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UNDERSTANDING USERS' GRATIFICATION FACTORS INFLUENCE ON FASHION PURCHASE BEHAVIOR: MEDIATING EFFECT OF ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISING

Abstract

Social media increasingly shapes people's thoughts and actions. From a social media advertising perspective, users' gratification factors influence their purchasing behavior. This study aims to investigate factors that could influence an individual's online behavioral intentions to purchase fashionable clothing in Thailand. This study employs the purposive sampling technique to collect 214 questionnaires. This study collected the data through Google Forms from a diverse population of young consumers across various industries in Thailand in the third quarter of 2024. This study used Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) to determine the validity and reliability of the indicators and their corresponding constructs. The study confirmed the existence of seven constructs associated with 22 variables. Each variable was accessed using a 5-point Likert scale. This study validated the proposed research framework and its assumptions through Structural Equation Modelling (SEM). The entertainment ($\beta=0.312$) and convenience ($\beta=0.347$) were found to have a positive impact on attitude towards social media advertising, and attitude towards social media advertising ($\beta=0.697$) significantly influences purchase intention. Attitude towards social media advertising exhibits a VAF of 65.9%, confirming its role as a mediating variable. Marketers can use this study's identification of consumer buying trends in their social media advertising campaigns. Social media advertising requires precise product descriptions and clear visuals to help shoppers find things. Finally, the study provided limitations and recommendations for future research.

Keywords

entertainment, convenience, young consumer, fashion clothing, purchase intention, Thailand

JEL Classification

M31, M37, C30

INTRODUCTION

In the digital age, the Internet is the most effective advertising medium that allows consumers to build knowledge, pleasant feelings, understanding, and familiarity with the advertised products (Istijanto & Purusottama, 2023). People use social media on the internet for various purposes, such as business networking, maintaining relationships with loved ones, entertainment, and alleviating boredom (Herna, 2022). In general, 50.8% of individuals use social media to maintain communication with friends and family; 39% use it to occupy their free time; and 34.5% use it to peruse news articles, as per a report from Statista (Dixon, 2025). Social media has changed the communication landscape by influencing individuals' attitudes, perceptions, and behavioral intentions. Search advertising, social media advertising, banner advertising, video advertising, and classifieds are the five primary segments that make up the digital advertising market (Nasir et al.,