

THE IMPACT OF SOCIAL MEDIA INFLUENCE, CONSUMER LIFESTYLE,
AND MARKETING STRATEGIES, FACTORS TOWARDS BRAND
REPUTATION
IN THE FASHION BUSINESS INDUSTRY.



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**BANGKOK
UNIVERSITY**

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ABSTRACT

This research aims to understand the impact of that factor toward the brand reputation in the business industry. The three independent variables of this study are to understand the dependent variable of brand reputation: Social media influence, consumer lifestyle, and marketing strategies.

Sub-variables for social media influence included factors such as content, trends, and influencers, which are connected to each other, and influencers doing and making their content based on the trends. The sub-variables for consumer lifestyle would be fashion, trends, and services. The sub-variables for marketing strategies included price, promotion and product. Quantitative research was adopted to collect the data from the 50 respondents who were everywhere, and every one based on social media posts for the survey with who working in every industry, and a snowball sampling method was used to collect the survey from social media contacts using Google Forms for this study. The questionnaire comprises multiple choice questions for demographic data and a five-point Likert scale for independent variables and dependent variables. The result of this study shows how exactly the brand reputation in the business industry

is impacted by which factors. The results revealed that there is a significant effect between the independent variables (social media influence, consumer lifestyle and marketing strategies) and the dependent variable (brand reputation)

Keywords: brand reputation, social media influence, consumer lifestyle, marketing strategies



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CHAPTER 1

INTRODUCTION

1.1 The Importance and Problem of the Study

Social media connects people all over the world more and more. We now check our social media accounts at least a few times every day because it has become a habit. Social networking has transformed not only how individuals spend their money but also how they decide what to buy. Social media has become a potent tool for businesses to connect with their target market. Social media now plays a significant role in our daily lives. It has affected our social, political and economic life in a significant way. It is not only used for personal purposes but also for business purposes. Social media has altered our behavior and increased our reliance on technology. Our overuse of social media is having a negative impact on how we live our daily lives. We have observed how people use social media sites like Facebook, Instagram, Twitter, and others to pass their time. This shows how much time we spend on these platforms daily, which is very bad for our health because it negatively affects our sleep habits. People start using these platforms to fulfil their needs or wants, such as entertainment, education or information needs. But after using them for some time, they start feeling addicted to them because they want to use them frequently even though they know Social media has developed into a potent tool for businesses to connect with their target market. It is not only an effective way of marketing products and services but also a channel through which consumers can express their opinions and share information about the brand. In this paper, I will discuss how social media has affected consumer lifestyles and how it affects marketing strategies in the business industry.

1.2 Research Problems

1.2.1 Does social media influence factors, including influencers, trends and contents influence on brand reputation?

Social media can be used as a marketing tool for companies to promote their brand name and products. According to the article "The Impact of Social Media on Brand Reputation" by A.S., social media has been proven that it can have an impact on the company's reputation because people can share their opinions about the company through social networking sites such as Facebook, Twitter, Instagram etcetera. In fact, working with influencers through social media is common for big and small brands; what is influencer marketing? Influencer marketing is when brands pay celebrities or other influential people who have a large number of followers to promote their brand name and products to increase the brand's engagement by the time. It is a strategy to create creative content to attract the viewer to see what the brand has, but there have to be trends to make people or consumers buy the product and increase sales.

1.2.2 Does consumer lifestyle factor, including fashion, trends and services, have an influence on brand reputation?

Fashion is a very important factor that has an influence on the consumer's lifestyle. Fashion trends are changing every day, and this affects people's lives. People want to be fashionable, and they want to look good in front of others. They will buy fashionable things because they want to look good in front of their friends, family, or even strangers. In addition, fashion trends can change quickly, and it can affect people's buying behaviour. For example, people wore black clothes in the past but now they wear colourful clothes such as bright colours or patterns. Also, women used to wear long dresses, but now wear short skirts or mini-dresses. These changes happen because fashion trends come from different countries worldwide, and each country has its own trend. Besides fashion and trends, the service can also affect the brand's reputation as well; people say service can increase the price of the product, so it does make the brand look elegant or luxurious depending on the services as well.

1.2.3 Does marketing strategy factor, including price, promotion and product, have an influence on brand reputation?

Price is the most important factor that affects a company's brand image. The price of a product directly impacts consumers' perception of the quality of the product. Consumers tend to buy products that are perceived as high-quality by other consumers. Therefore, if a company increases its prices without increasing the quality or services provided to customers, it will negatively affect its customers' perception of the company. For example, in 2011, when Apple Inc. increased the prices of its products from \$499 to \$699 due to higher costs for raw materials used in manufacturing, many people were disappointed because they thought that Apple Inc. was not able to maintain its high standards regarding quality and pricing of their

products despite higher costs for raw materials used in manufacturing. On the contrary, promotions can be defined as any kind of activity aimed at attracting new customers by offering them discounts or special offers.

1.3 Objectives of the Study

- 1.3.1 To study the impact of social media influence factors, influencers, trends and contents on brand reputation.

The purpose of this study is to determine the impact of social media influence factors, influencers, trends and content on brand reputation. The research question that this study will try to answer is "How do influencers affect brand reputation? "

- 1.3.2 To study the impact of consumers' lifestyle factors, fashion, trends and service on brand reputation

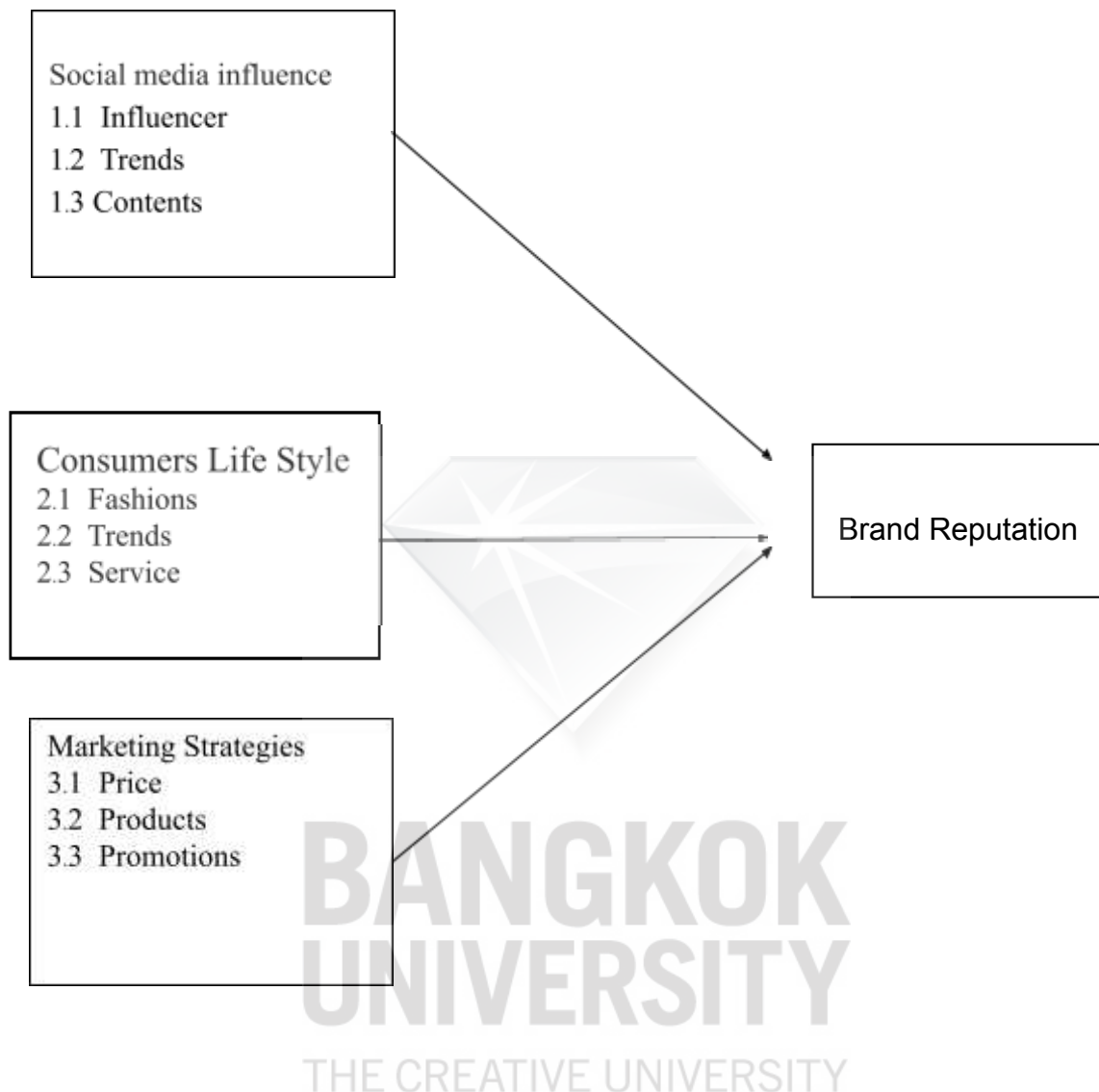
Another reason for the finding is to acknowledge that consumers' lifestyle factors on brand reputation also depend on the fashion trends as well as the service of the brand name. In addition, the brand has to focus on the consumer's needs and provide to create a trend and an excellent service to the consumers.

- 1.3.3 To study the impact of marketing strategy factors, price, promotion and product on brand reputation

The purpose of this study is to define how most companies do their marketing on the market to succeed as well as build their brand to the levels that attract many consumers from their target. This study will also find it to acknowledge how the company set their target consumer to set their product quality to a reasonable price and come up with a great promotion campaign.

1.4 The Conceptual Framework

Figure 1.1: Conceptual Framework



1.5 Method of Study

The methods used to conduct research can vary depending on the topic being investigated. From surveys to interviews, focus groups to experiments, a variety of methods can be used to collect data and gain insight into a particular topic. Each method has its advantages and disadvantages; however, in this section, the research will be conducted according to the sample size collected from an organization.

A 400 sample size will be randomly selected from different genders and people with different incomes, ages, occupations and responsibilities. Then, the qualitative survey will analyze whether the selected independent variables influence the dependent variable, which is brand reputation

1.6 Tools and Statistics Used

In this research, many info graphical tools and graphics are used to show the insight of the research.

Pie Chart: Anonymously, a Pie chart can show how people feel about each brand service, product, promotion, etc,

Hypothesis Hypothetically, the research can find if the selected sub-variables really connect with the dependent variable.

1.7 Scope of the Study

1.7.1 Independent Variables:

1.7.1.1 Social Media Influence

1.1 Influencers

1.2. Trends

1.3. Contents

1.7.1.2 Consumers Lifestyle

2.1. Fashion

2.2. Trends

2.3. Service

1.7.1.3 Marketing Strategies

3.1 Price

3.2. Product

3.3. Promotions

1.7.2 Dependent Variable: Brand Reputation

1.7.3 Population and Sample:

The primary method of this study is a quantitative method by survey. An online survey is optional and is distributed to participants through the Google form online survey. Collect the data from their input to Google Forms' online survey. Then, the data is entered into the statistical software to analyze the data. The population of this study is people who use the brand name product and have different genders, incomes, and occupations.

According to the Yamane's Sample size table, Refer to Sample size 100 for Precision of

+/- 10 % under Population size more than 100,000. This is accepted by Assoc. Prof. Dr. Tanattrin Bunnag collected the data with 50 Samples, which were selected by social media accounts such as Facebook, Instagram, tweeter depending on how the brand influences their lifestyle.

Figure 1.2: Yamane's Table for Sample Size

Size of Population (N)	Sample Size (n) for Precision (E) of:			
	±3%	±5%	±7%	±10%
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

A = Assumption of normal population is poor (Yamane, 1967). The en

Source: Yamane, T. (1967). *Statistics: An introductory analysis*. New York: Harper and Row

1.8 Benefits of the Research

The use of statistics tools in research also helps to reduce the time, effort, and cost associated with the process of data collection, analysis, and interpretation. Furthermore, it helps to ensure accuracy in results as well as improve the overall quality of the research. In a nutshell, the research shows how much consumers' lifestyles are influenced by social media and the marketing of the brand and how the brand value or reputation has changed from time to time.

1.9 Limitations of the Research

As identified in the survey based on people on social media, their lifestyle has been influenced by social media. In addition, the limitation of time makes it quite difficult to work onsite for the survey and data collection within a month. Therefore, an option is to select an online survey through Google Forms instead of the onsite survey and keep confidential information recorded to collect data without sharing confidential information.

1.10 Definition of Terms

Brand Reputation: Brand reputation is the perception that customers, employees, partners and others have of a brand. The stronger the reputation, the more people will trust and advocate for the brand.

Influence: the capacity to have an effect on the character, development, or behaviour of someone or something or the effect itself.

Lifestyle: the way in which a person or group lives.

CHAPTER 2 LITERATURE REVIEW

This chapter will summarize the literature that is relevant to the research project, bringing out where the gaps in the literature are and how the research helps to fill in one or more of these gaps. For the research project entitled “The Impact of Social

Media Influence, Consumers Lifestyle and Marketing Strategies Factors towards Brand Reputation in the Business Industry” can be divided into 6 elements. They are

as follows: :

2.1 The Background of Fashion Industry

2.2 Theories/Academic Concepts and Other Relevant

Research Articles of **Brand Reputation**

2.3 Theories/ Academic Concepts and Other Relevant Research Articles of

Social Media Influence

2.4 Theories Academic Concepts and Other Relevant

Research Articles of **Consumers LifeStyle**

2.5 Theories, Academic Concepts, and Other Relevant Research Articles of

Marketing Strategies

2.1 The Background of Fashion Industry

The fashion industry is a very important and influential industry in the world. It has been around for many years, and it has become more popular every year. This industry makes people look good and gives them an opportunity to make money from it. There are many different types of fashion, like casual fashion, formal fashion, party wear, etc. Fashion is something that is always changing in society because people want to look good in front of their friends or family members, or they want to look good on social media websites such as Instagram or Facebook. People also buy

clothes based on trends that are happening at that time (Casual Fashion). In this essay, I will be talking about how the fashion industry works and why it works so well for both men's and women's clothing brands/retailers/wholesalers/manufacturers, etc.

Not just the selling end of the industry, but every aspect of the fashion industry has been touched by the growth of the Internet. In addition to blurring the distinction between company and consumer, it also plays a part in supply chains, advertising, communications, brand recognition, etc. Social media platforms are now crucial for predicting and deciding future trends as well as for the sale of clothing. In the fashion industry, social media platforms like Instagram and TikTok are becoming more and more important, especially when it comes to spotting and disseminating trends and in-demand items. The hot not cycle is accelerated by social media, which also gave rise to the micro trend. Bloggers and other influencers may promote things, but they can also be exploited by "Fashion Forecasters", who scan Instagram, other social media platforms, and street-style blogs to predict what will be popular next. Social media companies like Pinterest, through their Pinterest Predicts report, are also using their internal access to understand the trends as they manifest within the platform (2012, Ellen Terrell).

The study research focuses on different age groups, genders, work sectors, etc. For the questionnaire, we tried to focus on these point :

1. Age group: The age group is a very important section in the fashion industry. People wear different clothes with different styles from different ages.
2. Gender: while men and women are frequent users it also there are also unisex clothes for both and clothes for gay guys as well.
3. Work sector: some people work at an office while some of them work as actors or models so clothes as fashion are needed for every work sector. I'll include job consumers in the questionnaire to get the data for the research as well.

2.2 Theories/ Academic Concepts and Other Relevant Research

Articles of Brand Reputation

This part will describe 2 elements: theories/academic concepts and other relevant research articles.

2.2.1 Theories/Academic Concepts

A company's reputation is the sum of all the opinions and judgments that people have about it. A company's reputation can be positive or negative, depending on how well it has managed its image. A company's reputation is formed by word of mouth, media reports, customer feedback and other factors. The more a company is perceived positively by its customers, employees and stakeholders, the better its overall reputation will be.

A good reputation can help a business attract new customers and retain existing ones while also improving employee morale, which in turn leads to higher productivity levels. However, if a business suffers from poor public perception, then this could lead to an erosion of sales figures as potential customers may choose not to do business with them due to their bad reputation. In addition, companies with poor public perceptions may find themselves unable to secure funding for new projects or even obtain credit facilities from banks, which would severely hamper their growth prospects. As the study about brand reputation, we should know about

- How do consumers feel about other brands or products?
- What are they influenced by?
- How do they rate each brand?
- How does their environment affect their decision-making?

2.2.2 Other Relevant Research Articles

The brand became important in the 20th century and is now an indicator of a successful product. Although branding has existed since the beginning of 2700 B.C., it only really started to become significant in the 1960s. A corporation rising above the rest of the competition is an unavoidable thing. Customers and potential customers are more likely to recognise brands. It also provides tips on how a company can enhance its reputation and brand value to raise its market value. Having a strong brand is known to help businesses financially. (Navareethakrishnan K. and SATHISH AS,

2021).

What affects the brand reputation :

1. Marketing campaigns: Marketing can be good or bad depending on the trends. If the marketing doesn't follow the trends, the percentage of success is lower than when it trends.
2. Economic condition: as experienced myself, I value the brands that they value themselves, such as LV or Gucci. For example, there are no promotions or clearance sales for these brands, so their brand reputation is higher than other brands that always sell their product.
3. Group influence: people in high society get influenced by each other with various brands and get themselves to look better or like others.

2.3 Theories /Academic Concepts and Other Relevant Research Articles of Social Media Influence

2.3.1 Social Media Influence

This is a study of how people spend their time on social media and how they get influenced. There can be a better understanding of how influencers influence people on social media.

1. Influencer: in social media, there are many people who create new and different content depending on how their target audiences are, such as fashionista. They create the content on #OOTD, which means outfits of the day for people over the internet, especially their target audience. That's how people are influenced by influencers.
2. Trends: everything that goes viral on the internet also influences people on social media and in real life as well. Example: Nowadays, there is a trend called Y2K, which is the generation for younger to make their own lifestyle and fashion to fit with Y2K, which means if we follow the trends fast and clearly, there is a better chance for marketing strategy.
3. Contents: Content they are connected to trends and influencers as well; there are influencers who create the content to make it trend, so they will play a big role in marketing campaigns and marketing strategies.

2.4 Theories / Academic Concepts and Other Relevant Research Articles of Consumers Lifestyle

2.4.1. Consumers Lifestyle

Many low-income consumers maintain a tight balancing act with their finances, where even minor variations from what they anticipate might cause everything to become out of balance. In order to maintain their carefully orchestrated lives and to cover their needs, vulnerable customers must prioritise "knowing where you stand" financially at all times. Because of this, research participants frequently had a thorough awareness of their income flow, regular outgoings, exact amounts owed on their bills, and due dates for those payments.

For the control group of consumers with higher incomes, the price was also a crucial consideration. However, this group was more likely to bring up extra aspects of customer service and quality than they were to frame value for money in terms of "discounts" and "bargains." Consumers in the control group were also more inclined than consumers in the vulnerable group to make long-term decisions, such as spending more now in order to save money later.

Consumers in the control group, in contrast, seemed to be more open to taking the solutions at face value. The reactions to these concepts from vulnerable consumers underscored the significance of structuring and communicating solutions that call for consumer participation, as well as the necessity of testing and evaluating prospective solutions. (Britianthinks,2018).

The consumer's lifestyle is also based on

- Trends
- Fashion
- Service

2.5 Theories / Academic Concepts and Other Relevant Research Articles of Marketing Strategies

The four 4Ps are also known as the marketing mix. They cover a broad range of factors considered when marketing a product, including what consumers want, how the good or service satisfies or falls short of those needs, how the good or service is viewed in society, how it distinguishes itself from the competition, and how the company that produces it engages with its customers. (Investopedia,2023).

2.5.1. Product

Understanding the product is the first stage in creating a marketing plan. Why is it necessary, too? What does it offer that its competitors' goods do not? They can feel pressured to buy it immediately away because of its attractive appearance or utility if it's something brand-new. It is the marketer's duty to inform the consumer of the product's features and advantages. The definition of the product also affects how it is distributed. Marketers must be aware of a product's life cycle, and business leaders must have a strategy for dealing with products at every stage of their life cycle. Additionally, the type of commodities affects where they will be marketed and how much they will cost. Where it should be placed and how it should be promoted.

The most well-liked products often led the way in their respective sectors. For instance, Apple was the first to create a touchscreen smartphone with the ability to browse the internet, listen to music, and make phone calls. Apple projected that total iPhone sales for the fiscal year 2022 will be \$205.4 billion (Apple, 2022). In 2021, it accomplished the historic feat of selling 2 billion iPhones. (Hilliard, 2021).

2.5.2. Price

Price is a good indicator of how much a consumer is willing to spend on a product. In addition to linking the price to the item's actual and perceived worth, marketers also need to consider supplier costs, seasonal reductions, competitor prices, and retail markup.

A product's price may occasionally be raised by business decision-makers to appear more exclusive or opulent. Or else they might lower the price to persuade more buyers to try it. Marketers must also decide whether discounting is necessary. A

discount might boost sales, but it can also give the impression that the product is no longer as desirable as it previously was.

2.5.3. Place

Choosing where the product should be sold—in actual stores and online—as well as how it will be exhibited falls under the concept of place.

The decision is important: Instead of Walmart or Family Dollar, luxury cosmetics producers would prefer to have their products sold in Sephora and Neiman Marcus. Business leaders always work to present their products to clients who are most likely to buy them. This means placing a product at only a few merchants and making sure it is displayed nicely. A product's "placement" can also refer to promoting it in the right media to draw in potential customers. (Investopedia,2023).

2.5.4. Promotion

Consumers are to be convinced that they require these goods and that their price is reasonable through promotion. Public relations, advertising, and the whole media plan used to launch a product are all included in the promotion.

To reach their target audiences, marketers frequently combine the aspects of placement and promotion. The "place" and "promotion" variables, for instance, are equally important in the digital age online and offline. Particularly the locations of products on a business's website or on social media, as well as the specific search terms that will bring up targeted adverts for the product. (smart insight, 2018).

CHAPTER 3

METHODOLOGY

The primary components of this chapter will include descriptions of the research design, the rationale for the research, and the methodology that will be used in the study.

Additionally, threats to content validity and reliability tests will be considered for the study.

Therefore, this part will be described into 8 elements. They are as follows:

- 3.1 The Type of Research and Tool
- 3.2 The Research Design
- 3.3 The Quality of the Research Tool
- 3.4 The Data Collection
- 3.5 The Population and Sample
- 3.6 The Sampling Technique
- 3.7 The Research Procedure and Timeline
- 3.8 The Hypotheses Test and Data Analysis

3.1 The Type of Research and Tool

This research used quantitative, qualitative and secondary data research methods to obtain useful data and analyze the Impact of social media influence, consumer lifestyle and marketing strategy factors on brand reputation. The questionnaire

was divided into demographic data questions, factors of social media influence, factors of consumer lifestyle and marketing strategy and consisted of 45 questions.

Part 1: Demographic Data (5 questions)

The demographic data questionnaire consists of 5 questions about respondent's general information such as age, gender and working background.

Part 2: Social Media Influence (10 questions)

Factors of the social media influence questionnaire consist of 10 questions about the satisfaction level of respondents with their social media and how social media influences their daily life.

Part 3: Consumers Lifestyle (10 questions)

Part 4: Marketing Strategies (10 questions)

Part 5: Brand Reputation (10 questions)

3.2 The Research Design

The research was based on primary data sources such as documents and articles and secondary data sources such as news and questionnaires.

The questionnaire will be measured as follows:

The online questionnaire will be measured as the following:

3.2.1 Part 1: the fact: nominal and ordinal scales

3.2.2 Part 2-4: the attitude of independent variables: interval scale (the least (1) to the most (5))

3.2.3 Part 5: the attitude of dependent variable: interval scale (the least (1) to the most (5))

Scale 5 – Strongly agree

Scale 4 - Agree

Scale 3 - Neutral

Scale 2 - Disagree

Scale 1 – Strongly Disagree

For part 2-5 of the questionnaire, which consists of Likert's 5 point scale, the statistical mean range for the interpretation of the mean are calculated below:

$$\text{Range} = (\text{Maximum} - \text{Minimum}) / \text{Scale}$$

$$\text{Level Range} = (5 - 1) / 5 = 0.8$$

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Strongly Disagree
1.81 - 2.60	Agree
2.61 - 3.40	Neutral
3.41 - 4.20	Disagree
4.21 - 5.00	Strongly Agree

The statistics used will be 2 types:

1. Descriptive statistics, which is composed of frequency, percentage, mean, and standard deviation.
2. Inferential statistics, which is composed of the Multiple Regression Analysis Test.

3.3 The Quality of the Research Tool

The online questionnaire was checked for validity and approved by the advisor Assoc. Prof. The reliability test was conducted with a volunteer sample group of 30 respondents. The data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software, with total reliability of 0.971. The required value to be accepted is 0.7 - 1.00.

Table 3.2: The Total Reliability Test Results

Cronbach's Alpha	N (number) of Items
0.934	40

Table 3.3: The Reliability Test Results for **Social Media Influence**

Cronbach's Alpha	N (number) of Items
0.719	10

Table 3.4: The Reliability Test Results for **Consumers Lifestyle**

Cronbach's Alpha	N (number) of Items
0.754	10

Table 3.5: The Reliability Test Results for **Marketing Strategies**

Cronbach's Alpha	N (number) of Items
0.728	10

Table 3.6: The Reliability Test Results **Brand Reputation**

Cronbach's Alpha	N (number) of Items
0.707	10

3.4 The Data Collection

Articles and websites were used as the primary data sources. For the secondary data, websites, articles, and news regarding the impact of social media influence, consumer lifestyle and marketing strategy factors on brand reputation. To discover the link between social media influence, consumer lifestyle and marketing strategy, the researcher collected data through an online questionnaire. The questionnaires were created from Google Forms in English languages. The questionnaires were completed by 400 respondents, current online influencers, social media users with different types of lifestyles, and people working in marketing firms, with open-ended questions.

Using secondary data sources has many advantages, as it saves effort and expenses. It is time-saving. It helps to make primary data collection more specific since with the help of secondary data. It is largely based on already existing data derived from previous research, and secondary research can be conducted more quickly. Conducting questionnaires also has many advantages, such as Flexibility for respondents over where and when to complete their questionnaire, data accuracy, differences in understanding and interpretation and unanswered questions.

3.5 The Population and Sample

A brand industry provides people with intangible products or services and completes tasks that are useful to customers, clients, businesses or the general public. The population of this study will be conducted from current influencers, social media users with different types of lifestyles, as well as people who work in marketing firms.

3.6 The Sampling Technique

A Convenience sample technique is used to conduct the survey questionnaire to collect the data in this research. This non-probability sampling method is used when there are only a few available members of the target population who can become the participants in the survey. This technique is more reliant on the researcher's ability to

select elements for a sample. Outcome of sampling might be biased and makes it difficult for all the elements of population to be part of the sample equally.

3.7 The Research Procedure and Timeline

1. The researcher studies the topic and relevant dependent topics to choose the topic, and then studies information about the topic through articles, academic books, news and websites and related theories in the first and second week of the classes.
2. More reading about the topic through articles and academic books, and start to create the questionnaire.
3. In the third week of class, develop the questionnaires into 2 parts depending on the topic, such as nominal and ordinal scales and interval scales.
4. The questionnaire will be handed to the participants before and during the fourth week of the classes.

The research procedure for this study consists of five stages:

1. The research was thoroughly studied by secondary information. This includes information and data assembled from previous studies done by researchers, academic journals, academic books, and related theories. This study started in January 2023 and the secondary information was collected and reviewed up until to February 2023.
2. Secondly, the research questions were developed. After the information was collected and analyzed, questions for online survey were developed. The information in the questionnaire were demographic data, facts about the working atmosphere, measurements of the employee relationship and stress, and the measurement of quality of work life of the participants. The questions were generated in February 2023.
3. After that, the questionnaire was validated by the adviser of the field. The reliability was tested by Cronbach's Alpha with a pilot test. The pilot test was conducted in March 2023.

4. In this stage, the questionnaire was delivered to the participants to gather their answers. All the five parts of the questionnaire was required to fill out. The questionnaire was sent to the participants before the end of March 2023.
5. Finally, the data gathered was organized and analyzed for research findings and the results of the study was finalized in April 2023.

3.8 The Hypotheses Test and Data Analysis Hypotheses:

H1: Social Media

Influence H2: Consumers

Lifestyle H3: Marketing
Strategies

The self-completion questionnaire was created through Google Forms. The distribution of the questionnaire was trouble-free and speedy. Furthermore, the data collected from Google Forms were easily presented either by organized diagrams in overall results or by manually viewing each participant's answer.

The following are the statistical tools used for data analysis:

3.8.3 Descriptive Statistics: These statistics were used to analyze the demographic data of the respondents. The information included is age, gender, education, and more. A descriptive statistic is used to analyze and summarize the characteristics and observations of the data and present them in the form of percentages.

3.8.4 Inferential Statistics: These statistics are used to interpret the meaning of the data and the relationship between the variables. Multiple Regression Analysis was used to test the hypotheses and to study the relationship between the independent variables.

CHAPTER 4

ANALYSIS AND FINDINGS

This chapter presents the research findings from the data analyzed using the statistical software. . 50 responses were collected and analyzed to test the hypotheses.

The data analyzed are presented in 6 elements: They are as follows:

- 4.1 : Analysis of demographic data
- 4.2 : Analysis of Brand reputation
- 4.3 : Analysis of Social media influence
- 4.5 : Analysis of Consumer Lifestyle
- 4.6 : Analysis of Marketing strategies
- 4.7 : Analysis of the relationship among brand reputation, social media influence, consumer lifestyle and marketing strategies.

4.1 Analysis of Demographic Data

Table 4.1: Demographics Data of 400 respondents

Demographic Data	Frequency	Percentage (%)
1. Gender		
Male	176	44%
Female	224	56%

Total	400	100%
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(Continued)

Table 4.1 (Continued): Demographics Data of 400 respondents

Demographic Data	Frequency	Percentage (%)
2. Age		
15 - 19 years old	0	0%
20 - 25 years old	128	32%
26 - 30 years old	264	66%
31 - 35 years old	8	2%
Total	400	100%
3. Education		
Highschool / Diploma	16	4%
Bachelors' Degree	288	72%
Master's Degree or above	96	24%
Total	400	100%
4. How many jobs?		
1 - 2	394	98.5%
3 - 4	6	1.5%
5+		0%
Total	400	100%

5. Organization		
Private	380	95%
Government	0	0%
Non-profit	16	4%
Others	4	1%
<hr/>		
Total	400	100%

Table 4.1 presents a summary of the demographic data of 400 respondents. The table shows that most respondents are from age 20-25 (66%) and most of them are female (56%). They are (72%) of them in bachelor degree while (24%) in master degree. 100% of all respondents are having 1-2 job (100%) and as well as all respondents (95%) are working in private organizations.

4.2 Analysis of Social Media Influence

The following table presents the analysis of social media influence. Table 4.2 illustrates the mean, standard deviation, and interpretation of the mean for three sub-variable of the social media influence as shown below;

- 4.2.1 Influencer
- 4.2.2 Trends
- 4.2.3 Contents

Table 4.2: Mean and Standard Deviation of Social media influence

Sub-variables	Mean	Std. Deviation	Interpretation
1.1 Influencer	4.62	0.434	Strongly Agree
1.2 Trends	4.61	0.460	Strongly Agree
1.3 Contents	4.55	0.464	Strongly Agree
Total	4.60	0.453	Strongly Agree

From table 4.2 Shows that the result of all the respondents are strongly agree with how social media influence has an impact toward brand reputation in all of that respondents strong agree that influencer ($\bar{x} = 4.62$, $SD = 0.434$) and the trends ($\bar{x} = 4.61$, $SD = 0.460$) as well as contents ($\bar{x} = 4.55$, $SD = 0.464$). Overall the mean of social media influence is 4.60 (Agree) and the standard deviation is 0.453.

4.3 Analysis of Consumer lifestyle

The following table presents the analysis of the mean , standard deviation, and mean interpretation of three sub-variable of consumer lifestyle.

4.3.1 Fashion

4.3.2 Trends

4.3.3 Services

Table 4.3: Mean and Standard Deviation of Consumer Lifestyle

Sub-variables	Mean	Std. Deviation	Interpretation
2.1 Fashion	4.56	0.436	Strongly Agree
2.2 Trends	4.93	0.166	Strongly Agree
2.3 Services	4.32	0.725	Strongly Agree
Total	4.60	0.557	Strongly Agree

From table 4.3 Shows that the result of all the respondents are strongly agree with how Consumer lifestyle has an impact toward brand reputation in all of that respondents strong agree that Fashion ($\bar{x} = 4.56$, $SD = 0.436$) and the trends ($\bar{x} = 4.93$, $SD = 0.166$) as well as service ($\bar{x} = 4.32$, $SD = 0.725$). Overall the mean of consumer lifestyle is 4.60 (Agree) and the standard deviation is 0.557.

4.4 Analysis of Marketing Strategies

The following table presents the analysis of the mean , standard deviation, and mean interpretation of three sub-variable of marketing strategies.

4.3.4 Product

4.3.5 Price

4.3.6 Promotion

Table 4.4: Mean and Standard Deviation of Marketing Strategies

Sub-variables	Mean	Std. Deviation	Interpretation
3.1 Product	4.63	0.351	Strongly Agree
3.2 Price	4.82	0.191	Strongly Agree
3.3 Promotion	4.73	0.266	Strongly Agree
Total	4.73	0.288	Strongly Agree

From table 4.4 Shows that the result of all the respondents are strongly agree with how marketing strategies has an impact toward brand reputation in all of that respondents strong agree that product ($\bar{x} = 4.63$, $SD = 0.351$) and the price ($\bar{x} = 4.82$, $SD = 0.191$) as well as promotion ($\bar{x} = 4.73$, $SD = 0.266$). Overall the mean of consumer lifestyle is 4.73 (Agree) and the standard deviation is 0.288.

4.5 Analysis of Brand Reputation

The following table represents the respondents' attitude of Brand reputation. Table 4.5 shows the mean and standard deviation of the dependent variable : Brand Reputation.

Table 4.5: Mean and Standard Deviation of Brand Reputation

Dependent variables	Mean	Std. Deviation	Interpretation
Brand Reputation	4.72	0.148	Strongly Agree

The table shows the data on the dependent variable about the brand reputation. It highlight that respondents in this study agreed with the impact of social media influence, consumer lifestyle and marketing strategies factor toward brand reputation in fashion industry ($\bar{x} = 4.72$, $SD = 0.148$).

4.6 Analysis of the relationship mong Social media influence, Consumer lifestyle, Marketing strategies and brand reputation

This part of the study represents the analysis of the relationship among between independent variables (Social media influence , Consumer lifestyle and marketing strategies) and dependent variable (Brand reputation)

The type of statistics used in this part in inferential statistics and the statistical analysis used to determine the data was the Multiple Linear Regression.

The data are presented in three parts:

4.6.1 Analysis of the impact of Social media Influence toward
Brand Reputation

4.6.2 Analysis of the impact of Consumer Lifestyle on
Brand Reputation

4.6.3 Analysis of the impact of Marketing Strategies toward
Brand Reputation

Table 4.6: Analysis of Impact of Social media Influence toward
Brand Reputation

Social media influence	b	Beta	t	Sig	Interpretatio n
1.1 Influencer	0.070	0.205	4.183	0.000	Support
1.2 Trends	0.058	0.180	3.649	0.000	Support
1.3 Contents	0.039	0.121	2.431	0.015	Support

Independent variable = Social Media Influence

Dependent variable = Brand reputation

Table 4.6 displays the statistical analysis of the relationship between the social media influence factors and Brand reputation. This research finding supports the hypothesis proposed that social media influence (Influence, Trend and contents) has a significant impact on brand reputation in fashion business

industry. The table shows that all three sub-variables are supported: Influencer (Sig = .000), Contents (Sig = .015), and trends (Sig = .000). Therefore, H1 is accepted.

Table 4.7: Analysis of Impact of Consumer Lifestyle toward Brand Reputation

Consumer Lifestyle	b	Beta	t	Sig	Interpretation
2.1 Fashions	0.041	0.119	2.389	0.017	Support
2.2 Trends	0.634	0.707	19.96	0.000	Support
2.3 Service	0.035	0.168	3.408	0.001	Support

Independent variable = Consumer Lifestyle

Dependent variable = Brand reputation

Table 4.7 displays the statistical analysis of the relationship between the consumer lifestyle factors and Brand reputation. This research finding supports the hypothesis proposed that consumer lifestyle (Fashion, Trend and services) has a significant impact on brand reputation in fashion business industry. The table shows that all three sub-variables are supported: Fashion (Sig = .017), Trends (Sig = .000), and service (Sig = .001). Therefore, H2 is accepted.

Table 4.8: Analysis of Impact of Marketing Strategies toward brand reputation

Marketing Strategies	b	Beta	t	Sig	Interpretation
3.1 Price	0.200	0.472	10.669	0.000	Support
3.2 Products	0.241	0.310	6.495	0.000	Support
3.3 Promotions	0.267	0.477	10.831	0.000	Support

Independent variable = Marketing strategies

Dependent variable = Brand reputation

Table 4.8 displays the statistical analysis of the relationship between the marketing strategies factors and Brand reputation. This research finding supports the hypothesis proposed that marketing strategies (Price, product and promotion) has a significant impact on brand reputation in the fashion business industry. The table shows that all three sub-variables are supported: price (Sig = .000), product (Sig = .000), and promotion (Sig = .000). Therefore, H3 is accepted.

Table 4.9: Summary of the Hypotheses Testing

Hypothesis	Result
1. Social media Influence factor have an impact on brand reputation.	Supported
1.1 Influencer	Supported
1.2 Trends	Supported
1.3 Contents	Supported
2. Consumer Lifestyle has an impact on brand reputation.	Supported
2.1. Fashion	Supported
2.2 Trends	Supported
2.3 Services	Supported
3. Marketing strategies has an impact on brand reputation.	Supported
3.1 Price	Supported
3.2 Product	Supported
3.3 Promotion	Supported

CHAPTER 5

SUMMARY, CONCLUSION AND DISSCUSION

This part will cover 4 elements: summary and conclusion, discussion, recommendations for Implications, and recommendations for future research.

They are as follows:

- 5.1 Summary and Conclusion
- 5.2 Discussion
- 5.3 Recommendations for Implications
- 5.4 Recommendations for Future Research

5.1 Summary and Conclusion

marketing strategies have an effect toward brand reputation in business industry .

The three primary goals of the study were:

1. To get to know how this mentioned factor has and effect
2. To exam the effect of brand reputation
3. To study the effect of brand reputation

The research tool used for the study was quantitative research. The research design was created in the google form. The questionnaire comprises demographic data and independent and dependent variables related questions with multiple choices and a five-point Likert scale from 1-5. Once the research design was ready, a questionnaire was sent out to 400 respondents who have English literacy skill in online who volunteer in using snowball sampling method online. After the data was collected, the study used the analytical software to analyze the data. The result findings showed that Social media influence, consumer lifestyle and marketing strategies has an impact toward brand reputation in business as well as the research problem.

5.1.1 Demographic Data

Most of the respondents in this study were millennials (26-40) years old and primarily female. Most nationalities were other Asian including whoresidents in mostly cambodia and others in thailand, and most were Single. Most participants held bachelor's degrees, worked as an employee in a private organization as influencer and people working in different field but mostly in marketing firm. A more significant number of respondents willing to buy product based on trend as well as promotion. The major influencing factors for the participants to buy product online or onsite based on the advertisement from influencer, quality, promotion and price.

5.1.2 Attitudes towards variables

The attitude towards the variables are presented in three parts:

1) Independent Variable 1: Social media influence

Most respondents agreed on how social media influence them in a way based on their time spend on social media engaging with influencers, trend and contents in all platforms.

2) Independent Variable 2: Consumer lifestyle

Most respondents agreed that they make purchasing decisions based on trends as well as service that provide to them. They always looking for recommendations online of the products they want or looking for.

3) Independent Variable 3: Marketing strategies

Most respondents agreed that marketing strategies of each company also make them in purchasing decision as well with product quality, price as well as promotion.

5.1.3 Hypotheses Results

There were three hypotheses proposed in this study:

Hypothesis 1: Social media influence (Influencer, trends and contents) have a significant impact on customers purchase intention toward brand reputation

Hypothesis 2: Consumer lifestyle (Fashion, trends and services) have a significant impact on customers purchase intention toward brand reputation

Hypothesis 3: Marketing strategies (Price, products and promotion) have

a significant impact on customers purchase intention toward brand reputation

The analysis of the results showed that all the hypotheses were statistically

significant. Social media influence, consumer lifestyle and marketing strategies has an impact toward brand reputation.

5.2 Discussion and Recommendations for Implications

This research discussed and thoroughly studied several theories about intentional human behaviors in the literature review. Maslow's Hierarchy of Needs is a well-known marketing theory. Even though it is simple, it frequently works well for comprehending consumer behaviours. The hierarchy defines that people are driven by their needs and is straightforward in its design and rationale. Kotler and Keller (2012) states that "People will try to satisfy their most important need first and then try to satisfy the next most important (Kotler and Keller 2012). Maslow's original hierarchy has 5 steps: physiological, safety, belonging, esteem, and self actualisation. I wanted to apply this to the requirements of online customers on an e-commerce website for my research. Through secondary research, I was able to locate a helpful source that used this concept. Theory from Britainthinks show the comparison between low income and high income group of people, Consumers in the control group were, on average, more inclined to take the answers at face value. The reactions of the most vulnerable consumers to these concepts brought to light the significance of framing and communicating consumer-interactive solutions, as well as the necessity of testing and evaluating viable solutions. Many low-income consumers maintain a tight balancing act with their finances, where even minor variations from what they anticipate might cause everything to become out of balance. In order to maintain their carefully orchestrated lives and to cover needs, vulnerable customers must prioritise "knowing where you stand" financially at all times. As a result, research participants

frequently possessed in-depth awareness of their income flow, regular outgoings, exact bill amounts, and due dates (Britianthinks, 2018). For the control group of consumers with greater incomes, price was also a crucial consideration. However, this group was more likely to bring up extra aspects of customer service and quality than they were to frame value for money in terms of "discounts" and "bargains." customers in the control group were also more inclined than customers in the vulnerable group to make long-term decisions, such as spending more money now in order to save more later (Britianthinks, 2018).

The four 4Ps are frequently referred to as the marketing mix when discussing marketing tactics including price, product, promotion and place.

The first step in developing a marketing strategy is to comprehend the product itself. Why is it necessary, too? What does it offer that its competitors' goods do not? They can feel pressured to buy it immediately away because of its attractive appearance or utility if it's something brand-new. Price is the amount of money buyers are willing to part with for a product. Marketers must link the price to the product's actual and perceived value in addition to taking seasonal discounts, rival prices, supply costs, and retail markup into account. Place refers to where a product should be sold in physical stores and online, as well as how it will be exhibited. Through advertising, consumers are to be persuaded that they need this product and that its cost is fair. Promotion includes anything from public relations to advertising to the whole media strategy to introduce a product. Marketers commonly mix the elements of placement and promotion to reach their target audiences.

5.3 Recommendations for Future Research

The result of this study is beneficial for the managerial implications in the fashion industry since the results showed a promising future for the fashion industry.

However, there are few recommendations for future research since there were

limitations in this research. First, the study could only conduct quantitative research with a limitation of 400 respondents. The results might have been different otherwise. Therefore, future research should focus on both quantitative and qualitative research. According to Yamane's Table, with a precision level of $\pm 5\%$, 400 respondents are recommended for the data collection. Second, the data collection in this study focuses on the participants who are familiar with marketing firm and who is on social media platform as influencer or user. Therefore, future research should focus on fashion branding or fashionista, depending on the area research is conducted for or globally.

Moreover, as discussed earlier, the non-statistically significant result returned. It is possible that respondents may be confused with the structure of the specific questions or that consumer behavior is not so important to them when compared to other service qualities like. Therefore, it calls for further thorough research into consumer lifestyle for more clarification and understanding. Furthermore, was used in this study, so the author doesn't know whether the samples have been honest with their answers for this online survey. Therefore, another sampling method such as the convenience sampling technique is recommended for future research.

This study shows how everything is codependent on each other and how they affect each other, like how the social media influence, consumer lifestyle and marketing strategies have an effect or factor toward brand reputation in the business industry. The result somehow helps us to understand the extent of how the factors are impacting the dependent variable.

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EXAMPLE OF THE QUESTIONNAIRE

ONLINE QUESTIONNAIRE: :

Title: The impact of social media influence, consumers lifestyle and marketing strategies factor toward brand reputation in fashion business industry.

Details: This survey research was aimed to comprehend the impact of social media influence, consumers lifestyle and marketing strategies factor toward brand reputation in fashion business industry. This study is a part of BA715: Independent Study, Graduate School at Bangkok University.

The components of this research will be covered in 5 parts: demographic data questions, social media Influence, Consumers Lifestyle, Marketing strategies and Brand reputation

The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

PART 1: Personal Details

Directions: Please choose (✓) the answer that matches your information.

1. Gender:

- Male
- Female

2. Age:

- 15 - 19 years old
- 20 - 25 years old
- 26 - 30 years old
- 31 - 35 years old

3. Education:

- Highschool / Diploma
- Bachelors' Degree
- Master's Degree or above

4. How many jobs did you have?

- 1 - 2
- 3 - 4
- 5+

5. Type of current organization you are working at:

- Private
- Government
- Non-profit
- Others

Part 2: Measurements of Social Media Influence Factors

Direction: Please select (✓) the answer that suits best on
How social media influence you ?

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Social Media Influence	Strongly Disagree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly agree (5)
6. I actively follow and engage with trends in fashion, technology, or other areas on social media.					
7. I believe that social media content, trends, and influencers play a significant role in shaping my purchasing behavior.					
8. you would buy trending product online					
9. I am cautious about the authenticity of information presented on social media by brands and influencers.					
10. Influencer doing content base on the sponsor					

Part 3: Measurements of Consumers Lifestyle

Direction: Please select (✓) the answer that suits best on
How is consumers lifestyle?

Consumers Lifestyle	Strongly Disagree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly agree (5)
4. Good service is part of purchasing decision					
5. You always buy trending product					
6. After service/Warranty important to you when you buy the product					
7. I value personalized services and recommendations when interacting with businesses.					
8. I enjoy experimenting with new trends and products, even if they are unconventional.					
9. I am willing to pay a premium for fashion items that are considered trendy or fashionable.					
10 You research and read reviews before making a purchase decision					

Part 4: Measurements of Marketing Strategies

Direction: Please select (✓) the answer that suits best on **How marketing strategies has an effect on people?**

Marketing Strategies	Strongly disagree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly agree (5)
2. Price is no matter to you when the product is trending					
3. most company effectively targets its marketing to my specific needs and interests					
4. Pricing is important when making a decision to purchase our products/services.					
5. Return/Refund policy is important to you					
6. Trying product based on packaging of brand marketing					
7. Do you prefer marketing on branding than the quality					
8. marketing and promotional materials effectively communicate the benefits of our products/services					
9. pricing strategy aligns with my perception of the brand's value					
10. marketing strategies effectively combine price, product, and promotion to create a compelling brand image.					

Part 5: Measurements of Brand Reputation

Direction: Please select (✓) the answer that suits best on **Brand Reputation**

Brand Reputation	Strongly disagree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly agree (5)
1. Brand Image is a part of your buying decision					
2. You choose a brand which is match with your title/incomes					
3. You would buy a brand when you look into a brand ambassador					
4. Hi-end brand name motivate you to working hard to afford					
5. The brand's reputation is a significant asset to the company					
6. You feel great when you wear/hold the brand name stuff					
7. It's important to get to know the brand better					
8. Branding: stuff is great to have one					
9. You purchase all the product from the same brand					
10. you don't care about the quality unless it's brand name					

End of Questionnaire. Thank you for your time!

BIODATA

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