“Understanding users’ gratification factors influence on fashion purchase behavior: mediating effect of attitude towards social media advertising”

AUTHORS	Win Min Thein

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Win Min Thein (Thailand)

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 (β=0.312) and convenience (β=0.347) were found to have a positive impact on attitude towards social media advertising, and attitude towards social media advertising (β=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

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Win Min Thein, Ph.D., Lecturer, Department of Marketing, Bangkok University, Thailand.

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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.,

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2021). In the rapidly expanding digital advertising market, social media platforms such as Facebook, Instagram, and TikTok have provided numerous opportunities for marketers to increase brand recognition, disseminate information, attract and retain customers, and generate cost-effective promotions. This resulted in a boom in the usage of social media in the e-commerce business, giving rise to social commerce, particularly in the fashion apparel industry (Yeo et al., 2022). Social media usage is becoming more significant in the marketing communication process and a company's overall strategy (Gupta et al., 2021). As marketers become more aware of the growing number of social media users and the benefits of advertising on social media platforms (Tarsakoo & Charoensukmongkol, 2018), marketers and researchers have been paying more attention to the effects of social media advertising. Although the previous studies examined the unique challenges and effects of social media advertising (Li et al., 2021), there remains limited understanding of the motivations behind social media usage and the perceptions of social media advertising. Therefore, to optimize their use of social media, organizations must possess an in-depth understanding of the factors that influence consumers' perceptions of the value of social media advertising and their purchase intentions. Moreover, social media advertising has transformed society and profited organizations based on different audiences' perceptions. Consequently, understanding advertising ideas and consumers' attitudes is crucial for any business or marketer, as they influence consumers' purchasing behavior (Charoensereechai et al., 2022).

1. LITERATURE REVIEW AND HYPOTHESES

Social media offers a virtual community where users can enjoy sharing, exchanging, and controlling communications at any time and from any location. The widespread acceptance of social media has sparked a revolution in marketing communication by offering various chances for interaction between user and brand. Social media allows businesses to build stronger relationships with consumers through interactive communication. Nowadays, individuals and businesses widely use social media, making it a powerful communication tool (Majeed et al., 2021). According to the report from DataReportal, 49.10 million people out of Thailand's total population of 71.85 million were active social media users, which is equivalent to 68.3% of the country's population (Kemp, 2024). The growth of social media users has significantly altered numerous commercial processes, including advertising. Alalwan et al. (2017) define social media advertising as persuasive online content provided via social media platforms that users can access, share, engage with, and participate in. Social media advertising is increasingly significant because it can boost business and carry out promotional activities to connect and interact with specific consumers.

Since people enjoy entertainment, the media plays an important role in fulfilling their needs. The value of entertaining media is based on its ability to satisfy consumers' desires for pleasure, escape, aesthetic appreciation, and emotional healing (Ducoffe, 1996). Entertainment, supported by technology interfaces and features on online shopping websites, is crucial in anticipating online consumers' attitudes towards online shopping (Zamzuria et al., 2018). Effective social entertainment advertising is essential for expanding a fan base and transforming viewers into actively involved brand supporters (Macmillan, 2022). As a result, entertaining social media advertisements are an important part of a company's public page on social media platforms. Ducoffe's (1996) advertising value model suggests that there is a direct correlation between entertainment and individuals' attitudes toward advertising. Similarly, Casaló (2017) identified a positive correlation between enjoyable advertisements and attitudes toward advertising.

Traditional media recognize the importance of disseminating information via advertisements. However, social media is now receiving significant attention for its relevance to informational content (Dolan et al., 2015). Advertising informativeness concerns the capacity of advertising to provide consumers with product knowledge and enable them to make informed decisions (Ducoffe, 1996). People access the internet to obtain comprehensive information regarding products and services, in addition to brand insights (Shareef et al., 2019). Therefore, it is crucial for every advertisement to

be informative to attract customer attention, generate interest, and create a favorable perception of the advertising (Majeed et al., 2021).

Personal identity and community relationships depend on social interaction. Direct communication in social settings improves relationships and cultural exchange (Litt et al., 2020). Social media has changed people's communication and social interaction. People use social media to connect with their family, friends, and coworkers. As technology advances, online social connections and interactions continue to grow. Technology has enabled social commerce on several social media platforms, advancing these linkages (Ghahtarani et al., 2020). Additionally, social interaction on social commerce platforms affects the attitude, perception, and decision-making of consumers (Majeed et al., 2021).

Various social media platforms support and promote people to share their thoughts for self-expression. Social media has allowed people to openly express their personalities, values, and traits since its inception. Trust makes people more comfortable disclosing personal information (Choi & Sung, 2018). Higher life happiness leads to a deeper sense of self-authenticity. It seems to apply to everyone, contradicting the idea that socially desirable personalities benefit more from real self-expression (Bailey et al., 2020). In online social media groups, self-expression and identification may encourage engagement with a clothing brand's pages, particularly among users of luxury fashion brands (Wallace et al., 2020).

The concept of convenience in retail settings refers to the time and effort required to buy consumer products that were introduced by Copeland in 1923 (Zeqiri et al., 2023). Jiang et al. (2013) classify into five categories for online and offline purchases: simple access, information gathering, evaluation, transactions, and post-purchase convenience. The convenience of online shopping encourages consumer preference. Consumers use the internet to shop online because it offers more convenience than physical shopping (Nuryakin, 2016). Nowadays, most consumers seek a high level of convenience when shopping and prefer internet research (Jamil et al., 2022). Online shopping offers flexibility and endless product selection, which consumers prefer. People who value ease are more inclined to learn and use social media platforms. Previous studies have shown that convenience improves purchasing behavior (Jiang et al., 2013; Duarte et al., 2018). Therefore, online shopping is driven by convenience and variety.

The user's attitude influences their behavioral intentions to click on advertisements on social media platforms (Fikri & Risqiani, 2023). The consumer establishes their attitude toward the advertisement when they evaluate the visual or verbal substance of the appeal and its content (Ajzen & Fishbein, 1975). Online advertising attitude has three dimensions: cognitive, emotional, and behavioral (Sarıoğlu, 2022). Cognitive values influence positive or negative attitudes toward behavior (Ajzen & Fishbein, 1975). Recent trends in online advertising include using emotional appeals in advertisements, which are essential to modern marketing techniques (Vrtana & Krizanova, 2023). Emotional advertising can influence people to buy a thing without fully assessing brand information (Zhu & Kanjanamekanant, 2021). Similarly, Sander et al. (2021) state that consumers' thoughts and feelings demonstrate their cognitive competence towards advertising, influencing their attitude towards it and serving as a significant indicator of advertising effectiveness.

Psychological theories define a person's behavioral intentions as the possibility of doing something. Intention measures a person's motivation and effort to do something (Ajzen, 1991). Nauval and Hidayat (2023) state that systematic preparation and motivation, impacted by expectations, commitments, and propensities, lead to purchasing decisions. Komalasari et al. (2021) reveal that customers' purchasing perspectives and intentions to make purchases match their actual shopping behavior for a variety of products. Fashionable clothing products are not exceptional. The previous studies indicate that consumer attitudes toward advertising affect their responses, including purchasing intentions. In a recent study by Patel et al. (2023), attitude positively correlated with the intention to purchase online fashion clothing.

Additionally, young individuals exhibit a transition from dependence to adulthood, marking a key life stage. At each developmental stage, adolescents possess distinct viewpoints and fashion inclinations.

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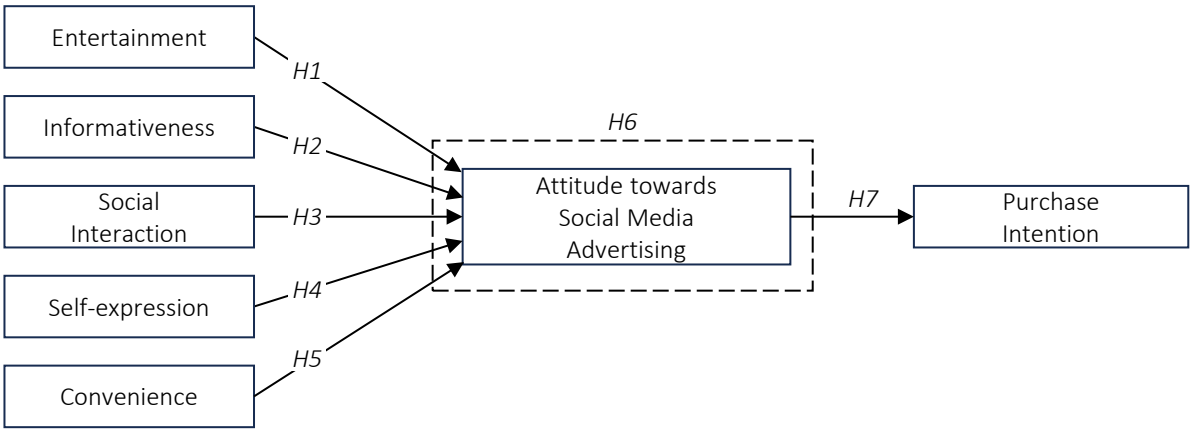

Figure 1. Research framework

Many marketing campaigns for diverse products are primarily directed at young people, who are potential purchasers with strong preferences, particularly in fashion clothing products (Sharma & Jain, 2017; Thein et al., 2024). Therefore, it is deemed appropriate to conduct a research on the fashion clothing purchases of young consumers in Thailand.

The study aims to investigate the factors that could affect a person's purchasing intentions for fashionable clothing in Thailand. A literature review (Figure 1) has guided the development of the following hypotheses:

H1: Entertainment has a significant impact on attitudes towards social media advertising.

H2: Informativeness has a significant impact on attitude towards social media advertising.

H3: Social interaction has a significant impact on attitude towards social media advertising.

H4: Self-expression has a significant impact on attitude towards social media advertising.

H5: Convenience has a significant impact on attitude towards social media advertising.

H6: Attitude towards social media advertising plays a significant mediator role between gratification factors and purchase intention.

H7: Attitude towards social media advertising has a significant impact on purchase intention.

2. METHODOLOGY

A quantitative cross-sectional research design utilized a survey questionnaire, drawing on established studies, to investigate user behavior and relationships among various factors. This structured, self-administered questionnaire was carefully designed to assess variables within the proposed model and collect demographic information. Each questionnaire item assessed two indicators, rated on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The survey was conducted online, allowing for a more diverse representation of consumers from a variety of industries in Thailand. purposive sampling technique was employed to recruit participants among young social media users in Thailand. Both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were employed to assess the validity and reliability of indicators and constructs. Furthermore, this study conducted structural equation modelling (SEM) using SPSS and AMOS software to validate the proposed model and research hypotheses.

The demographic profile of the surveyed population (N=214) reveals a varied representation (Table 1). According to Westland (2010), this amount surpasses the normal sample size of 200, which is considered enough for performing a structural equation modelling (SEM) study. In terms of gender, 40.7% identified as male, while 59.3% identified as female. Age distribution shows a predominant presence of individuals aged between 18 to 23 years old, constituting 88.8% of the sample, with a smaller portion, 11.2%, falling within the 24 to

30 years old category. Occupationally, the majority, 98.1%, identified as students, with a minimal percentage representing unemployed individuals (1.4%) and entry-level working adults (0.5%). In terms of income per month, the largest proportion (53.7%) reported earning between 0 to 9,999 Baht, followed by 10,000 to 19,999 Baht (31.3%), and 20,000 to 29,999 Baht (7.9%). When it comes to favorite social media platforms, Instagram emerged as the frontrunner with 41.6%, closely followed by Facebook (25.7%), and TikTok (21.0%). Notably, H&M stood out as the preferred fashion brand with 36.9% of respondents, followed by Uniqlo (35.5%) and ZARA (22.9%).

Table 1. Demographic profile results

Demographic profile		Frequency (N=214)	Percent
Gender	Male	87	40.7
	Female	127	59.3
Age	18–23 years old	190	88.8
	24–30 years old	24	11.2
Occupation	Student	210	98.1
	Unemployed	3	1.4
	Entry Level Working Adult	1	.5
Income per month	0 to 9,999 Baht	115	53.7
	10,000 to 19,999 Baht	67	31.3
	20,000 to 29,999 Baht	17	7.9
	30,000 to 39,999 Baht	7	3.3
	40,000 Baht and above	8	3.7
Favorite social media platform	Brand's website or apps	1	.5
	Facebook	55	25.7
	Instagram	89	41.6
	None	1	.5
	Pinterest	4	1.9
	TikTok	45	21.0
	YouTube	19	8.9
Favourite Fashion Brand	Balenciaga	2	.9
	CPS	1	.5
	H&M	79	36.9
	Lyn around Jaspal	3	1.4
	Mango	1	.5
	Market	2	.9
	Sisburma	1	.5
	Uniqlo	76	35.5
	ZARA	49	22.9

3. RESULTS

According to the descriptive statistical analysis conducted using SPSS software, none of the standard deviation, skewness, and kurtosis values surpass plus or minus 2. This suggests that the responses from participants in this study to questionnaire items follow a normal distribution, indicating that the dataset can be considered as having normality. The smallest mean observed is 3.17, while the largest mean is 3.86 in Table 2.

Table 2. Preliminary descriptive analysis results

Items	Mean	Std. deviation	Skewness	Kurtosis
PI1	3.60	.948	–.352	–.071
PI2	3.76	.819	–.052	–.681
PI3	3.65	.847	–.010	–.661
PI4	3.82	.814	–.189	–.564
ATT1	3.86	.802	–.246	–.485
ATT2	3.66	.872	–.133	–.662
ATT3	3.71	.795	–.159	–.404
ENT1	3.57	.884	–.003	–.532
ENT2	3.78	.869	–.209	–.678
ENT3	3.70	.820	–.107	–.537
INF1	3.19	.852	–.184	.291
INF2	3.20	.894	–.129	.015
INF3	3.17	.818	–.277	.205
SOI1	3.40	.821	–.299	.337
SOI2	3.47	.803	–.018	–.179
SOI3	3.48	.854	–.283	.016
SEF1	3.29	.839	–.205	.233
SEF2	3.24	.791	–.232	.525
SEF3	3.30	.813	–.336	.361
CON1	3.66	.782	.086	–.544
CON2	3.80	.816	–.200	–.525
CON3	3.67	.902	–.339	–.260

In the proposed research model, an Exploratory Factor Analysis (EFA) was employed to validate the observed variables for their respective factors, utilizing a Principal Components Analysis (PCA) method with Varimax rotation in SPSS software. The Kaiser-Meyer-Olkin (KMO) value of 0.872 suggests that the data sampling adequacy is high for factor loading analysis. Following the criteria outlined by Hair et al. (2010), indicators with loading coefficients of at least 0.5 were considered to represent their respective constructs. The factor loading values for all questionnaire items ranged from 0.604 to 0.896, indicating robust associations. Consequently, the cross-factor loading analysis confirmed the existence of seven constructs (Entertainment, Informativeness,

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Social Interaction, Self-expression, Convenience, Attitude towards social media advertising, and Purchase intention) associated with twenty-two variables (refer to Table 3), thus affirming the validity of all questionnaire items.

Table 3. Factor-cross loading results

Items	Constructs						
	PI	INF	SEF	SOI	ATT	ENT	CON
PI3	.804	.219	.082	.139	.084	.102	.154
PI1	.767	–.017	.103	.046	.140	.185	.174
PI4	.746	.066	.036	.100	.305	.095	.229
PI2	.729	–.054	.095	.252	.211	.324	.038
INF2	.056	.896	.151	.160	.069	.044	.070
INF1	.022	.858	.214	–.010	.116	.141	.008
INF3	.110	.777	.208	.241	.133	–.051	.240
SEF1	.087	.236	.819	.139	.094	.027	.153
SEF3	.084	.202	.786	.179	.109	.131	.126
SEF2	.094	.141	.769	.265	.052	.073	.199
SOI2	.169	.148	.222	.839	.151	.192	.069
SOI3	.131	.054	.230	.774	.261	.165	.100
SOI1	.169	.227	.194	.728	.054	.162	.249
ATT1	.298	.083	.005	.097	.822	.102	.147
ATT2	.179	.109	.054	.209	.812	.137	.230
ATT3	.172	.170	.278	.146	.699	.247	–.026
ENT2	.175	.045	–.037	.146	.127	.795	.223
ENT3	.172	.128	.210	.203	.209	.759	.037
ENT1	.383	–.010	.120	.160	.125	.604	.249
CON1	.165	.150	.320	.095	.056	.243	.715
CON2	.267	.040	.112	.276	.175	.266	.710
CON3	.349	.196	.241	.100	.256	.042	.620

The Pearson correlation analysis, as shown in Table 4, reveals significant associations between various constructs. Gender exhibits a notable correlation with social media platforms and entertainment, reaching a significance level of 0.01. Additionally, attitude towards social media advertising (ATT) demonstrates moderate correlations, at the 0.01 significance level, with entertainment (ENT), informativeness (INF), social interaction (SOI), self-expression (SEF), and convenience (CON). Furthermore, purchase intention (PI) exhibits a strong and highest correlation coefficient with attitude towards social media advertising (ATT), also significant at the 0.01 level.

As part of the Confirmatory Factor Analysis (CFA) process, the measurement model for the proposed research model is initially constructed using AMOS software to evaluate convergent and discriminant validity, following the guidelines of Fornell and Larcker (1981). The standardized regression weights of all indicators are above 0.5, ranging from 0.699 to 0.914. Additionally, the Average Variance Extracted (AVE) values exceed the recommended threshold of 0.5, ranging from 0.538 to 0.709, while the composite reliability (CR) values surpass the minimum acceptable threshold of 0.7, ranging from 0.778 to 0.879. Hence, the findings (presented in Table 5) suggest the establishment of convergent validity. Moreover, the Cronbach's Alpha values for all constructs range from 0.778 to 0.875, all exceeding the acceptable threshold of 0.7.

Discriminant validity aims to validate how distinct a dimension and its variables are from another dimension and its variables. According to Fornell

Table 4. Factor correlation analysis results

	Correlations												
	Gender	Age	Occupation	Income	Platform	Brand	PI	ATT	ENT	INF	SOI	SEF	CON
Gender	1												
Age	–.068	1											
Occupation	–.104	.119	1										
Income	–.127	.085	–.016	1									
Platform	.097	–.034	–.048	–.043	1								
Brand	–.188**	.129	–.010	–.119	–.065	1							
PI	–.055	.047	–.020	.050	–.030	.092	1						
ATT	.000	–.024	.035	.078	.024	–.032	.536**	1					
ENT	–.176**	–.022	–.064	.007	–.053	.069	.561**	.480**	1				
INF	–.072	–.016	.070	.068	.038	.061	.223**	.329**	.223**	1			
SOI	.000	–.031	–.009	–.036	–.006	.079	.441**	.468**	.502**	.390**	1		
SEF	–.079	.035	.047	.037	–.007	–.017	.299**	.340**	.332**	.479**	.528**	1	
CON	–.067	–.029	.017	.067	.076	.082	.587**	.492**	.547**	.381**	.519**	.524**	1

Note: **. Correlation is significant at the 0.01 level (2-tailed).

Table 5. Convergent validity analysis results

Constructs	Indicators	Std. regression weight	AVE	CR	CA
Purchase intention	PI4	0.797	0.600	0.857	0.855
	PI3	0.762			
	PI2	0.808			
	PI1	0.729			
Informativeness	INF3	0.805	0.709	0.879	0.875
	INF2	0.910			
	INF1	0.807			
Self-expression	SEF3	0.772	0.640	0.842	0.841
	SEF2	0.813			
	SEF1	0.815			
Social interaction	SOI3	0.820	0.690	0.869	0.859
	SOI2	0.914			
	SOI1	0.749			
Attitude	ATT3	0.699	0.639	0.841	0.835
	ATT2	0.867			
	ATT1	0.823			
Entertainment	ENT3	0.741	0.538	0.778	0.778
	ENT2	0.716			
	ENT1	0.744			
Convenience	CON3	0.707	0.564	0.795	0.784
	CON2	0.808			
	CON1	0.735			

and Larcker (1981), the correlations between any two factors should be lower than the square root of the Average Variance Extracted (AVE) for each factor. As indicated in Table 6, the square root of the AVE for factors (highlighted and displayed in bold text) exceeds the correlation between the factors. Therefore, the analysis outcomes affirm that the utilized instrument in this study demonstrates adequate convergent and discriminant validity.

The hypotheses were evaluated based on the proposed research model using maximum likelihood (ML) estimation in AMOS software, and the analysis outcomes are summarized in Table 7. Entertainment (β=0.312, t=2.550) and convenience (β=0.347, t=2.620) were found to have a positive impact on attitude towards social media advertising, indicating the acceptance of *H1* and *H5*. Additionally, the results indicate that attitude towards social media advertising (β=0.697, t=7.948) significantly influences purchase intention, leading to the acceptance of *H7*. However, *H2*, *H3*, and *H4* were not supported as informativeness, social interaction, and self-expression were found to have no significant effects on attitude towards social media advertising.

The mediation variable is discerned through VAF, which is computed by dividing the total indirect effect (x → m → y) by the direct effect (x → y). Results are interpreted as follows: if greater than 20%, it indicates mediation; if less than 20%, there is no mediation (Hair et al., 2010). Attitude towards social media advertising (ATT) exhibits a VAF of 65.9%, confirming its role as a mediating variable (Table 8). Consequently, *H6* was validated.

Table 6. Discriminant validity analysis results

Constructs	PI	INF	SEF	SOI	ATT	ENT	CON
Purchase intention	**0.775**						
Informativeness	0.243	**0.842**					
Self-expression	0.351	0.534	**0.800**				
Social interaction	0.502	0.418	0.595	**0.831**			
Attitude	0.629	0.341	0.370	0.511	**0.799**		
Entertainment	0.693	0.262	0.415	0.601	0.580	**0.733**	
Convenience	0.699	0.410	0.614	0.584	0.587	0.697	**0.751**

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Table 7. Effects analysis results

Hypotheses	Effects	Std. coefficient	t-value	p-value	Result
H1	ENT → ATT	0.312	2.550	**	Supported
H2	INF → ATT	0.113	1.452	NS	Not supported
H3	SOI → ATT	0.174	1.747	NS	Not supported
H4	SEF → ATT	–0.110	–1.043	NS	Not supported
H5	CON → ATT	0.347	2.620	**	Supported
H7	ATT → PI	0.697	7.948	***	Supported

Note: * means p < 0.05, ** means p < 0.01, *** means p < 0.001.

Table 8. Mediator analysis result

	ATT as mediator	Indirect effects	Total indirect effects on PI	VAF	Result
H6	ENT → ATT → PI	0.217	0.459	65.90%	Support
	CON → ATT → PI	0.242			

The table (Table 9) presents the model fit indices for both the measurement and structural models. These indices aim to demonstrate the compatibility between the proposed research model and the gathered data. Initially, the measurement model was evaluated, revealing a favorable fit with the observed data, with a CMIN/DF value of 2.152 and other fit indices as follows: GFI=0.861, AGFI=0.813, IFI=0.919, CFI=0.918, RMSEA=0.074. Following this, with a satisfactory outcome from the measurement model, further analysis of the fit indices for the research model was conducted. The obtained results are as follows: CMIN/DF=2.340, GFI=0.847, AGFI=0.799, IFI=0.903, CFI=0.902, RMSEA=0.079. Based on the analysis of model fit indices, it can be concluded that the hypothesized model adequately fits the collected data, as recommended by (Hooper et al., 2008).

Table 9. Model fit indices analysis results

Fit indices	Measurement	Structural	Result
CMIN/DF	2.152	2.340	Good fit
GFI	0.861	0.847	Marginal fit
AGFI	0.813	0.799	Marginal fit
IFI	0.919	0.903	Good fit
CIF	0.918	0.902	Good fit
RMSEA	0.074	0.079	Good fit

4. DISCUSSION

The study's findings confirmed the existence of seven constructs associated with twenty-two variables of the validity of all questionnaire items in examining the young consumers' online intention to purchase fashionable clothing in Thailand. These constructs include entertainment, informativeness, social interaction, self-expression, convenience, attitude toward social media advertising, and purchase intention. Social media advertising significantly influences young consumers' online fashion clothing purchasing intentions. In Thailand, young people perceive social media as a source of entertainment and a convenient place for shopping for fashionable clothing products.

The Pearson correlation analysis revealed that gender has a notable relationship with using social media and having enjoyable leisure time among young people. The study revealed that 59.3% of female respondents receive entertainment gratification from social media advertising because of their desire to engage in online shopping by watching videos, reading content, and browsing clothing brands' pages. This finding strengthens previous studies by Rahman and Mannan (2018) and Ladhari et al. (2019), which demonstrated that females exhibit a greater interest in online fashion shopping compared to their male counterparts. In addition, female consumers tend to spend more time browsing fashion pages and intending to shop than men.

Since 88.8% of the respondents are aged between 18 and 23 years old, young consumers from Generation Z have higher engagement with digital communication than earlier generations, due to their early childhoods with technology and their greater sensitivity (Kusa & Patik, 2021). This study reveals that 36.9% of respondents indicated H&M was the most favorable fashion brand among young consumers in Thailand due to their

addiction to fast-fashion clothing designs that are short-lasting and swiftly out of style. Additionally, 41.6% of the respondents indicated that Instagram is the most preferred social media platform for purchasing clothing products in Thailand. This finding aligns with Hashem's (2024) identification that Instagram is the most popular social media platform for fashion clothing purchases, especially among young consumers who love fast fashion brands. Instagram and other major social media platforms have since taken advantage of the opportunity to expand their functionality by incorporating a commerce feature into their applications. Additional characteristics, such as the ability to tag brands and insert links to clothing lines in social media posts, have contributed to an increase in social media usage in the e-commerce industry, highlighting the relevance of social commerce (Yeo et al., 2022).

First, the study revealed that entertainment gratification has a significantly positive impact on attitudes towards social media advertising, with a significant value of β=0.312, t=2.550. This study revealed that social media advertising gave consumers entertainment gratification, such as enjoying watching videos, reading articles about trendy clothing, and ease of boredom in their spare time. This finding aligns with the findings of Riskos et al. (2021), who stated that entertainment can fulfil users' emotional release, escapism, recreation, and anxiety relief needs while also providing a delightful personal experience that satisfies their intrinsic needs and boosts brand engagement. Entertainment gratification directly influences user attitudes towards advertising, and a positive advertising idea not only influences user attitudes towards advertising but also positively influences user attitudes towards the brand (Ducoffe, 1996; Blumler & Katz, 1974).

Second, convenience has a significantly positive impact on attitudes towards social media advertising, with a significant value of β=0.347, t=2.620. This study found that social media advertising offers consumers convenient gratification, including faster product searches, time savings, and access to a wealth of information sources. This finding is consistent with the findings of Zeqiri et al. (2023), which show that customers value products they buy on a frequent basis, with minimal effort, and in a convenient shopping environment. Then, convenience in the purchasing process enhances customer delight by saving time and effort. This finding also supports the survey of Thai consumers by HKTDC Research in 2020, which indicated that convenience is becoming more and more important to urban residents in Thailand. Middle-class customers in modern Thailand are hardly an exception. Thai people place a high value on convenience and time savings in all aspects of their everyday lives. Modern conceptions of convenience differ significantly from the classical understanding of what it includes. Nowadays, merely completing tasks quickly and effortlessly is no longer sufficient; individuals also require constant connectivity to the Internet and social media (Ma, 2020).

However, the analysis results showed that informativeness, social interaction, and self-expression did not significantly affect young consumers' attitudes towards social media advertising, leading to the non-acceptance of *H2*, *H3*, and *H4*. Since people's thoughts and actions change over time, this result, which is different from Chung and Austria's (2010) study on the factors influencing attitude towards social media and gratification from using it, shows a positive correlation between attitude towards social media advertising and satisfaction with the information and social interaction. Moreover, social interaction and self-expression on social media are mostly found among luxury fashion brand users (Wallace et al., 2020). Finally, 65.9% of those who answered had a strong mediation effect in the relationship between the enjoyment of using social media platforms and the intention to purchase fashion clothing online. This finding aligns with the studies of Balroo (2023), revealing that attitude toward social media advertising mediates the relationship between social media advertising and purchasing intention. The results of the study suggest that enjoying advertisements on social media platforms and the convenience of information searching are significant predictors of intention to purchase fashionable clothing online, particularly among young people in Thailand.

This study exclusively focuses on younger individuals. Most responders are young and self-confident; thus, they may not wish to interact with people to learn about things online (Chiguvi & Musasa, 2021). This demographic element may

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affect social media's informativeness and social interaction gratifications. The limitations of this study could potentially lead to significant future research. The study did not cover a wider range of demographics to better understand social media gratification and motivation, which could affect online purchasing decisions. Future studies should investigate the online shopping preferences for fashionable clothing in additional Asian countries.

CONCLUSION

The study aims to examine the gratification factors that can affect an individual's online purchasing intentions for fashionable clothing in the context of young consumers in Thailand. To ensure reliability, this study used purposive sampling to collect 230 online questionnaires from young people who are frequent social media users. The data were collected online by Google Forms between July and September 2024 among young people from various industries throughout Thailand. This study resulted in 214 valid responses. Young consumers derive entertainment and convenience gratification from using social media for online shopping, and these factors significantly form their positive attitudes toward advertisements on social media. The marketers should focus on crafting captivating advertisements that evoke lasting memories and raise positive emotions among young consumers. Engaging advertisements such as short-form videos, idea pins, and live streaming can capture the attention of young consumers and cultivate positive attitudes. Young consumers in Thailand enjoy engaging advertisements on social media platforms like Instagram, Facebook, TikTok, and YouTube while shopping for online fashion clothing. Young people nowadays have easy access to these platforms due to their strong connection to their mobile phones. The study recommends that fashion clothing marketers leverage these platforms to achieve effective outcomes. Then, young consumers expect to obtain their desired goods with minimal time and effort. Consumers primarily engage in online shopping due to the ease of use, the desire for minimal effort, and the expectation of timely delivery. Young consumers may look for and compare clothing products on social media platforms without physically visiting several stores to identify the better deals. Therefore, providing detailed information and illustrating the products is crucial for fashion clothing advertisements on social media platforms, particularly those targeting young consumers. Moreover, creating a favorable attitude towards advertising over social media platforms is very crucial in a retail setting for fashion clothing. This research stands out due to its fresh empirical findings in the literature on social media advertising. This study also provides managerial implications to assist businesses in leveraging social media to boost sales.

AUTHOR CONTRIBUTIONS

Conceptualization: Win Min Thein.
Data curation: Win Min Thein.
Formal analysis: Win Min Thein.
Funding acquisition: Win Min Thein.
Investigation: Win Min Thein.
Methodology: Win Min Thein.
Project administration: Win Min Thein.
Resources: Win Min Thein.
Software: Win Min Thein.
Supervision: Win Min Thein.
Validation: Win Min Thein.
Visualization: Win Min Thein.
Writing – original draft: Win Min Thein.
Writing – review & editing: Win Min Thein.

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