

สินค้าอย่างสม่ำเสมอ และถูกต้อง มีค่าเฉลี่ยเท่ากับ 4.18 หลังจากดูภาพตัวอย่าง การนำเสนอภาพ
สินค้าที่โดดเด่นผ่านภาพถ่ายแฟชั่นเป็นเหตุผลที่ทำให้ผู้ใช้งานเลือกซื้อสินค้าผ่านอินสตาแกรม มาก
ที่สุด ได้รับรู้ถึงเอกลักษณ์ของแบรนด์ Freakoutstudio ผ่านภาพถ่ายแฟชั่นเป็นเหตุผลที่ทำให้
ผู้ใช้งานรู้สึกมากที่สุด การนำเสนอสินค้าผ่านภาพถ่ายที่โดดเด่นเป็นเหตุผลที่ผู้ใช้งานคิดว่าเป็น
จุดเด่นของการขายสินค้าผ่านอินสตาแกรม มากที่สุด และสุดท้ายการประยุกต์ใช้ภาพถ่ายในการ
ขายสินค้าผ่านอินสตาแกรม มีผลมากต่อการตัดสินใจซื้อสินค้าจากผู้ใช้งาน



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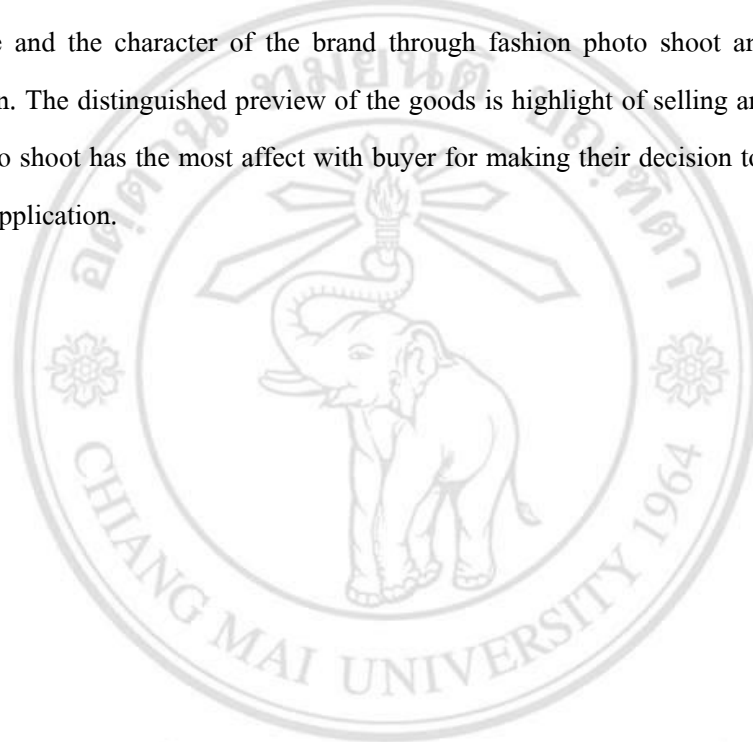
Independent Study Title	Thai Fashion Industry and Instagram Application : Case Studies of Fashion Brands in Online Subcultural Groups
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ABSTRACT

The objective of this research is studying the result of using Instagram which influent for Thailand fashion product industry. In case study of Thai fashion brand name in Thai subculture society. The Samples and equipment that we've used for this research is consisted of the interview of Brand fashion's by using Instagram for merchandize and Instagram application users by using the questionnaire randomly. We analyze the information by using statistic percentage, average and standard deviation.

According to the result of this research, mostly of samples is female and age between 18-25 years old. Occupation is student and collegian which has the raw monthly between 10,001-20,000THB and has been use Instagram application for couple years. Moreover, they've ever used transaction via Instagram application. The reason they gave to us about why they use Instagram's trade because it's easy, convenience and quickly. The frequency that they buy the product by using Instagram application is once a month and buy only 1 piece in each transaction. The average value in each transaction is about 501 to 1,000 THB. Principally product they've bought via Instagram application is clothing and select the payment by using transferring by back account. The factor that has influent for the decision of using Instagram application for buying the fashion product is in good overall image. The user has ascribed that the seller in Instagram application has a variety of products. The average is 4.27 percent in pricing controller and it's a good image in pricing. And they can compare the price with other seller easily and the average

percentage of price comparison is 3.97. For the factor of Distribution, the overall image is very good. The users claimed that they're convenient to shop the goods. Like, they can shop the goods for 24 hours. And the average percentage of distribution and convenience for shopping is 4.38 percent. The overall image for safety of purchasing is good. The users claimed that the commodity is updated all the time and the real goods are 4.18 percent accuracy from preview. The presentation of preview the clothes is the most important because it has the most influent to buyer for making the decision for buying the clothes via Instagram application. The buyer can feel the unique and the character of the brand through fashion photo shoot and it's affect to buyer's emotion. The distinguished preview of the goods is highlight of selling and the clear and fascinated photo shoot has the most affect with buyer for making their decision to buy the goods via Instagram application.



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