



The Impact of Fashion Stores' Content on The Instagram Platform Towards Consumer's Engagement and Purchase Intention

Teerapat Ruangritkul* and Phunpiti Bhovichitra

International Digital Business, International College, Rangsit University, Thailand

*Corresponding author, E-mail: dinearhthee@gmail.com and phunpiti.b@rsu.ac.th

Abstract

Recently, social media is beneficially used by companies or entrepreneurs to promote their business. In the fashion retail business, for instance, small and large retailers employ social media platforms as online stores offering product information, virtual product presentation, and product sale. This study applies existing theoretical concepts in marketing content development, consumer intention, and consumer engagement for independent fashion retailers. This study aims to explore firstly, independent fashion retailers in today's Thai market and secondary to examine how marketing content should be developed to effectively be used in promoting fashion products. To achieve these aims and to answer the main research questions stated above, the following tasks will proceed: 1) To study consumer behavior in fashion store purchases on the Instagram platform 2) To study the impact of content on Instagram platform stores on consumer's engagement 3) To examine types of contents for fashion stores on Instagram that influence the consumer's purchase intention. The S-O-R model is used in the study to examine the effective contents of fashion stores on Instagram. There were 36 interviewees as the samples of this study to collect data. The result of this study showed that content in three main forms, which are a form of images, video, and text is obviously seen as the important factors that can encourage viewers to engage with the content and may lead them to make a purchase. The outcomes from the interviews complete all objectives of this study. Firstly, consumers have experience using Instagram to explore and purchase fashion products. Each consumer gives importance to three main types of content differently. Also, each type of content has a different impact on a consumer's purchase intention based on the individual's preference.

Keywords: Content marketing strategy, Consumer engagement, Purchase intention, Fashion store, Instagram's features, S-O-R Model

1. Introduction

Social media plays an important role in people's daily life at present (Zuijlen, 2017). Many social media channels, for instance, Facebook, Twitter, and Instagram have been also used for advertising worldwide. Significantly, social media is beneficially used by companies or entrepreneurs to promote their businesses. In the fashion retail business, for instance, small and large retailers employ social media platforms as online stores (Barnes, 2013) offering product information, virtual product presentation, and product sale. Based on the study of Ioanăș (2020), 41% of respondents prefer shopping via offline stores, while there are only 3% of the respondents who are loyal customers prefer online shopping and purchase from online stores.

Previous studies, i.e., Alter (2018), Belanche et al. (2019), Constine (2018), Leibowitz (2018), and Sheldon and Bryant (2016), addressed that Instagram has the fastest growth among other social media platforms with 1 billion monthly active users and more than 1 million advertisers from worldwide in 2018. Furthermore, the users spend time to stay on Instagram 45 percent and 40 percent longer than on Facebook and Twitter, respectively. Instagram is commonly known as the most popular image-based platform among other social media platforms (Fouche, 2019). It allows users to post images, short videos, and short captions (Lee et al., 2015). Erikson and Hansson (2016) indicated that the main reasons to use Instagram are users can express themselves through their posts and can interact with each other e.g., by observing other users' posts, and making a comment or a reply. Moreover, it can be seen that Instagram differentiates itself from other social media by offering many types of posting formats e.g., short-lived and permanent video posts, for instance (Fouche, 2019).

According to the survey by Lee (2016), 59% of Instagram users indicated that Instagram had recently become one of the most effective social media platforms for engaging with users. As Instagram

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becomes increasingly more popular, an estimated 71% of U.S businesses claim to use Instagram for Business (Mohsin, 2021). That's approximately 7 out of 10 businesses that use Instagram to help boost their online visibility and connect with their audiences. Instagram itself claimed that there are more than 200 million business accounts on Instagram globally that users visit every day. It is quite possible, as 90% of Instagram users follow at least one brand. With a good presence on Instagram, businesses can cater to their clients' needs much easier, as two-thirds of Instagram users believe the platform enables interaction with brands. Importantly, 50% of the users have more interest when they see a brand's advertising posts (Instagram, 2021). Furthermore, another study added that 70% of the users, or 130 million users in the US use the Instagram platform to discover a brand and product (Forsey, 2021; Aslam, 2021).

According to the study by Statista (2020), it can be seen fashion is the biggest category that gains the largest share (91.7%) of online stores using Instagram for business purposes in the US in 2020, followed by furniture & appliances (89.2%), food & personal care (81%), Toys, hobby & Do It Yourself or DIY (79.4%) and electronics & media (75%), respectively (Peters, 2021). The figure shows that the Instagram platform is popular for fashion businesses to promote or sell their products. Also, it can be implied that Instagram is also a common tool for the users to search the information or online content related to a context of fashion.

According to the statistical report of Kemp (2021), there are 55 million social media users in 2021, which increased by 5.8% from the previous year in Thailand. Among Asia-Pacific countries, Thailand is one of the fastest-growing markets on Instagram. The total number of Instagram users has sharply increased from 1.7 million in 2015 (Syndacast, 2015) to 16.4 million in 2021 (Napoleoncat, 2021). Recently, the number of Instagram users accounted for 23.6% of the entire population. The largest group of users aged between 25 and 34 is 5.7 million approximately (Napoleoncat, 2021). The number of local stores using Instagram to sell their products has dramatically increased. Cosmetics, beauty, and fashion goods become the main product category that is being sold through social media platforms including Instagram (ETDA, 2021). This study focuses on local stores specific in the fashion category on the Instagram platform in the Thailand market. This study is also specific to only local brands that employ Instagram as a channel to promote and sell their products directly to consumers. The research questions, aims, and objectives are explained in the following section.

1.1 An overview of Instagram's features

Instagram is a free application that was introduced to the market in October 2010 (McNely, 2012; Hu, 2014). It reached over 500 million users in 2019 (Clement, 2019). Basically, Instagram's users can upload images or photos, videos, and post texts. Moreover, Instagram allows the users to 'follow' other users and also to 'comment' and 'like' on the other's posts that they share (Amâncio, 2017; Ferwerda, 2016). When being initially introduced as a social media platform, Instagram had only three main basic features namely 'Bio,' 'Post,' and 'Stories;' however, recently it offers various features to support the users' daily activities. The entire features of Instagram are described in the following table.

Table 1 The entire of Instagram's features

No.	Features	Explanation
1	Profile photo	It refers to a small and round icon on the top of Instagram (Landsverk, 2014). It can be commonly seen that the business owners commonly use their logo as the profile photo
2	Username	The user's name is public so that people can search and find the Instagram account (Landsverk, 2014). An account that is for business use commonly uses a simple word that reflects the brand (Hamidah, 2019).
3	Profile name	The profile name is shown in two places on Instagram, which are 1) on the initial profile page and 2) in search results. Business accounts sometimes also use taglines or short phrases associated with their brand as the profile name (Landsverk, 2014).

**Table 1** The entire of Instagram's features (Continue)

No.	Features	Explanation
4	Bio	This feature includes information that describes business users. The users are allowed to put texts towards the background, contact information, emoji, and so on within 150 words at a maximum (Gotter, 2020).
5	Posts	This feature includes image and video uploading and text posting (Dubovik, 2013). Specifically, the users can edit photos e.g., cropping, re-coloring, and effecting. Also, the feature allows the user to tag people and locations on image or video posts (Damanik, 2020). Followers of Instagram users can see the posts.
6	Stories	Stories were applied in 2016 after six months when it was launched (Instagram, 2016). Instagram's Stories is a secondary feed that represents at the top of the main feed. It can be in a form of a set of images and short videos (Moreau, 2021). The Stories are available to be viewed within 24 hours (Amâncio, 2017). Users can add various effects such as 'filters,' 'stickers,' 'draw,' and 'text.' Stories become a significant part. It is also popular among Instagram users. According to the study by Rousseau and Foulk (2018), there are more than 250 million people use it.
7	Highlights	Instagram Highlights are a set of stories that account owners create as a folder to keep them on their Instagram profiles. Within the Highlights, it consists of two main features; 1) Highlights covers that allow the Instagram user to add a custom image photos or videos, or icons that represent the topic of each Highlight, and 2) Highlight names that the account owner can name each Highlight (Bojkov, 2021).
8	Tags	The Instagram user commonly creates Tag with the symbol “#” followed by location or short phrases that are related to a brand. Tagging can be in the image posts, captions, comments, and Stories posts. The Tag significantly helps the business owner to increase traffic and the number of views and to build superior connections with others (Moore, 2021).
9	Live	Live is interactive content broadcasted in a form of real-time video. It allows seeing the number of viewers to watch during the broadcast. Also, the viewers can engage in the live broadcast by giving “like,” stickers, and comments (Vamp, 2021).
10	Reel	Reel is the newest feature introduced in 2021. It is similar to Stories; however, it offers the user to upload a 30-second video at a maximum with their owned edition. People are allowed to use Instagram's editing tools to create additional content for entertaining their followers. Fun short-form videos and viral challenges. This feature helps the users challenge their videos to go viral among Instagram users (Vamp, 2021).
11	Search	Instagram search is another feature that works similar to Google search and Facebook search. It helps users to find accounts by putting names or usernames, Hashtags, and topics of interest. The users can reach other account users and particular topics via search results (Mosseri, 2021).
12	Direct	This feature allows users to send images, videos, text, hashtag pages, Instagram profiles, and location pages from their newsfeed posts directly to other users of up to 15 people. The feature is on the top right corner of the Instagram inbox (Facebook, 2021; Webwise, 2021).
13	Hashtag	Hashtags can be written in many forms varying from a single word, abbreviations, phrase, and sentence that follow the # sign and has no space between words (Ye et al., 2018).

1.2 The Impact of content on consumer engagement

From a marketing perspective, content marketing refers to the activities and processes for creating and delivering valuable content in form of images and texts to drive consumer action (Eriksson, 2016). Contents are the significant factors that impact consumer preferences. Informative, interesting, and consistent content aligned with a brand identity is able to increase the audience's attention. Beneficially, nowadays online stores employ content as a marketing tool to draw the audience's attention. Furthermore, contents provide information that helps to educate consumers about the business including the types and characteristics of products and services. Content marketing has been accepted that can lead firms to achieve business goals, for example increasing brand awareness, consumer engagement, and customer loyalty (Chan, 2017).



Recently, consumers have also been involved in a process of content creation that generates value for either themselves or a company. Internet technology advantageously enables consumers to search for information and express ideas more easily. Also, it is an important tool allowing consumers and business owners to connect conveniently. Thus, a company nowadays pays much attention to creating a content marketing strategy to attract more and enlarge its target group of customers. (Chan, 2017).

Jackson (2008) explained content can be in three main forms i.e., image, text, and video. These forms of content are usually published through social media platforms including Instagram (Eriksson, 2016). Fashion brand stores on Instagram deliver their content to promote products (Khan, 2018). Moreover, they also use Instagram's features to develop their content to increase engagement and purchase intention (Jin and Ryu, 2020). Casaló et al. (2021) agreed that within fashion brands, contents on Instagram are able to positively elicit the audiences' reactions such as following, liking, commenting, sharing, and so on, and result in higher engagement and purchase intention.

1.3 The level of consumer engagement

Customer engagement, as defined by Brodie et al. (2013), is the degree to which a customer's physical, cognitive, and emotional presence is felt in their interaction with a service business. Additionally, they define consumer engagement as the level of participation and connection with a company's products/services, marketing campaign, and content whether originated by the customer or the business (Eriksson, 2016). Regarding consumer engagement particularly on social media platforms, it refers to not only watching or reading but also when people give 'like,' comment, or share a post (Barger et al, 2013).

According to the study by Shao (2009), people use social media for three main reasons; 1) For consumption purposes, 2) For participation purposes and 3) For brand-related media production purposes. Schivinski, (2016, pp. 66) says "A set of brand-related online activities on the part of the consumer that vary in the degree to which the consumer interacts with social media and engages in the consumption, contribution, and creation of media content." Barger et al. (2013) classified consumer involvement with Instagram into three categories, primary impact, and secondary impact, as stated below.

1) Primary impact level: This level is the lowest consumer engagement. It can be explained as the first stage of engagement with content by only reading and viewing images and videos (Shao, 2009). In the other words, it refers to the consumers being passively involved in brand-related media without interacting or participating (Muntinga et al., 2011; Shao, 2009).

2) Secondary impact level: This level represents the second stage of behavior when the consumers click the 'Like' or 'Follow' buttons, comment on a post, share a post, or add it to their playlist or favorite (Shao, 2009). This level shows a higher level of consumer attention toward content. It means that the content has an impact on viewers' interests and preferences. However, this level does not include a process of consumer's decision making on purchase (Schivinski, 2016).

3) Tertiary impact level: This level is the highest level of online brand-related engagement on social media platforms (Muntinga et al., 2011) since the content consumers make may catalyze more consumption and/or contribution by other peers (Schivinski, 2016). Consumers have acknowledged their desire to purchase the product after they gain the information or consider a variety of content that includes text, photographs, audio, and video. The content has the power to motivate them to purchase a product. As a result, consumers may also share and tag a post with others. Also, they may send a message directly to the post's owner. Furthermore, they may create other content for self-expression and self-actualization (Shao, 2009).

1.4 A model of Stimulus-organism-response

Stimulus-organism-response or S-O-R was introduced by Donovan and Rossiter in 1982 (Casaló et al 2021). This model is used to explain that some factors cause the individual's emotion and cognition that consequence in behavioral outcomes. The first component is Stimulus that refers to the factors that arouse an individual's response processes. Secondly, Organism is an individual's emotion and cognitive condition. Lastly, Response is defined as the consequences of an individual's certain behavior toward something



(Kamboj et al. 2018). Many researchers, for example, Islam and Rahman (2017) and Hajli et al., (2017) have applied this framework to explain how factors arouse people to involve, engage or participate in brands on social media platforms. The S-O-R framework is also applied in the study of Casaló et al (2021). “Online stimuli are regarded as visual and auditory cues presented to the user. Stimuli are processed by an internal component, the organism, and this finally leads to the performance (or not) of certain behaviors” (Casaló et al., 2021, pp. 417). The framework below explained the image-based Instagram impact on consumers’ responses by applying the S-O-R model.

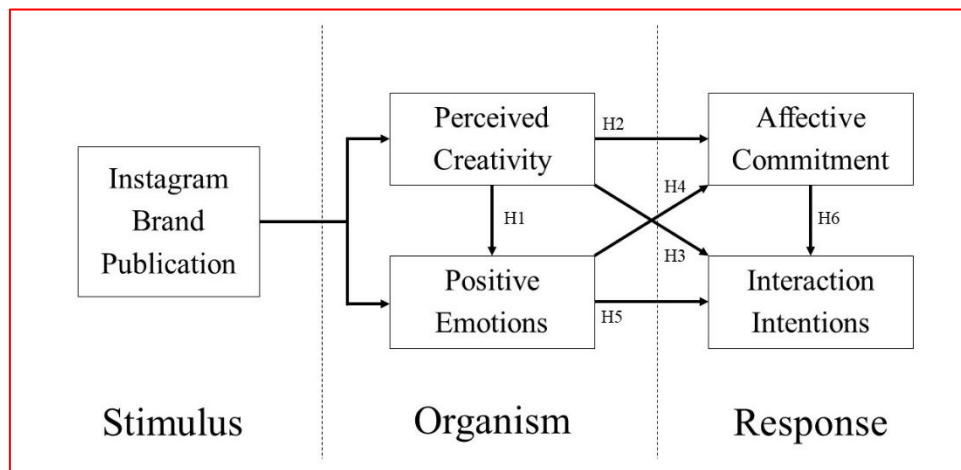


Figure 1 The application of the Instagram brand publication

To achieve the objectives of this study, Thus, the S-O-R model is used to examine the effective contents of fashion stores on Instagram. Firstly, within Stimulus, it can be explained how the content that is presented the Instagram can activate consumers’ emotions, and also, what kind of content can construct a positive emotion. This positive emotion can be defined as the organism component in the S-O-R model. Lastly, the response component can be used to explain consumer engagement and purchase intention. The response component is divided into three levels i.e., primary, secondary, and tertiary as mentioned in Section 1.3. Within this study, three levels of the response are explained as follows.

1) The primary level of the response means that the consumers only read and view images and videos without further interacting such as making a comment or clicking ‘Like’ on an Instagram post.

2) The secondary impact level of response is when consumers engage with a post by clicking the ‘Like’ or ‘Follow’ buttons, making a comment, sharing a post, or adding to their favorite. This level shows that the consumers may have a purchase intention.

3) The tertiary impact level of response can be explained as the highest level of consumer engagement toward the content posted on the Instagram platform. As a result, the consumers have acknowledged their desire to purchase the product after they gain the information or consider a variety of contents, which means the content has the power to motivate them to purchase a product.

The framework of this study that developed from the S-O-R model is illustrated as shown in the figure below.

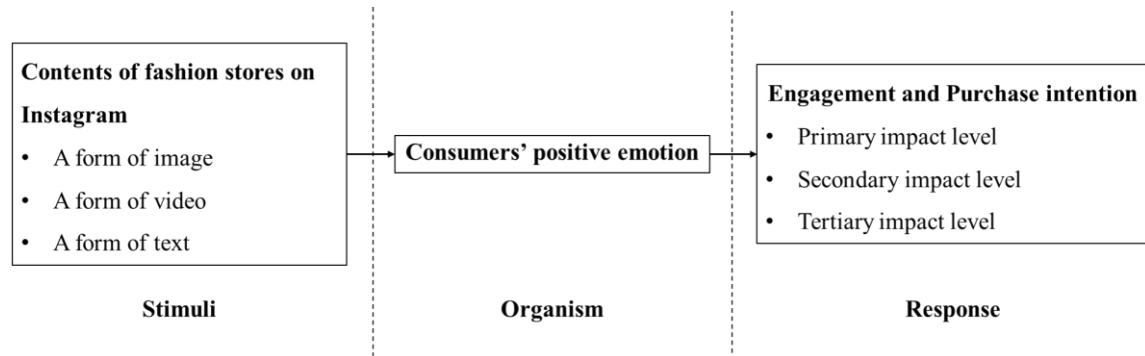


Figure 2 The application of the S-O-R model on content development for fashion stores on Instagram

1.5 Conceptual framework

This study uses this conceptual framework to find out the characteristics of the content that impact consumer engagement and purchase intention. Within this framework, Stimuli are factors that can create Organism defined as a consumer's positive emotion. Factors are defined as three main forms, which are 1) a form of an image, 2) a form of video, and 3) a form of text. Positive emotion leads to Response that is defined as the consumer's engagement and purchase intention. The response of this framework is categorized into three levels; 1) Primary impact, 2) Secondary impact, and 3) Tertiary impact.

2. Objectives

According to the statement above, it can be seen that Instagram is relevant to business industries worldwide. There are many existing studies related to studying social media use for business. For example, Kim and Ko (2012) study the impacts of social media marketing on customer relationships and purchase intention. This research focuses on luxury fashion brands. Similarly, Jayasuriya (2017) also examined the impact of Facebook marketing on the brand equity of fashion retail in Sri Lanka. However, no research focuses on the impact of content on the Instagram platform, especially on a local fashion brand in Thailand's market. Also, the characteristics of Instagram's content that effectively helps to gain attention from Thai Instagram users is an enigma. Thus, this study applies existing theoretical concepts in marketing content development, consumer intention, and consumer engagement for independent fashion retailers. This study helps to find out the answers to questions: 1) How do the contents of a fashion store on Instagram impact a buyer's intention? 2) What is effective content marketing for fashion stores on the Instagram platform? This study aims to explore firstly, independent fashion retailers in today's Thai market and secondary to examine how marketing content should be developed to effectively be used in promoting fashion products. To achieve these aims and to answer the main research questions stated above, the following tasks will proceed:

- 1) To study consumer behavior in fashion stores purchase on the Instagram platform
- 2) To study the impact of content on Instagram platform stores on the consumer's engagement
- 3) To examine types of content for fashion stores on Instagram that influence the consumer's purchase intention

3. Materials and Methods

This study uses a qualitative method to collect data due to this study is directly related to the examination of the consumer's behavior, attitude, perception, and experiences toward content on the Instagram platform, as well as the investigation of how content affects Instagram's users. Neuman (2014) indicated that qualitative research helps to investigate in-depth specific information. Within qualitative research, a one-on-one interview is an effective method to gain consumers' input that is able to respond to



the research questions, aims, and objectives. It was necessary to have a thorough understanding of consumers' perspectives to develop an effective marketing content strategy for fashion stores on the Instagram platform.

This qualitative research uses a phenomenological approach to examine the Instagram users' experiences. Wilson (2012), explained that the goal of the phenomenological approach is to examine people's life experiences in a specific area in which they are involved. The respondents in the phenomenological research were asked to describe their experiences about a specific subject through interviews. Thus, this approach helps the researchers to discover the consumer's experiences in engaging content on clothes stores on the Instagram platform.

Factors considered in the qualitative study include: 1) how to find appropriate respondents or interviewees and 2) how to create a set of interview questions (Saunders et al. 2009). This study employed semi-structured interviews. The advantage of this form of interview helps the researchers to disclose unexpected information coming from respondents during the interviewing process (Sinclair and Green 2016).

This study conducted one-on-one interviews with 36 people in total. These people are followers of various fashion stores, for example, Urbane. studios, iShirt_official, iShirt_street, etc. on Instagram. Furthermore, this study also employed a snowball sampling technique; the researcher seeks the interviewees from people around, such as friends and co-workers who have engaged with fashion stores on Instagram, and then they were asked to introduce other prospective interviewees (Crossman, 2019). The interviews in this research were conducted through the online application i.e., Zoom during June and October 2021. The interview took from 30 to 45 minutes.

This study carried out interviewees' words that had been recorded. Interview information is firstly transcribed; secondly, it is interpreted, and lastly, it is grouped into themes. Thematic coding is used for this study to ensure that relevant data is aligned with the objectives of this study.

Regarding a limitation of this study, it focused on merely local fashion stores on Instagram in Thailand. The respondents are scoped only by Instagram's Thai users who live in Bangkok and the perimeter. The next chapter reviewed relevant literature in contexts of Instagram features and content marketing on Instagram and the impact of Instagram's content on consumer engagement and purchase intention.

4. Results and Discussion

The total number of respondents in this study is 36, comprising 14 males and 22 females. They are in the 21-29 age range. Within their occupation, it can be grouped into two main categories i.e., the university student group (13 respondents) and the working age group (23 respondents). All respondents confirmed that they have an Instagram account and have experienced purchasing clothes through online platforms.

According to the interview, a majority of respondents have been using Instagram for more than 10 years (11 respondents), followed by 7-9 years (18 respondents). A small number of respondents have been having the account for 4-6 years (7 respondents). The purpose of using Instagram can be concluded into four main areas from more to less: 1) Posting videos and images on a personal account; 2) Updating other Instagram accounts e.g., friends, celebrities, cosmetics and fashion Instagram accounts, tourist attractions, and cafe and cooking; 3) Shopping i.e., household and decoration products and clothes; and 4) Working i.e., posting the content for business.

The following statements align with the first objective of this study i.e., to study consumer behavior in fashion store purchases on the Instagram platform. Most respondents have experience in clothes purchase through Instagram, however, few respondents have not purchased clothes but only explored clothes stores. From the interviews, each respondent followed a clothes store account different from one to another. Moreover, it can be seen that some respondents followed more than one brand. Clothes store brands on Instagram are, for example, Anti-Social Social Club, SENSE, Pavollar, cozyvibe_store, theboy.store, seoulshirts_official, stop7wear, m.style_th, Fiment.official, and so on. Thus, it can be implied



that there are many local clothes brand accounts on the Instagram platforms in Thailand and there are various reasons the respondents decided to follow those clothes store accounts on Instagram for the first time as follows:

- 1) Styles of the clothes e.g., Korean style, Western-style, colorful style, unique style
- 2) To update a new collection of the products
- 3) The characteristic of a brand is unique e.g., second-hand clothes or a product's limited edition
- 4) The overall content of a brand i.e, product presentations, including how a brand reviews its product and how to edit or adjust the image
- 5) Comparing a price, quality, material, pattern, and style with another brand
- 6) Following the account for a future purchase
- 7) The price of the products is reasonable
- 8) Purchased many times previously
- 9) The brand is popular
- 10) Other user's positive reviews

4.1 The impact of features and contents of Instagram on consumer's engagement and purchase intention

The following sections are provided to complete the second and third objectives of this study "to study the impact of contents on Instagram platform stores on consumer's engagement" and "to examine types of content for fashion stores on Instagram that influence the consumer's purchase intention." First of all, according to the interview, it can be found that many factors have an impact on purchase intention, which are the brand's logo, models, customer reviews, the number of followers, the number of likes, the number of photos tagged, and specific information of products namely price, clothes' style/design and pattern, size, sale promotion, new product launch, and product delivery. The majority of the respondents said that a logo is the first thing that can impress the audience. Fluke, aged 24, says, "I believe that products are good if the shop's logo is beautiful."

Furthermore, the interview data clearly shows that the Instagram's features that the fashion stores use to create their content for their products have a significant impact on the consumers' engagement and purchase intention, which is explained in the following sections.

4.1.1 Significance of Instagram's features towards engagement and purchase intention

1) User name, profile name, bio

Half of the respondents said that user name and profile name is important. They mentioned that attractive names gain more advantage in their intention. Some respondents (e.g., Boom, aged 21, and Preem, aged 24, suggested that the store name should match the item for sale. Wan, aged 24, and Anna, aged 24, indicated that names should be short, easy to remember for the first time, and easy to pronounce. Also, a few respondents added that a name and the Instagram ID should be the same, so it is easy for Instagram's users to find the store. Regarding a profile photo, a majority of respondents agreed that a profile photo has a lot of impact on purchase intention because it is the first impression and it is the first thing that people can see. Fern, aged 24, commented that it presents the credibility of the store. Some added that it shows how professional the stores are. Similar to profile names, many respondents suggested that a logo image should be clear, easy to remember, and should catch the eyes when people see it for the first time.

Bio is also a significant feature because some respondents said that they want to know the story behind that brand. Some interviewees said that they read the information on Bio before they explore product posts. Others indicated that the information on Bio is important because if the shop gives clear and descriptive details, it was not a waste of time to ask for more information about the brands. Also, many respondents for example Numwan, aged 24, say that "It is a good idea if shops provide a link of their website, application, location of their offline store, Line contact and contact number because it is easy to explore more information and it is easier and faster to contact the seller directly. Jaiko, aged 23, and Anna,



aged 24, agreed that sometimes he explored the information on a Bio because he wanted to find the location or address of the stores. He may want to visit and try the clothes on.

2) The number of posts, followers, and likes

Concerning the number of posts, the majority of the respondents agreed that it is important for purchase intention. A small number of posts and non-post updating shows that the shops have no reliability and they may go out of business. Kwanjai, aged 24, said that she wants to explore all posts before she clicks on each post, thus it can be implied that a large number of posts can attract people to see more products sold on Instagram. Similar to the number of posts, most of the respondents said that the number of followers significantly impacts intention and engagement. The number of followers reflects the stores' level of credibility and reliability. Some respondents are aware of cheating in the stores. They think the stores that have a small number of followers may be fake shops. For example, Fluke, aged 24 said that he considered the number of followers the highest priority. Conversely, some respondents explained it does not influence the purchase intention because they give importance to other factors, for example, product style, size, price, and so on rather than the number of followers.

Lastly, regarding the number of likes, a majority of respondents do not pay attention to it. They consider the stores' products as the main factor to make a decision on a purchase. However, few interviewees mentioned that the number of likes shows the popularity of those products, but it has less impact on other users. Top, aged 27, indicated that he never looked at the number of likes because he only focused on images, videos, and how to present the product.

3) Tagging, Stories, Highlights, and comments

Most of the respondents agreed that feedback or reviews appearing on posts' comments from other customers are important to their purchase intention. Additionally, some interviewees said that a product presentation has a lot of impact on their intention. Furthermore, some respondents, for example, Froy, aged 21, suggest that "if the shop gives the suggestion how its clothes can be 'mixed and matched with other clothes items, it shows how well the shop owner cares about their customer." Tagging posts is also important for most of the respondents. All of them said that they prefer to see when other customers wear the product to see how the product looks when other customers wear them.

A majority of the respondents said that the fashion stores regularly post their new products on Stories in both forms of images and videos. Furthermore, they commonly posted positive reviews from their customers towards the products that they purchase. Many respondents followed Instagram's Stories because they wanted to see a new product launch and reviews from others. Wan, aged 24, commented that it is more interesting and it is easier to see posts on Instagram's Stories and Highlight. Noey, aged 22, added that the stores that she followed always update a live schedule, so she can watch when the seller presents a product in real-time. In contrast, one interviewee suggested that he prefers to see posts on Instagram's Stories and Highlight products rather than reviews from customers.

A majority of respondents said that comments from customers do not matter to them. However, comments or replies from the seller are more important. A quick response matters to some respondents. Fern, aged 24, explained that if a response from the shop took a long time, she would not make a purchase. She would find another shop. Similar to Froy, aged 21, the respondent says "I look at a comment to see how sellers care about their customers."

4.1.2 Significance of content presentations towards engagement and purchase intention

The majority of the respondents prefer fashion product presentations in the form of images rather than videos. Many of them agreed that the photos are more convenient to view and can be zoomed in or enlarged. Some of them said that the video is played too slow and it took time to view the product. However, Kwanjai, aged 24, disagreed as she said exploring the product from the video helped her to see the product all around and it is clearer.

According to the interviews, respondents prefer the product presentation in many forms as identified in the following.

1) Photo image presentation



- a. Presenting products with a plain background and on a full screen. Respondents explained that they could see the products with real color and details of the product clearly (i.e., pattern, fabric type, and color and including price tag)
- b. Presenting the products with a clothe hanger or mannequin. Respondents gave the same reason as above that they could view the product clearly.
- c. Presenting the product at a wide angle.
- d. Presenting the product by pairing them with other items, for example, matching a T-shirt with trousers or trousers with shoes.
- e. Presenting the products with models in various gestures e.g., sitting or standing. Some respondents added that the products should be presented by many model types with different types of skin color, shape, and height. Some respondents said that they wanted to see a model who has a similar look to them wearing the product items.
- f. Presenting the product with a beautiful scene, location, venue e.g., coffee shops, or with other components, for example, decoration items.
- g. Presenting products in the form of image photo editions, for example, the image's color edition

2) Video presentation

- a. Shooting short and slow videos. Some respondents suggested that the video should be between 10 to 15 seconds long. Others added slow-motion videos that helped them to see the brand and style of the products and details of the products clearly i.e., fabric details and sewing. Some respondents added that they wanted to see both the front and backside of the clothes or all angles of the products.
- b. Presenting the video with models. Interviewees for example BM, aged 26, said that she wanted to see models present the products by walking on a runway in a fashion show.
- c. Presenting a video in many forms of video edition i.e., color and cutting edition.
- d. Live video presenting the product by a seller. Many respondents explained that they prefer to watch live videos. So, they can make a decision to purchase at that time. Furthermore, the sellers may also suggest how to pair or match the products with other product items

3) Text or message presentation

Most of the respondents agreed that detailed information is the most important to the purchase intention. Detailed information about the products such as contact information (i.e., Line, phone number, shop location, price including discount offers, size, color, and types of fabric is the primary information that the seller should provide. It is obviously seen that many respondents gave importance to the price as some, for example, Nui, aged 26, and BM, aged 26, mentioned that they did not want to ask the question so if the information did not include a price, they would not buy the products. Furthermore, some respondents added that the information should include delivery price and method and also payment methods.

Additional information that some respondents prefer is a story of brands. Some respondents, for example, Fha (aged 24) and Top (age 27) further suggested that the information should be short and clear. Interestingly, some respondents for example Numwan (aged 25) and BM (aged 26) suggested that apart from the detailed information, the text should be written in informal words or as a conversation. Also, the message should be attractive and describe the specialty of the products. Lastly, the seller should update the availability of the products.

4.2 The application of the S-O-R model in fashion stores on the Instagram platform in the Thailand market

The S-O-R Model can be effectively used to explain the outcome of this study. Firstly, all Instagram's features that are previously mentioned (i.e. profile photo, username, profile name, bio, posts, stories, highlights, tags, live, and reel, search, direct, and hashtag) can be used as marketing to create content in three main forms, which are textual, visual, audio forms. These three main forms significantly impact consumers' engagement and purchase intention. Within this study, photo image presentation, video



presentation, and text or message presentation are important factors to create consumer stimulus. Previous research, for example, the study by Li and Yeh (2010), explained that a visual design including images, color, fonts, and animation displayed on the mobile application can create esthetics and attractiveness. However, according to the result of this study, consumers have different points of view toward fashion product presentation. Some interviewees said that they prefer to see products with a plain background and on a full screen. Diversely, some interviewees prefer to see the product presented by a model. Point to the text or message presentation as one of the main contents in this study, consumers prefer detailed information about the products such as contact information (i.e., Line contact, phone number, shop location), price, discount offers, size, color, types of fabric. Similarly, Kim and Baek (2018) and Hasan (2016) stated that useful and relevant information can increase the consumers' attention, engagement, and perhaps loyalty toward the brand.

Fashion stores on the Instagram platform have their creativity to present their product. Properly presenting products in the forms of images, videos, and texts or messages leads to a positive consumer experience as a defined organism of this study's conceptual framework. Consumer's positive emotion leads to consumer response to Instagram's contents on three levels; 1) primary impact, 2) secondary impact, and 3) tertiary impact. It can be concluded that the consumers only read text or message information and view images and videos without further interacting. The secondary impact level in this study can be explained as the consumers make a comment or click 'Like' on the Instagram post, and may 'Follow' fashion stores' Instagram accounts. Lastly, the tertiary impact level of response is the highest level of consumer engagement toward the content posted on the Instagram platform. As a result, the content of fashion stores on the Instagram platform has the power to motivate them to purchase a product.

5. Conclusion

The outcomes from the interviews complete all objectives of this study 1) To study consumer behavior in fashion store purchases on the Instagram platform, 2) To study the impact of content on Instagram platform stores on consumer engagement, and 3) To examine types of contents for fashion stores on Instagram that influence the consumer's purchase intention. Firstly, consumers have experience using Instagram to explore and purchase fashion products. Each consumer gives importance to three main types of content differently. Also, each type of content has a different impact on a consumer's purchase intention-based individual preference. Fashion stores' contents including three main forms (i.e., a form of an image, a form of a video, and a form of text) can be presented to consumers through Instagram's various features (i.e., the bio, post, stories, and so on). Consumers can view the fashion products through these features based on individual preference and choice. Content presentation is obviously seen as an important factor that can encourage viewers to engage with the content and may lead them to make a purchase. Thus, it is essential for a fashion brand to consider how to create content that can attract consumers and gain more of their purchase intention, which became the reason why this study employed the qualitative method to collect data.

From 36 interviews, it can be found many difficulties when conducting research. Firstly, according to a COVID-19 pandemic, it was not convenient to travel to meet participants. Using online video calling was the solution, however, some respondents had a limitation in using a specific application. Furthermore, the internet connection sometime was poor. This was a key difficulty when having the interview. Secondly, it took a long time to find the prospected interviewee. When the researcher approached people by directly texting them through Instagram, there were only a few numbers of users gave a response. Therefore, this study also used a snowball sampling method to gain more respondents.

A contribution of this study is 1) knowledge of online shopping behavior-specific on Instagram, 2) knowledge of characteristics of content specific to each fashion brand on Instagram, and 3) knowledge of developing content to increase consumer engagement and purchase intention. These are beneficial for fashion brands applying the knowledge to develop effective content and presentation to increase their post engagement and consumer purchase intention. A further recommendation of this study is that it might be interesting if other researchers will investigate, for example, how to create content for image, video, and



text presentations specific to other social media platforms such as Twitter, Line, WhatsApp, and so on because each platform offers different features and also different target audience or user. Besides, this study focused only on local fashion brands in the Thai market. International brands, for example, H&M, Uniqlo, and Zara would be ideas for further studies. Lastly, the researchers can further examine how to create content and presentation on social media platforms in other product categories such as electronics, food & beverage, plant, and so on.

6. References

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