

THE BEHAVIOURAL INTENTION AMONG YOUNG ADULTS IN THAILAND TO PURCHASE FASHIONABLE CLOTHING: MEDIATING THE ROLE OF INFORMATION ACCESSIBILITY

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ABSTRACT

Purpose – The purpose of this study is to investigate the aspects that may influence individuals' behavioural intentions to purchase fashionable clothing in Thailand.

Design/methodology/approach: The behavioural intention to purchase fashionable clothing items among Thai young adults motivated the conduct of this study. We gathered data from 224 individuals, aged 18 to 45, and using structured questionnaires from a diverse population of university students, workers, and professionals across different industries in Thailand. Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were employed to analyse the validity and reliability of indicators and corresponding constructs. Additionally, structural equation modelling (SEM) was applied to validate the hypothesised model and research hypotheses using SPSS and AMOS software.

Findings - The data analysis revealed that the accessibility of information considerably mediates the association between fashion involvement and the behavioural intention to purchase fashion clothing. Contrary to the prediction, fashion involvement had no direct influence on young adults' behavioural intention to purchase fashion clothing items in Thailand. The article finishes with an overview of the significance of the findings and future research directions.

Originality/value – This study provides empirical insights from the individual perspective of social media platforms into the drivers of fashion clothing purchasing behaviour among young adults in Thailand.

Keywords: Information Accessibility, Fashion Involvement, Purchase Intention, Fashion Clothing, Social Media.

INTRODUCTION

The purpose of this research is to investigate the influencing factors that affect behavioural intentions to make purchase decisions for fashionable clothing items. The behavioural intention to purchase is defined as the dependent variable. From the literature review below, the independent variable is fashion involvement, and accessibility of information plays a mediator role between fashion involvement and behavioural intention to purchase.

The demographic factor gender moderates the effects between the correlated variables. The research questions presented in this paper are: (i) What factors affect the behavioural intention to purchase fashionable clothing among young adults' social media users in Thailand? (ii) How do these factors' correlation and interaction affect the behavioural intention to purchase fashion clothing items?