between 18-35 years, which belong in Generation

Y and Generation Z. These two generations are digital natives. They grow up and live with technologies as part of their lives, therefore, online shopping, no matter for which type of products, has become part of their everyday lives. That is to say personality might be less dominant predictors of consumption behavior when compared to other factors such as sales promotions or platform preferences. Hence, personality traits should be taken in consideration along with other extrinsic factors to predict behavior more effectively.

5.3 Limitations and Directions for Future Research

There are inevitable limitations in every research as well as in this research study. Firstly, there is a limitation in terms of reliability of the 4-item scale used to measure information search among respondents. Although the original scale by Novak et al. (2003) was claimed to have acceptable reliability at .70, the scale in this study exhibited a rather low Cronbach's Alpha at .34 which might potentially affect the internal consistency of the scale as well as the accuracy of the results. Therefore, future researchers should consider adopting or developing a scale with higher reliability to ensure that the measure can yield consistent and accurate assessment.

Also, the sample size of the current study is surveyed among 214 respondents with limited age range from 18 to 35 and restricted residential area in Bangkok. In order to obtain greater accuracy and broader understanding of the research topic, future studies can expand the sample size both demographically and geographically.

Moreover, this study approaches the research question using solely quantitative approach with self-report online questionnaires. However, in order to

more effectively explore the intrinsic factors such as personality traits, future

researchers might consider adopting qualitative methods, such as in-depth interviews

and focus groups, which will allow researchers to explore deeper into the minds of

respondents. Taking a mixed method approach would also be effective in gaining

more profound insights of both the consumers' personality traits and behavior.

Another suggestion for future research is to expand to other product types,

such as utilitarian or high involvement products, in which personality might exert

greater influence on the more complex decision-making process. Further

improvements can be made through focusing more specifically on certain platforms,

such as e-marketplaces or social media. Future research might also compare between

two product types or platforms to observe how consumer behavior differ or alike in

each context.

5.4 Practical Implications

The discovery from this study can help to provide valuable insights into how

different personality traits can be used to predict the path to which a consumer may

take when purchasing fashion apparel on electronic commerce platforms. To a great

extent, the findings from this study imply that marketing and communication

practitioners should personalize their approach to enhance the effectiveness in

communicating with each type of consumers.

Starting from the segmentation of consumers, brands might want to take into

consideration personality traits in addition to demographic and lifestyle patterns. The

five dimensions of personality traits – Openness to experience, Conscientiousness,

Extraversion, Agreeableness and Neuroticism – influence consumers to respond differently to each stimulation, especially on social media which is found to be the most frequent platform when purchasing fashion apparel in this study. Therefore, the initial step that a brand should take is to develop a profound understanding of the dominant trait among their target consumers before crafting an approach that best fits with each trait.

To communicate with extraverts, practitioners should utilize materials that trigger hedonic values such as advertisements with interesting and fun storyline. Campaigns that encourage high level of participation and engagement online can also be effective in attracting extraverts to join and act as an advocate of the brand since they naturally enjoy sharing personal experiences with their friends on social media. By increasing the level of engagement, a brand will receive more attention and chance of boosting sales.

On the contrary, when dealing with agreeable consumers, a brand should focus more on practical tools such as search tool optimization, user-friendly interface, and even informational advertisements in order to assist their goal-directed search. When consumers have a clear goal in mind of what they want to purchase, it becomes essential for a brand to make the decision-making process as smooth and convenient as possible. Moreover, since agreeable consumers tend to portray higher level of collectivism, practitioners can also launch campaigns that encourage online group buying, such as amplifying through mass influencers and micro influencers to enhance the awareness of the product on a large scale. Meanwhile, for brands that target conscientious and neurotic consumers, which are associated with experiential

browsing, the main focus should be on creating thumb-stopping advertisements to attract them as they browse aimlessly online.

Lastly, the findings from this research manifest the importance of integrating both personality and lifestyle factors to create competitive advantages for brands. Personality can be another underlying tool that a brand can employ in order to motivate, communicate and drive customers to make a purchase. A profound understanding of both intrinsic and extrinsic spectrums of consumers can help in formulating more robust and effective communication strategies.

REFERENCES

Abbasi, I., & Drouin, M. (2019). Neuroticism and Facebook addiction: How social media can affect mood? *The American Journal of Family Therapy, 47*(4), 199-215. doi:10.1080/01926187.2019.1624223.

Ackerman, C. E. (2020). *Big five personality traits: The OCEAN model explained*. PositivePsychology. https://positivepsychology.com/big-five-personality-theory/

Adam, N. R., & Yesha, Y. (1996). Electronic commerce: An overview. In N. R. Adam & Y. Yesha (Eds.), *EC 1994: Electronic Commerce. Lecture Notes in* https://doi.org/10.1007/3-540-60738-2_10

Ajzen, I. (1989). Attitude structure and behavior. In A. R. Pratkanis, S. J. Breckler, & A. G. Greenwald (Eds.), *The third Ohio State University Vol. on attitudes and persuasion. Attitude structure and function* (pp. 241–274). Lawrence Erlbaum Associates.

Alan, A. K., & Kabadayı, E. T. (2016). The effect of personal factors on social media usage of young consumers. P*rocedia - Social and Behavioral Sciences*, *235*, 595-602. https://doi.org/10.1016/j.sbspro.2016.11.086

Allik, J., & McCrae, R. R. (2004). Toward a geography of personality traits: Patterns of profiles across 36 cultures. *Journal of Cross-Cultural Psychology, 35*(1), 13–28. https://doi.org/10.1177/0022022103260382

Amirazodi, F., & Amirazodi, M. (2011). Personality traits and Self-esteem. *Procedia - Social and Behavioral Sciences, 29*, 713-716. https://doi.org/10.1016/j.sbspro.2011.11.296

Assael, H. (2004). *Consumer behavior: A strategic approach*. Boston, MA: Houghton Mifflin.

Bailey, L. F. (2014). The origin and success of qualitative research. *International Journal of Market Research, 56*(2), 167–184. https://doi.org/10.2501/IJMR-2014-013

Barnes-Vieyra, P., & Claycomb, C. (2001). Business-to-business E-commerce: Models and managerial decisions. *Business Horizons, 44*(3), 13-20. https://doi.org/10.1016/S0007-6813(01)80030-6

Barone, D. F., & Kominars, K. D. (1998). Introduction to personality study. In D. F. Barone, M. Hersen, & V. B. Van Hasselt (Eds.), *Advanced Personality* (pp. 3-24). Plenum Press.

Bayton, J. (1958). Motivation, cognition, learning: Basic factors in consumer behavior. *Journal of Marketing, 22*(3), 282-289. doi:10.2307/1247119

Belch, G. E., & Belch, M. A. (2003). A*dvertising and promotion: An integrated marketing communications perspective* (6th ed.). Boston, MA: McGraw-Hill.

Belk, R. (1988). Possessions and the extended self. *Journal of Consumer Research, 15*(2), 139-168.

Bettman, J. R., Johnson, E. J., & Payne, J. (1991). Consumer decision making. In T. S. Robertson & H. H. Kassarjian (Eds.), *Handbook of consumer behaviour* (pp. 50-84). Englewood Cliffs, N.J.: Prentice-Hall.

Birdwell, A. (1968). A study of the influence of image congruence on consumer choice. *The Journal of Business, 41*(1), 76-88.

Blázquez, M. (2014). Fashion shopping in multichannel retail: The role of technology in enhancing the customer experience. *International Journal of Electronic Commerce, 18*(4), 97-116. https://doi.org/10.2753/JEC1086-4415180404

Bresman, H., & Rao, V. D. (2017, August 25). A survey of 19 countries shows how generations X, Y, and Z are — and aren't — different. *Harvard Business Review*. https://hbr.org/2017/08/a-survey-of-19-countries-shows-how-generations-x-y-and-z-are-and-arent-different

Buchanan, T., Johnson, J. A., & Goldberg, L. R. (2005). Implementing a five-factor personality inventory for use on the internet. *European Journal of Psychological Assessment, 21*(2), 116–128. https://doi.org/10.1027/1015-5759.25.3.211

Catterall, M., & Ibbotson, P. (2000). Using projective techniques in education research. *British Educational Research Journal, 26*(2), 245-256.

Chalermlapvoraboon, V. (2020, March 27). Thailand e-commerce to hit $49 billion as coronavirus fears fuel online shopping. *NNA*. https://english.nna.jp/articles/ 9605

Chankisen, T. (2019, November 19). Shopping runs in our blood! Facebook survey finds Thai people shop via chat highest worldwide. *The Standard*. https://thestandard.co/online-shopping-via-chat-facebook/

Chen, J., Zhang, C., & Xu, Y. (2009). The role of mutual trust in building members' loyalty to a C2C platform provider. *International Journal of Electronic Commerce, 14*(1), 147-171. https://doi.org/10.2753/JEC1086-4415140105

Chen, T. (2011). Personality Traits Hierarchy of Online Shoppers. *International Journal of Marketing Studies, 3*(4). http://dx.doi.org/10.5539/ijms.v3n4p23

Choi, T. M. (2014). *Fashion Branding and Consumer Behaviors*. Springer New York.

Cohen, J. (1967). An interpersonal orientation to the study of consumer behavior. *Journal of Marketing Research, 4*(3), 270-278. https://doi.org/10.1177/ 002224376700400305

Costa, P. & McCrae, R. & Kay, G. (1995). Persons, places, and personality: Career assessment using the revised NEO Personality Inventory. *Journal of Career Assessment, 3*(2), 123-139. https://doi.org/10.1177/106907279500300202

Costa, P. & McCrae, R. (2008). The revised neo personality inventory (neo-pi-r). In G. J. Boyle, G. Matthews & D. H. Saklofske (Eds.), *The SAGE handbook of personality theory and assessment: Volume 2 — Personality measurement and testing* (pp. 179-198). Sage. https://doi.org/10.4135/9781849200479.n9

Costa, P. T., Jr., & McCrae, R. R. (2008). The NEO Inventories. In R. P. Archer & S. R. Smith (Eds.), *Personality assessment* (pp. 213–245). Routledge/Taylor & Francis Group.

Cullen, A. J. & Webster, M. (2007). A model of B2B e-commerce, based on connectivity and purpose. *International Journal of Operations & Production Management, 27*(2), 205-225. https://doi.org/10.1108/01443570710720621

ETDA. (2020). *Thailand internet user behavior 2019*. Retrieved August 31, 2020, from https://www.etda.or.th/publishing-detail/thailand-internet-user-behavior-2019.html

ETDA. (2020). *Value of e-commerce survey in Thailand 2019*. Retrieved August 31, 2020, https://www.etda.or.th/th/Useful-Resource/documents-for-download.aspx

Eysenck, H. J. (1946). The measurement of personality. *Proceedings of the Royal Society of Medicine, 40*(2), 75–80. https://doi.org/10.1177/003591574604000209

Feingold, A. (1994). Gender differences in personality: A meta-analysis. *Psychological Bulletin, 116*(3), 429-456.

Generations and differences between Gen-X, Gen-Y, Gen-C. (2013, May 20). *Marketingoops*. Retrieved November 20, 2020, from https://www.marketingoops.com/reports/behaviors/gen-x-gen-y-gen-c/

Gigolo. (2019, December 25). *Before 2019 ends, let's see take a look at best-selling products and 2020 trends*. Marketing Oops. https://www.marketingoops.com/reports/metrix/best-seller-2019-and-trend-2020/

Gohary, A. & Hanzaee, K. H. (2014). Personality Traits as Predictors of Shopping Motivations and Behaviors: A Canonical Correlation Analysis. *Arab Economics and Business Journal, 9*(2014), 166–174. http://dx.doi.org/10.1016/j.aebj.2014.10.001

Gosling, S. D., Augustine, A. A., Vazire, S., Holtzman, N., & Gaddis, S. (2011). Manifestations of personality in online social networks: Self-reported Facebook-related behaviors and observable profile information. *Cyberpsychology,*

Behavior, and Social Networking, 14(9), 483-488.
http://doi.org/10.1089/cyber.2010.0087

Grubb, E., & Grathwohl, H. (1967). Consumer self-concept, symbolism and market behavior: A theoretical approach. *Journal of Marketing, 31*(4), 22-27. doi:10.2307/1249461

Guido, G. (2006). Shopping Motives, Big Five Factors, and the Hedonic/Utilitarian Shopping Value: An Integration and Factorial Study. *Innovative Marketing, 2*(2). Retrieved August 27, 2020, from https://businessperspectives.org/ images/pdf/applications/publishing/templates/article/assets/1714/im_en_2006_0 2_Guido.pdf

Han, B., & Kim, M. (2019). Hofstede's collectivistic values and sustainable growth of online group buying. *Sustainability, 11*(4), 1016. http://dx.doi.org/10.3390/ su11041016

Hanson, W. (2014). E-Commerce and Internet Business. In: R. Alhajj & J. Rokne (Eds.), *Encyclopedia of Social Network Analysis and Mining*. Springer, New York, NY. https://doi.org/10.1007/978-1-4614-6170-8_61

Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behavior: Building marketing strategy* (11th ed.). Boston, MA: McGraw-Hill.

Hayashi, A. M. (1996). Is corporate America ready for e-commerce? *Datamation-Highlands Ranch*, 42(16), 54-57.

Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence-Based Nursing, 18*(3), 66-67. http://dx.doi.org/10.1136/eb-2015-102129

Hendrawan, D., & Nugroho, D. A. (2018). Influence of personality on impulsive buying behaviour among Indonesian young consumers. *International Journal of Trade and Global Markets, 11*(1-2), 31-39. https://doi.org/10.1504/ IJTGM.2018.092489

Hoffman, D., & Novak, T. (1996). Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. *Journal of Marketing, 60*(3), 50-68. https://doi.org/10.1177/002224299606000304

Holsapple, C. W., & Singh, M. (2000). Electronic commerce: From a definitional taxonomy toward a knowledge-management view. *Journal of Organizational Computing and Electronic Commerce, 10*(3), 149-170. https://doi.org/ 10.1207/S15327744JOCE1003_01

Holsapple, C. W., & Singh, M. (2000). Toward a unified view of electronic commerce, electronic business, and collaborative commerce: A knowledge management approach. *Knowledge and Process Management, 7*(3), 151-164.

https://doi.org/10.1002/1099-1441(200007/09)7:3<151::AID-KPM83> 3.0.CO;2-U

Holsapple, C. W., & Sasidharan, S. (2009). e-Commerce. In: Nof (Ed.), *Springer Handbook of Automation* (pp. 1577-1596). Springer, Berlin, Heidelberg. https://doi.org/10.1007/978-3-540-78831-7_89

Huseynov, F., & Yıldırım, S. O. (2016). Behavioral issues in B2C e-commerce: The-state-of-the-art. *Information Development 32*(5), 1343–1358. https://doi.org/ 10.1177/0266666915599586

Irvine, M. (2020, August 5). *Facebook ad benchmarks for your industry [Data]*. The world stream blog. https://www.wordstream.com/blog/ws/2017/02/28/ facebook-advertising-benchmarks

John, O. P., & Srivastava, S. (1999). The big five trait taxonomy: History, measurement, and theoretical perspectives. In L. A. Pervin & O. P. John (Eds.), H*andbook of personality: Theory and research* (pp. 102–138). Guilford Press.

Kampol, P. (2020, July 24). Answers for the changes in fashion world post Covid-19 and the impact on fashionista's behavior. *GQ Thailand*. https://www.gqthailand.com/style/article/will-the-virus-pandemic-create-fashion-new-normal

Kassarjian, H. H. (1971). Personality and consumer behavior: A review. *Journal of Marketing Research, 8*(4), 409–418. https://doi.org/10.1177/ 002224377100800401

Katz, D. (1960). The functional approach to the study of attitudes. *The Public Opinion Quarterly, 24*(2), 163-204.

Kaufman, S. B. (2017, January 21). Which personality traits are most predictive of well-being? *Scientific American*. https://blogs.scientificamerican.com/ beautiful-minds/which-personality-traits-are-most-predictive-of-well-being/

Kaur, H., & Anand, S. (2018). Segmenting Generation Y using the Big Five personality traits: Understanding differences in fashion consciousness, status consumption and materialism. *Young Consumers*, 19(4), 382-401. https://doi.org/10.1108/YC-03-2018-00788

Kelly, J. P., Smith, S. M., & Hunt, H. K. (2000). Fulfilment of planned and unplanned purchases of sale- and regular-price items: a benchmark study. *The International Review of Retail, Distribution and Consumer Research, 10*(3), 247-263, https://doi.org/10.1080/095939600405965

Kinley, T. L., Conrad, R. A., & Brown, G. (2000). Personal vs. non-personal sources of information used in the purchase of men's apparel. *Journal of Consumer Studies*

& *Home Economics, 24*(1), 67-73. https://doi.org/10.1046/j.1365-
2737.2000.00126.x

Kongsompong, K., Green, R. T., & Patterson, P. G. (2009). Collectivism and social
influence in the buying decision: A four-country study of inter- and intra-
national differences. *Australasian Marketing Journal (AMJ), 17*(3), 142-149.
https://doi.org/10.1016/j.ausmj.2009.05.013

Kourouthanassis, P. E., & Giaglis, G. M. (2012). Introduction to the special issue
mobile commerce: The past, present, and future of mobile commerce research.
International Journal of Electronic Commerce, 16(4), 5-18.
https://doi.org/10.2753/JEC1086-4415160401

Kumar, S., & Sadarangani, P. (2018). An empirical study on shopping motivation
among generation Y Indian. *Global Business Review*, 1-17. https://doi.org/
10.1177/0972150918807085

Ladybee. (2019, May 26). Why Lazada targets feminists when fashion products achieve
best-selling every year. *Thumbsup*. https://www.thumbsup.in.th/ lazada-women-
shopping-in-thailand

Leesa-Nguansuk, S. & Tortermvasana, K. (2020, January 27). E-commerce set to build
on successes. *Bangkok Post*. https://www.bangkokpost.com/business/
1844549/e-commerce-set-to-build-on-successes

Leesa-nguansuk, S. (2020, Match 31). Gen Y and Z lead climbing online hours in
survey. *Bangkok Post*. https://www.bangkokpost.com/business/1889490/gen-y-
and-z-lead-climbing-online-hours-in-survey

Leonard, L. N. K. (2012). Attitude influencers in C2C e-commerce: Buying and selling.
Journal of Computer Information Systems, 52(3), 11-17.
https://doi.org/10.1080/08874417.2012.11645554

Lippa, R. A. (2010). Sex differences in personality traits and gender-related
occupational preferences across 53 nations: Testing evolutionary and social-
environmental theories. *Archives of Sexual Behavior, 39*, 619–636.
https://doi.org/10.1007/s10508-008-9380-7

Lissitsa, S., & Kol, O. (2019). Four generational cohorts and hedonic m-shopping:
association between personality traits and purchase intention. *Electronic
Commerce Research*. https://doi.org/10.1007/s10660-019-09381-4

Lutz, R. J. (1991). The role of attitude theory in marketing. In H. H. Kassarjian & T. S.
Robertson (Eds.), *Perspectives in consumer behavior* (pp. 317-339). Prentice
Hall.

Mahadevan, B. (2000). Business models for internet-based e-commerce: An anatomy.
California Management Review, 42(4), 54-69.

Maholtra, N. K. (1988). Self concept and product choice: An integrated perspective. *Journal of Economic Psychology, 9*(1), 1-28. https://doi.org/10.1016/0167-4870(88)90029-3

Marengo, D., Poletti, I., & Settanni, M. (2020). The interplay between neuroticism, extraversion, and social media addiction in young adult Facebook users: Testing the mediating role of online activity using objective data. A*ddictive Behaviors, 102*(106150), 1-5. https://doi.org/10.1016/j.addbeh.2019.106150

Matzler, K., Bidmon, S., & Grabner-Kräuter, S. (2006), Individual determinants of brand affect: The role of the personality traits of extraversion and openness to experience. *Journal of Product & Brand Management, 15*(7), 427-434. https://doi.org/10.1108/10610420610712801

McAdams, D. P. (1997). A conceptual history of personality psychology. In R. Hogan, J. Johnson & S. Briggs (Eds.), *Handbook of personality psychology* (pp. 3-39). Academic Press.

McCrae, R. R., & Allik, J. (2002). Introduction. In R. R. McCrae & J. Allik (Eds.), *The five-factor model of personality across cultures* (pp. 1-4). Boston, MA: Springer. https://doi.org/10.1007/978-1-4615-0763-5

McCrae, R. R., & Costa, P. T., Jr. (1999). A Five-factor theory of personality. In L. A. Pervin & O. P. John (Eds.), *Handbook of personality: Theory and research* (pp. 139-153). New York: Guilford.

Mohapatra, S. (2013). *E-commerce strategy*. Boston, MA: Springer. https://doi.org/10.1007/978-1-4614-4142-7_7

Mooradian, T. A., & Olver, J. M. (1996). Shopping motives and the five factor model: An integration and preliminary study. *Psychological Reports, 78*(2), 579–592. https://doi.org/10.2466/pr0.1996.78.2.579

Mowen, J. C. (2000). *The 3M model of motivation and personality: Theory and empirical applications to consumer behavior*. Boston, MA: Springer.

Nalisa. (2019). Insights into Gen Y must-have behavior despite lack of money. *Marketeer.* https://marketeeronline.co/archives/132740

Newman, K. M. (2017, January 25). Does your personality predict your happiness? *Greater Good Magazine*. https://greatergood.berkeley.edu/article/item/does_your_personality_predict_your_happiness

Ngai, E. W. T., & Wat, F. K. T. (2002). A literature review and classification of electronic commerce research. *Information & Management, 39*(2002), 415–429.

Ngai, E.W.T., & Gunasekaran, A. (2007). A review for mobile commerce research and applications. *Decision Support Systems, 43*(1), 3-15. https://doi.org/10.1016/j.dss.2005.05.003

Nokyoong. (2020, August 26). Decode the success of Lazada and e-commerce strategies through data optimization. *Marketingoops.* https://www.marketingoops.com/digital-life/lazada-continues-to-grow-into-a-premium-brand/

Nokyoong. (2020, June 22). Although staying at home, shoppers never stop shopping for clothes. *Marketingoops.* https://www.marketingoops.com/digital-life/research-shows-shoppers-still-buying-apparel-despite-covid-19/

Novak, T. P., Hoffman, D. L., & Duchachek, A. (2003). The influence of goal-directed and experiential activities on online flow experiences. *Journal of Consumer Psychology, 13*(1&2), 3-16.

O'Brien, H. L. (2010). The influence of hedonic and utilitarian motivations on user engagement: The case of online shopping experiences. *Interacting with Computers, 22*(5), 344–352. https://doi.org/10.1016/j.intcom.2010.04.001

1H e-commerce grew by 33%, clothing-fashion posted highest sales. (2019, July 14). *Thansettakij.* https://www.thansettakij.com/content/tech/404997

Online sales increasingly important to clothing industry, survey finds. (2016, November 25). *The Nation Thailand.* https://www.nationthailand.com/ Economy/30300874

Otero-López, J. M., & Villardefrancos, E. (2013). Five-Factor Model personality traits, materialism, and excessive buying: A mediational analysis. *Personality and Individual Differences, 54*(6), 767-772. https://doi.org/10.1016/j.paid.2012.12.013

Palmer, J. W. (1997). Electronic commerce in retailing: Differences across retail formats. *The Information Society, 13*(1), 75-91. https://doi.org/10.1080/019722497129296

Pavlou, P. A., & Fygenson, M. (2006). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. *MIS Quarterly, 30*(1), 115-143.

Payne, J. W., Bettman, J. R., Johnson, E. J., & Luce, M. F. (1995). An information processing perspective on choice. *Psychology of Learning and Motivation, 32*, 137-175. https://doi.org/10.1016/S0079-7421(08)60309-6

Pchelin, P., & Howell, R. T. (2014). The hidden cost of value-seeking: People do not accurately forecast the economic benefits of experiential purchases. *The Journal of Positive Psychology, 9*(4), 322-334. https://doi.org/10.1080/17439760.2014.898316

Phattarasaya. (2020, January 8). Priceza recommends ways to get additional income from selling products online in 2020. *Priceza*. https://bit.ly/39LTc4w

Phattarasaya. (2020, June 19). Thailand E-Commerce Landscape (The Latest Update In 2020). *Priceza*. https://www.priceza.com/insights/business/e-commerce-landscape-2020.html

Rawat, J., & Mann, B. J. S. (2016). Role of consumer personality and involvement in understanding customer experience. *Innovative Marketing, 12*(3), 19-33.

Schiffman L., Kanuk L., & Hansen, H. (2012). *Consumer behaviour: A European outlook* (2nd ed.). Essex, UK: Pearson Education.

Schmitt, D. P., Allik, J., McCrae, R. R., & Benet-Martínez, V. (2007). The geographic distribution of big five personality traits: Patterns and profiles of human self-description across 56 nations. *Journal of Cross-Cultural Psychology, 38*(2), 173–212. https://doi.org/10.1177/0022022106297299

Schultz, D. P., & Schultz, S. E. (2017). *Theories of personality*. Boston, MA: Cengage Learning.

Senn, J. A. (2000). Business-to-business e-commerce. *Information Systems Management, 17*(2), 19-28. https://doi.org/10.1201/1078/43191.17.2.20000301/31224.3

Shang, R., Chen, Y., & Shen, L. (2005). Extrinsic versus intrinsic motivations for consumers to shop on-line. *Information & Management, 42*(3), 401-413. https://doi.org/10.1016/j.im.2004.01.009

Shaw, M. J., Gardner, D. M., & Thomas, H. (1997). Research opportunities in electronic commerce. *Decision Support Systems, 21*(3), 149-156.

Sirgy, M. (1982). Self-concept in consumer behavior: A critical review. *Journal of Consumer Research, 9*(3), 287-300.

Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12th ed.). Essex, UK: Pearson Education.

Steckl, C. (n.d.). Conscientiousness and a happier, longer life. *Mental Help*. https://www.mentalhelp.net/blogs/conscientiousness-and-a-happier-longer-life/

Tauber, E. (1972). Why do people shop? *Journal of Marketing, 36*(4), 46-49. https://doi.org/10.1177/002224297203600409

The many market levels of fashion brands. (n.d.). *Create a fashion brand*. Retrieved August 31, 2020, from http://www.createafashionbrand.com/the-many-market-levels-of-fashion-brands/

Thompson, E. R., & Prendergast, G. P. (2015). The influence of trait affect and the five-factor personality model on impulse buying. *Personality and Individual Differences, 76*(2015), 216-221. https://doi.org/10.1016/j.paid.2014.12.025

Tsao, W. C. & Chang, H. R. (2010). Exploring the impact of personality traits on online shopping behavior. *African Journal of Business Management, 4*(9), 1800-1812. https://doi.org/10.5897/AJBM.9000280

Ul Islam, J., Rahman, Z., & Hollebeek, L. D. (2017), Personality factors as predictors of online consumer engagement: An empirical investigation. *Marketing Intelligence & Planning, 35*(4), 510-528. https://doi.org/10.1108/MIP-10-2016-0193

Valaei, N., & Nikhashemi, S. R. (2017). Generation Y consumers' buying behaviour in fashion apparel industry: A moderation analysis. *Journal of Fashion Marketing and Management, 21*(4), 523-543. https://doi.org/10.1108/JFMM-01-2017-0002

Van der Heijden, H., Verhagen, T., & Creemers, M. (2003). Understanding online purchase intentions: Contributions from technology and trust perspectives. *European Journal of Information Systems, 12*(1), 41-48. https://doi.org/ 10.1057/palgrave.ejis.3000445

Waiyavutti, C. (2019). *Development and validation of Thai versions of Big Five measures from the international personality item pool*. (Publication No. 9983776925202771). [Doctoral thesis, University of Iowa]. Iowa Research Online. https://doi.org/10.17077/etd.i8ax-txq8

Weisberg, Y. J., Deyoung, C. G., & Hirsh, J. B. (2011). Gender differences in personality across the ten aspects of the big five. *Frontiers in psychology, 2*(178), 1-11. https://doi.org/10.3389/fpsyg.2011.00178

Wichaiwong, C., & Sangroengrob, T. (2019). The influence of personality factor, social factor and value factor toward the decision to purchase goods in Bangkok downtown area via online channel between social commerce and e-commerce. *Journal of Chandrakasemsarn, 25*(1), 1-16.

Wigand, R. T. (1997). Electronic commerce: Definition, theory, and context. T*he Information Society, 13*(1), 1-16. https://doi.org/10.1080/019722497129241

Wolfinbarger, M. & Gilly, M. (2000). Consumer motivations for online shopping. *AMCIS 2000 Proceedings*, 112, 1362-1366.

Yang, K., & Young, A. P. (2009). The effects of customized site features on internet apparel shopping. *Journal of Fashion Marketing and Management, 13*(1), 128-139. https://doi.org/10.1108/13612020910939923

Yildiz, M. (2007). E-government research: Reviewing the literature, limitations, and ways forward. *Government Information Quarterly, 24*(3), 646–665. https://doi.org/10.1016/j.giq.2007.01.002

Yimfan, S. (2019, March 6). Online sellers need to know, top 5 best-selling products on Shopee. *Sentangsedtee*. https://www.sentangsedtee.com/career-channel/article_106084

Yrjölä, M., Rintamäki, T., Saarijärvi, H., & Joensuu, J. (2017). Consumer-to-consumer e-commerce: Outcomes and implications. *The International Review of Retail, Distribution and Consumer Research, 27*(3), 300-315. https://doi.org/10.1080/09593969.2017.1314864

Yu, S., Hudders, L., & Cauberghe, V. (2018). Are fashion consumers like schooling fish? The effectiveness of popularity cues in fashion e-commerce. *Journal of Business Research, 85,* 105-116. https://doi.org/10.1016/j.jbusres.2017.12.035

Zwass, V. (1996). Electronic commerce: Structures and issues. *International Journal of Electronic Commerce, 1*(1), 3-23.

จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

APPENDICE

APPENDIX A

QUESTIONNAIRE (ENGLISH VERSION)

Consumer Behavior in Purchasing Fashion Apparel
on Electronic Commerce Platforms

This research is conducted as a required component of Professional Project, achieved by a master's student in the Strategic Communication Management Program from the Faculty of Communication Arts, Chulalongkorn University.

The purpose of this survey is to study consumer behavior in purchasing fashion apparel on electronic commerce platforms. The questionnaire is voluntary and the data collected will be kept confidentially. Participants are NOT going to be identified and are given the option not to answer any particular question. Data collected will be analyzed and used for the purposes of education only and will be implemented appropriately.

Fashion apparel **refers to fashion clothing items that are socially accepted and adopted by a certain group of people at a certain time. This study will focus on fashion apparel in the mass market and mid-level high street market where the prices range from 100 THB to 4,500 THB.**

Electronic commerce **or** *e-commerce platforms* **refers to online selling activities through Internet-based channels. Customers can make a purchase either through a website or a mobile application.**

SECTION 1

Instruction: Please tick (✓) your selection of answer.

1. Please specify your age range.

☐ a) Less than 18 years old (End the survey)

☐ b) 18-22 years old

☐ c) 23-27 years old

☐ d) 28-32 years old

☐ e) 33-35 years old

☐ f) More than 35 years old (End the survey

2. Have you purchased a fashion apparel item through e-commerce platforms in the past three months?

☐ a) Yes

☐ b) No (End the survey)

3. Are you currently residing in Bangkok or Greater Bangkok Area?

☐ a) Yes

☐ b) No (End the survey)

4. From which e-commerce platform do you most frequently purchase fashion apparel? Please also specify the name of your most frequent platform.

☐ a) e-tailers/brand.com (*e.g., H&M, Zara, Topshop, Uniqlo, Pomelo*)

   Please specify_____

☐ b) e-marketplaces (*e.g., Shopee, Lazada, JD Central, Alibaba, Zilingo*)

   Please specify_____

☐ c) Social media (*e.g., Facebook, Instagram, LINE, Twitter*)

   Please specify_____

SECTION 2

Instruction: In the following page, you will see phrases describing people's behaviors. Please use the rating scale below to describe how accurately each statement describes you. Describe yourself as you generally are now, not as you wish to be in the future. Please tick (✓) your selection of answer. (5 = Strongly accurate, 4 = Accurate, 3 = Neither inaccurate nor accurate, 2 = Inaccurate, 1 = Strongly inaccurate)

		Strongly accurate 5	4	3	2	Strongly inaccurate 1
1.	I am the life of the party.					
2.	I am skilled in handling social situations.					
3.	I make friends easily.					
4.	I know how to captivate people.					
5.	I feel comfortable around people.					
6.	I don't talk a lot.					
7.	I keep in the background.					
8.	I have little to say.					
9.	I don't like to draw attention to myself.					
10.	I often feel blue.					
11.	I am often down in the dumps.					
12.	I dislike myself.					
13.	I have frequent mood swings.					
14.	I panic easily.					
15.	I seldom feel blue.					
16.	I feel comfortable with myself.					
17.	I am not easily bothered by things.					
18.	I am always prepared.					
19.	I make plans and stick to them.					
20.	I carry out my plans.					

		Strongly accurate 5	4	3	2	Strongly inaccurate 1
21.	I get chores done right away.					
22.	I pay attention to details.					
23.	I find it difficult to get down to work.					
24.	I do just enough to get by.					
25.	I shirk my duties.					
26.	I don't see things through.					
27.	I waste my time.					
28.	I have a good word for everyone.					
29.	I respect others.					
30.	I believe that others have good intentions.					
31.	I accept people as they are.					
32.	I cut others to pieces.					
33.	I insult people.					
34.	I get back at others.					
35.	I believe in the importance of art.					
36.	I am open-minded.					
37.	I do not like art.					
38.	I do not enjoy going to art museums.					
39.	I am not interested in abstract ideas.					
40.	I avoid philosophical discussions.					
41.	I am conservative.					

SECTION 3

Instruction: Please use the rating scale below to describe how much you agree with each statement on your motivations when purchasing fashion apparel through e-commerce platforms. Please tick (✓) your selection of answer. (5 = Strongly agree, 4 = Agree, 3 = Neither disagree nor agree, 2 = disagree, 1 = Strongly disagree)

		Strongly agree 5	4	3	2	Strongly disagree 1
1.	Purchasing fashion apparel online is fun.					
2.	Purchasing fashion apparel online is exciting.					
3.	Purchasing fashion apparel online is delightful.					
4.	Purchasing fashion apparel online is enjoyable.					
5.	Purchasing fashion apparel online is thrilling.					
6.	Purchasing fashion apparel online is effective.					
7.	Purchasing fashion apparel online is helpful.					
8.	Purchasing fashion apparel online is functional.					
9.	Purchasing fashion apparel online is practical.					
10.	Purchasing fashion apparel online is necessary.					

Instruction: Please use the rating scale below to describe how much you agree with each statement on your search behavior when purchasing fashion apparel through e-commerce platforms. Please tick (✓) your selection of answer. (5 = Strongly agree, 4 = Agree, 3 = Neither disagree nor agree, 2 = disagree, 1 = Strongly disagree)

		Strongly agree 5	4	3	2	Strongly disagree 1
1.	I usually search the Internet for fashion apparel to buy.					
2.	I usually have a specific goal in mind when I browse the Internet.					
3.	I usually browse the Internet for entertainment with no specific goal in mind.					
4.	I am usually just fooling around and explore the Internet for fun.					

Instruction: Please rate the agreement of each statement on your attitude towards purchasing fashion apparel through e-commerce platforms. Please tick (✓) your selection of answer. (5 = Strongly agree, 4 = Agree, 3 = Neither disagree nor agree, 2 = disagree, 1 = Strongly disagree)

		Strongly agree 5	4	3	2	Strongly disagree 1
1.	The idea of using e-commerce platforms to buy fashion apparel is appealing.					
2.	I like the idea of buying fashion apparel on e-commerce platforms.					
3.	Using e-commerce platforms to buy fashion apparel would be a good idea.					

Instruction: Please rate the likelihood that you will continue to purchase fashion apparel through e-commerce platforms. Please tick (✓) your selection of answer. (5 = Very high likelihood, 4 = High likelihood, 3 = Medium likelihood, 2 = Low likelihood, 1 = Very low likelihood)

		Very high likelihood 5	4	3	2	Very low likelihood 1
1.	I will continue to purchase fashion apparel through e-commerce platforms.					
2.	I will continue to consider buying fashion apparel through e-commerce platforms.					
3.	I will recommend buying fashion apparel through e-commerce platforms to others.					

SECTION 4

Instruction: Please tick (✓) your selection of answer.

1. What is your gender?

   ☐ a) Male   ☐ c) Other

   ☐ b) Female

2. What is your education level?

   ☐ a) High school or lower   ☐ c) Higher than Bachelor's

   ☐ b) Bachelor's degree   degree

3. What is your monthly income average in Thai baht?

   ☐ a) Less than 10,000 Baht   ☐ d) 40,001 – 55,000 Baht

   ☐ b) 10,001 – 25,000 Baht   ☐ e) 55,001 – 60,000 Baht

   ☐ c) 25,001 – 40,000 Baht   ☐ f) Above 60,000 Baht

-- End of the survey. Thank you for your time -

แบบสอบถาม

เรื่อง พฤติกรรมของผู้บริโภคในการซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเพื่อจัดทำโครงการวิชาชีพของนิสิตระดับมหาบัณฑิตคณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามตามความเป็นจริงหรือตามความคิดเห็นของท่าน ทั้งนี้ ข้อมูลของผู้ตอบแบบสอบถามทั้งหมดจะถูกเก็บเป็นความลับและจะถูกนำไปวิเคราะห์ในภาพรวมเพื่อนำไปใช้ประโยชน์ในเชิงการศึกษาเท่านั้น

เสื้อผ้าแฟชั่น หมายถึง ประเภทของเสื้อผ้าที่ได้รับการยอมรับและเป็นที่นิยมในกลุ่มคนส่วนใหญ่ ณ ช่วงเวลาหนึ่ง โดยในแบบสอบถามนี้ จะมุ่งศึกษาเสื้อผ้าแฟชั่นในตลาดทั่วไป (Mass Market) ไปจนถึงตลาดไฮสตรีทระดับกลาง ซึ่งมีราคาตั้งแต่ 100 บาทไปจนถึง 4,500 บาท

ช่องทางพาณิชย์อิเล็กทรอนิกส์ หรือ อีคอมเมิร์ซ (E-commerce) หมายถึง กิจกรรมการซื้อขายผ่านช่องทางออนไลน์ ซึ่งลูกค้าสามารถทำการซื้อผ่านทั้งทางเว็บไซต์หรือแอปพลิเคชั่นบนสมาร์ทโฟน

ส่วนที่ 1

คำชี้แจง – กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

1. ปัจจุบันท่านอายุอยู่ในช่วงใด?

☐ 1) ต่ำกว่า 18 ปี (จบแบบสอบถาม)   ☐ 2) 18-22 ปี

☐ 3) 23-27 ปี   ☐ 4) 28-32 ปี

☐ 5) 33-35 ปี   ☐ 6) มากกว่า 35 ปี (จบแบบสอบถาม)

2. ท่านได้ซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์ในช่วงสามเดือนที่ผ่านมาหรือไม่?

☐ 1) ใช่   ☐ 2) ไม่ใช่ (จบแบบสอบถาม)

3. ปัจจุบันท่านอาศัยอยู่ในกรุงเทพมหานครหรือปริมณฑลหรือไม่?

☐ 1) ใช่   ☐ 2) ไม่ใช่ (จบแบบสอบถาม)

4. ท่านซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์ประเภทใดบ่อยที่สุด โปรดระบุชื่อแบรนด์หรือชื่อเว็บไซต์/แอปพลิเคชั่นที่ท่านใช้บ่อยที่สุด

☐ 1) เว็บไซต์/แอปพลิเคชั่นของแบรนด์ (เช่น H&M, Zara, Topshop, Uniqlo, Pomelo)

โปรดระบุ_____

☐ 2) เว็บไซต์/แอปพลิเคชั่นตลาดกลางพาณิชย์อิเล็กทรอนิกส์ (เช่น Shopee, Lazada, JD Central Alibaba, Zilingo)

โปรดระบุ_____

☐ 3) โซเชียลมีเดีย (เช่น Facebook, Instagram, LINE, Twitter)

โปรดระบุ_____

ส่วนที่ 2

คำชี้แจง - ในหน้าถัดไป ท่านจะเห็นข้อความบรรยายลักษณะพฤติกรรมต่าง ๆ ของบุคคล โปรด
ใช้ระดับคะแนนในการระบุว่าแต่ละข้อความตรงกับตัวท่านมากน้อยเพียงใด โดย
พิจารณาตัวท่านที่เป็นอยู่ในปัจจุบัน ไม่ใช่ลักษณะที่ท่านต้องการเป็นในอนาคต โปรด
ทำเครื่องหมาย (✓) ในช่องระดับคะแนนที่ตรงกับตัวท่านมากที่สุด โดยที่ 5 = ตรง
อย่างยิ่ง, 4 = ค่อนข้างตรง, 3 = เฉย ๆ , 2 = ค่อนข้างไม่ตรง, 1 = ไม่ตรงอย่างยิ่ง

		ตรงอย่างยิ่ง 5	4	3	2	ไม่ตรงอย่างยิ่ง 1
1.	ฉันมักจะเป็นคนที่สร้างสีสันในงานเลี้ยงสังสรรค์ต่าง ๆ					
2.	ฉันเป็นคนเข้าสังคมเก่ง					
3.	ฉันสนิทสนมกับคนอื่นได้ง่าย					
4.	ฉันเป็นที่ชื่นชอบของผู้อื่น					
5.	ฉันรู้สึกสบาย ๆ เมื่ออยู่ท่ามกลางผู้อื่น					
6.	ฉันไม่ใช่คนช่างพูด					
7.	ฉันชอบอยู่เบื้องหลังโดยไม่แสดงตัว					
8.	ฉันพูดน้อยเมื่อต้องสนทนากับผู้อื่น					
9.	ฉันไม่ชอบเป็นจุดสนใจของผู้อื่น					
10.	ฉันรู้สึกซึมเศร้าบ่อย ๆ					
11.	ฉันมักจะรู้สึกหดหู่					
12.	ฉันไม่ชอบตัวเอง					
13.	ฉันมักจะอารมณ์แปรปรวนบ่อย ๆ					
14.	ฉันวิตกกังวลง่าย					
15.	ฉันแทบจะไม่เคยรู้สึกหดหู่					
16.	ฉันรู้สึกสบายใจเมื่ออยู่คนเดียว					
17.	ฉันไม่รู้สึกรำคาญอะไรง่าย ๆ					
18.	ฉันเตรียมพร้อมอยู่เสมอ					

		ตรงอย่างยิ่ง 5	4	3	2	ไม่ตรงอย่างยิ่ง 1
19.	ฉันวางแผนและทำตามแผนที่วางไว้อย่างเคร่งครัด					
20.	ฉันมักจะทำงานได้ตรงตามที่วางแผนไว้					
21.	ฉันทำงานให้เสร็จในทันที					
22.	ฉันใส่ใจในรายละเอียด					
23.	ฉันรู้สึกว่าการบังคับตัวเองให้เริ่มทำงานเป็นเรื่องยาก					
24.	ฉันมักจะทำงานเท่าที่จำเป็นโดยใช้ความพยายามน้อยที่สุด					
25.	ฉันหลีกเลี่ยงหน้าที่ความรับผิดชอบ					
26.	ฉันมักจะทำอะไรครึ่ง ๆ กลาง ๆ					
27.	ฉันมักจะใช้เวลาโดยเปล่าประโยชน์					
28.	ฉันพูดจาดีกับทุกคน					
29.	ฉันเคารพผู้อื่น					
30.	ฉันเชื่อว่าผู้อื่นมีเจตนาดี					
31.	ฉันยอมรับตัวตนของผู้อื่น					
32.	ฉันมักพูดจาเหยียดหยามผู้อื่น					
33.	ฉันดูถูกผู้อื่น					
34.	ฉันเป็นคนเจ้าคิดเจ้าแค้น					
35.	ฉันเชื่อว่าศิลปะมีความสำคัญ					
36.	ฉันเป็นคนที่เปิดกว้างทางความคิด					
37.	ฉันไม่ชอบศิลปะ					
38.	ฉันไม่ชอบไปพิพิธภัณฑ์งานศิลปะ					
39.	ฉันไม่สนใจเรื่องนามธรรม					
40.	ฉันหลีกเลี่ยงการพูดคุยในเชิงปรัชญา					
41.	ฉันมักยึดติดกับขนบธรรมเนียมประเพณี					

ส่วนที่ 3

คำชี้แจง – โปรดระบุว่าท่านเห็นด้วยกับแต่ละข้อความมากน้อยเพียงใด โดยอ้างอิงจากแรงจูงใจที่ทำให้ท่านเลือกซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์ โปรดเติม

เครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบของท่านมากที่สุด โดยที่ 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉยๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

		เห็นด้วยอย่างยิ่ง 5	4	3	2	ไม่เห็นด้วยอย่างยิ่ง 1
1.	การซื้อเสื้อผ้าแฟชั่นออนไลน์เป็นเรื่องสนุก					
2.	การซื้อเสื้อผ้าแฟชั่นออนไลน์เป็นเรื่องน่าตื่นเต้น					
3.	การซื้อเสื้อผ้าแฟชั่นออนไลน์ทำให้ฉันมีความสุข					
4.	การซื้อเสื้อผ้าแฟชั่นออนไลน์ทำให้ฉันรู้สึกเพลิดเพลิน					
5.	การซื้อเสื้อผ้าแฟชั่นออนไลน์เป็นเรื่องน่าตื่นตาตื่นใจ					
6.	การซื้อเสื้อผ้าแฟชั่นผ่านช่องทางออนไลน์ทำให้ฉันเลือกซื้อเสื้อผ้าได้อย่างมีประสิทธิภาพ					
7.	การซื้อเสื้อผ้าแฟชั่นผ่านช่องทางออนไลน์ทำให้ฉันเลือกซื้อเสื้อผ้าได้ง่ายขึ้น					
8.	การซื้อเสื้อผ้าแฟชั่นผ่านช่องทางออนไลน์เป็นสิ่งที่มีประโยชน์					
9.	การซื้อเสื้อผ้าแฟชั่นผ่านช่องทางออนไลน์ทำให้ฉันเลือกซื้อเสื้อผ้าได้อย่างสะดวก					
10.	การซื้อเสื้อผ้าแฟชั่นผ่านช่องทางออนไลน์เป็นเรื่องจำเป็นสำหรับฉัน					

คำชี้แจง - โปรดระบุว่าท่านเห็นด้วยกับแต่ละข้อความมากน้อยเพียงใด โดยอ้างอิงจากพฤติกรรม
ในการค้นหาข้อมูลเมื่อท่านซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์ โปรด
เติมเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบของท่านมากที่สุด โดยที่ 5 = เห็นด้วย
อย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉยๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

		เห็นด้วยอย่างยิ่ง 5	4	3	2	ไม่เห็นด้วยอย่างยิ่ง 1
1.	ฉันมักจะค้นหาข้อมูลเพื่อซื้อเสื้อผ้าแฟชั่นผ่านช่องทางออนไลน์					
2.	ฉันมักจะมีเป้าหมายที่แน่ชัดขณะที่ค้นหาข้อมูลออนไลน์					
3.	ฉันมักจะใช้เวลาในโลกออนไลน์โดยไม่มีเป้าหมายที่แน่ชัด					
4.	ฉันมักจะใช้เวลาในโลกออนไลน์เพื่อความบันเทิงและสำรวจข้อมูลออนไลน์เพื่อความสนุกสนาน					

คำชี้แจง - โปรดระบุว่าท่านเห็นด้วยกับแต่ละข้อความมากน้อยเพียงใด โดยอ้างอิงจากทัศนคติที่
ท่านมีต่อการซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์ โปรดเติมเครื่องหมาย
(✓) ในช่องที่ตรงกับคำตอบของท่านมากที่สุด โดยที่ 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็น
ด้วย, 3 = เฉยๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

		เห็นด้วย อย่างยิ่ง 5	4	3	2	ไม่เห็นด้วย อย่างยิ่ง 1
1.	ฉันคิดว่าการซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์เป็นเรื่องน่าสนใจ					
2.	ฉันชอบการซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์					
3.	การซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์เป็นความคิดที่ดี					

คำชี้แจง - โปรดระบุระดับความเป็นไปได้ของแต่ละข้อความในความคิดเห็นของท่าน โดยอ้างอิงจากความเป็นไปได้ที่ท่านจะยังคงซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์ต่อไปในอนาคต โปรดเติมเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบของท่านมากที่สุด โดยที่ 5 = เป็นไปได้อย่างยิ่ง, 4 = เป็นไปได้, 3 = เฉยๆ, 2 = ไม่น่าเป็นไปได้ 1 = เป็นไปไม่ได้อย่างยิ่ง

		เป็นไปได้ อย่างยิ่ง 5	4	3	2	เป็นไปไม่ได้ อย่างยิ่ง 1
1.	ฉันจะยังคงซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์ต่อไปในอนาคต					
2.	ฉันจะยังคงพิจารณาการซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์เป็นหนึ่งในทางเลือก					

		เป็นไปได้อย่างยิ่ง 5	4	3	2	เป็นไปไม่ได้อย่างยิ่ง 1
3.	ฉันจะแนะนำให้เพื่อนซื้อเสื้อผ้าแฟชั่นผ่านช่องทางพาณิชย์อิเล็กทรอนิกส์					

ส่วนที่ 4

คำชี้แจง – กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

1. โปรดระบุเพศของท่าน

☐ 1) ชาย ☐ 2) หญิง

☐ 3) อื่น ๆ

2. โปรดระบุระดับการศึกษาสูงสุดของท่าน

☐ 1) ระดับมัธยมศึกษาหรือต่ำกว่า ☐ 2) ปริญญาตรีหรือเทียบเท่า

☐ 3) สูงกว่าปริญญาตรี

3. โปรดระบุรายได้เฉลี่ยต่อเดือนของท่าน

☐ 1) 10,000 บาทหรือต่ำกว่า ☐ 2) 10,001 – 25,000 บาท

☐ 3) 25,001 – 40,000 บาท ☐ 4) 40,001 – 55,000 บาท

☐ 5) 55,001 – 60,000 บาท ☐ 6) สูงกว่า 60,000 บาท

-- สิ้นสุดแบบสอบถาม ขอบคุณที่ให้ความร่วมมือค่ะ --

VITA

NAME   Pichanan Toonkamthornchai

DATE OF BIRTH   29 June 1993

PLACE OF BIRTH   Bangkok, Thailand