

**FACTORS THAT INFLUENCE PURCHASING INTENTION
OF YOUNG ADULTS TOWARD FOREIGN LUXURY PRODUCTS
IN THAILAND**



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ABSTRACT

The purpose of this study is to discover what factor(s) that influences luxury products purchasing intention and which marketing strategy should be used to attract young adults in Thailand. 18 participants were interviewed. In-depth interview is conducted to gather qualitative information about respondent's behaviour and opinions when they made purchasing decision of luxury products. Most of young adults both male and female identified rational of purchasing luxury products as the need for uniqueness and vanity. They seriously concern on their identities rather than social value. The bulk of young adults are regularly shopping luxury products twice a year. Males are interesting in watches and leather products whereas females are concerning more on well-known designer's bags and accessories. The higher income represents the higher interest on luxury products purchasing intention. Young adults give priority and has high tendency to repurchase the previously purchase brand. When young people look to purchase a new luxury product, they might get influence from themselves, family and celebrities.

KEY WORDS: Thai young adults/ Purchasing intention/ Fashion luxury Products/
Fashion luxury brands/ Consumer behaviour

52 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
1.1 Background research	1
1.2 Problem statement	3
CHAPTER II LITURERATURE REVIEW	4
2.1 Luxury products	4
2.2 Personal value	5
2.2.1 Ethnocentrism	5
2.2.2 Materialism	5
2.2.3 Conformity	6
2.2.4 The need for uniqueness	6
2.2.5 Vanity	6
2.3 Social recognition	7
2.4 Demographic	7
2.4.1 Age	7
2.4.2 Income	8
2.4.3 Frequency of purchase	8

CONTENTS (cont.)

	Page
CHAPTER III RESEARCH METHODOLOGY	11
3.1 Methodology	
3.2 Sample and data collection	
CHAPTER IV RESEARCH FINDING AND DISCUSSION	13
4.1 Research finding	
CHAPTER V CONCLUSION AND RECOMMENDATION	21
5.1 Conclusion	21
5.2 Recommendation	22
5.3 Limitation	23
5.4 Future research	24
REFERENCES	25
APPENDICES	30
Appendix A: Interview guide	30
Appendix B: Consent from	33
BIOGRAPHY	52

LIST OF TABLES

Table	Page
1.1 Literature Review Summary	9
2.1 Factors that influence purchasing	19



LIST OF FIGURES

Figure	Page
2.1 Purchasing intention framework	8



CHAPTER I

INTRODUCTION

Introduction

Nowadays, the trend of luxury products has been increasing which various channels of distribution have been promoted (Experian, 2013). Hence, the possession of luxury products is accessible more easily particular by young adult (Diamond, 2014). In this research, the author focuses on the factors that influence young adult's purchasing intention toward foreign luxury products which consists of background research and problem statement.

1.1 Background Research

Currently, luxury consumption has become popular (Kapferer & Bastien, 2009) despite the fact that there are a relatively small number of companies offering luxury products. Luxury brands are a \$318 billion global industry (Bain, 2013). As a consequent, the number of luxury consumers worldwide has more than tripled over the past 20 years from roughly 90 million consumers in 1995 to 330 million at the end of 2013 (Bain, 2014).

In 2012, Euromonitor, international market research company, reviled that emerging Asian market was the main driver for luxury products (Euromonitor, 2012). Moreover, Park, Rabolt and Jeon (2008) stated that the increasing wealth in the Asian emerging markets has resulted to global expansion of luxury brands. Despite continued uncertainty of economic in western countries, Asia Pacific is forecasted to be the biggest region in the world for luxury goods in 2018 (Businessoffashion, 2013). Furthermore, the low rate of population growth in Europe is another crucial determinant of luxury brands 'decision making strategies. Consequently, European luxury brands are paying attention and expanding their operation to affluent Asian consumers who perceived Western luxury brands as a symbol of good taste (Park, Rabolt & Jeon, 2008).

Luxury fashion products are purchased more for “face” reason. (Schutte & Ciarlante, 1998). “In today’s Asia, you are what you wear” (Chada & Husband, 2006). A social position is being created by what you have presented to social where your identity and self-esteem determined by the visible brands on your body (Chada & Husband, 2006). Together with the demand for high-end luxury goods and services is greater across the board among young affluent than matures 45 year and older (Diamond, 2014).

Due to an increase in income level and purchasing power among Thai consumers, they tended to pursue a high standard of living. Their interest in the materialism enhances opportunity for luxury products in many categories (Euromonitors, 2014). Thailand was chosen as a market to establish boutiques and flagship stores for existing and new luxury brands (Marketresearch, 2014).

The buying decision making of young adults particularly in Bangkok are obviously influenced by commercialization and globalization. This can be easily seen in changing of social value, personal value, economy and culture (Tovikkai & Jirawattananukool, 2010). Nowadays, the references, media and celebrities has influenced on young adults in Thailand and they are more fashion conscious (Tovikkai & Jirawattananukool, 2010).

Not only women are concerning about luxury products. Bain, the leading global consulting business firm, showed that men have steadily high growth in share globally toward luxury products consumption. They now gain 41 percent of luxury sales compared to 35 percent in 1995 (Bain, 2012). Moreover, luxury brands are now targeted to young urban male (Businessweek, 2014). As a consequent, the factors that influence young males to buy luxury products in Thailand would be discussed. Therefore, an understanding of this customer’s group of purchase intention is essential for the luxury fashion industry to penetrate their success in potential market in Thailand.

1.2 Problem Statement

Several studies examined on cross culture toward luxury brands (Rolf-Seringhaus, 2002; Suadmalai, 2006; Bian & Forsythe, 2012) and consumer behavior of luxury products (Tatt, 2010; Tovikkai & Jirawattananukool, 2010). The existing researches are mainly focused on the high growth of demand of luxury products while some are concerned on luxury consumption in other countries (Ling, 2009). Specifically, little of literature focuses on intangible variables such as personal value, social recognition and demographic except the study of purchasing intention toward luxury products (Park, Rabolt & Jeon, 2008; Tovikkai & Jirawattananukool, 2010). Nevertheless, previous studies have been examined specifically on young Korean and young Thai women respectively. These studies would not be best described in the difference circumstance. Therefore, current study is aimed to examine factors that influence purchasing intention of young adult both males and females in Thailand. The dimension of personal value, social recognition and demographic would be discussed. Additionally, this study pinpoints to enrich the understanding of influential factors in terms of qualitative research.

The marketers of foreign luxury brands who interest to enhance the business opportunity in Thailand are needed to study the influence of young adults' purchasing intention, how it depends on other independent variables. In addition, they need to learn the cause of obstacles, how to eliminate it, and what functions need to be improved and maintained in order to attract young adult customers. This study will allow the marketers of luxury brands understand the dynamic luxury products situation in Thailand and the factors that influence consumers' decision making. This study is conducted under the research questions as following;

- What factors influencing young adult's purchasing intention toward foreign luxury products in Thailand?
- Which marketing strategies should be used to attract young adults in Thailand?

CHAPTER II

LITERATURE REVIEW

Literature review

In this chapter, the author defines the definition and meaning of keywords i.e. young adult and luxury products. Furthermore, the consumer behaviors related theories such as personal value (consumer, ethnocentrism, materialism, conformity, the need for uniqueness and vanity), social recognition (social status), and demographics (age, incomes, purchasing frequency) in the aspect of luxury products consumption which affect purchase intention of young adult in Thailand will be examined.

2.1 Luxury

Generally, luxury defines as the state of great comfort and extravagant living or unnecessary but desirable items (Oxford, 2009). In the research of Ghosh and Varshney (n.d.), Bagwell and Bernheim (1996) stated that the term of luxury and prestige were closely substituted while Dubois and Patemault (1995) referred to the terms like “dream value”. According to Henning et al (2013), luxury was about a lifestyle of excess, indulgence and waste.

The concept of luxury can be flashed back to the beginning of society where no contrast from today. It regards to privilege and exclusivity enjoyed by elite and unattainable few (Saletta, n.d.). The upper class use symbols and objectives to distinguish them apart from the rest of society. However, not everyone perceives the world “Luxury” in the same way and it depends on the different of application (Hudders ,Pendelaere &Vyncke, 2013).

Additionally, luxury is also associated with the ideas of tradition and craftsmanship, arts and creativity, respect for materials, quality and timelessness (Jaseen et al, 2012). Hudders and Pendelaere (2013) stated that luxury brands are

connected with a numbers of characteristics i.e. exclusivity, uniqueness, scarcity, premium price, excellent quality and aesthetics

In general, it is true that luxury and high-priced products should have high quality. The main factors in purchasing luxury products are derived from the history and high reputation of the brand. The term of luxury is very selective and exclusive which there is particularly one brand in its products category, for example, Hermes for leather products, Christian Louboutin for shoes, Guerlain for cosmetics (Tovikkai & Jirawattananukool, 2010).

2.2 Personal Values

According to Tovikkai and Jirawattananukool (2010), the theory explains individual values and social related values that influence purchasing intentions regarding to global luxury brands. Besides, main motive for luxury products consumption is buying to impress others. Consumers normally alter the symbolism of luxury products to their own identity more than other products and emotional (Henning et al, 2013). In sum, to address the intangible variables; personal values in relation to luxury products, a consumer ethnocentrism, materialism, conformity, the need for uniqueness and vanity would be discussed.

2.2.1 Consumer ethnocentrism; Kipnis et al, (2012) study showed that consumer ethnocentrism theory focuses on consumers 'preference of domestic products over foreign. There is high tendency for local products in consumption based on emotional and moral considerations. Ethnocentric consumers prefer to consume local made product rather than imported products even it has lower quality. Consequently, the conspicuous understanding of consumer ethnocentrism due to this research aims to study about purchasing global luxury products which are the imported products.

2.2.2 Materialism; beneath the globalized influential and the global brands 'marketing efforts, consumers worldwide have been shared the concept of materialism lifestyle and valuing well-known brands as symbolize prosperity (Park, Rabolt & Jeon, 2012). Materialism is a set of beliefs toward the importance of

possessions in life focusing on the capability to own objects in terms of quantity and category (Tovikkai & Jirawattananukool, 2010). Some referred that status-oriented possession including status display and self-identity is the significant motivations (Park, Rabolt & Jeon, 2008). High levels of materialism consumers are tend to perceive expensive and displayed possession as successful signal and social class (Richin, 1994).

2.2.3 Conformity is a type of social influence regard to changing in attitudes, beliefs and behaviors to match and gets accepted within a group of society (social norm). In fashion related previous research, Rose et al (1994), reported that high conformity consumers has tendency to value the display possessions with its brand name. Moreover, in research of Wong and Ahuvia (1998), Asian people are more conscious about public visible luxury possessions, which represent symbolic meaning to display one's wealth.

2.2.4 The need for uniqueness; "Need for uniqueness is an individual lever-trait" (Cheema & Kaikati, 2010). Additionally, the term is generally referred to those who are seeking to be difference among others, yet it is not the same as non-conformity which related to those who are unawareness of social standards (Tovikkai & Jirawattananukool, 2010). In the aspect of luxury consumer behavior, the need of uniqueness is a contribution of differentiation from others which is achieved through the possession of luxury products in order to enhance personal identity. Furthermore, high uniqueness consumers are paying more attentions to scare products (Cheema & Kaikati, 2010) which associate to the value of scarcity offered by luxury fashion/design products (Park, Rabolt & Jeon, 2008).

2.2.5 Vanity; Consumer vanity is conceptualized regarding to the concern of appearance and the physical appearance. It is defined as an excessive concern for the view of one's physical appearance (Workman & Lee, 2013). According to luxury products are all about appearance, therefore vanity aspect should be considered for purchasing luxury products.

2.3 Social recognition

Social recognition in terms of sociology defines as public acknowledgement of one's status. As in Tovikkai and Jirawattananukool (2010) research found that Thailand's culture is referred to be collectivism. Thai people prefer and they have more trust when staying in a group. Furthermore, possessing a luxury product can express owner's social status which represents the meaning of success and prestige (Park, Rabolt & Jeon, 2008). One could gain status by determining his/her purchasing choices (Geiger-Oneto et al, 2012). The classic concept of conspicuous consumption are regarding to the statement that rich are most likely to consume conspicuous goods in order to represent their wealth and gain social status (Truong, 2010). This could be a determinant that affect young adult to purchase luxury products. Moreover, the more manifest luxury consumption depends on the higher the status an individual want to belong to.

2.4 Demographics

2.4.1 Age (Young adult); currently, there is no single term of "young adult" in distinctly interpretation in academic way. However, this study defines the term of young adult as a person in the age range of 18-35 which corresponds to human development and Generation Y. Additionally, the targeted respondents expect to be people in working age.

Erikson stated that stage of human development is generally described young adult as a person in the age range of 18-40 (Erikson, 1956; Businessball, n.d.). Furthermore, the birth year definition of Generation Y has been discussed widely. Regarding to UN, the Generation Y was born between 1981 and 2000 (UN, n.d.). Some refer to those who born between 1977 and 2000; or those born in 1977 and 1994 (Lim & Loh, 2013).

As Kim and Jang (2013) study mentioned that younger generation tends to more open to new concepts of conspicuous products/services as a means of self-expression or symbols of their desired lifestyle. Thus, the age of generation Y and luxury product purchasing intention would be discussed.

2.4.2 Income; as Park, Rabolt and Jeon (2008) concluded that income has positive correlation to luxury products purchases. Besides, income level and purchasing power of Thai consumers are increasing (Marketresearch, 2014). According to Kim and Jang (2013) research, the spending power has tendency to rely on the source of income; earned and gifted. The study also found that some of generation Y got financial support from their parents. This financial help could effect to their attitudes toward money and they may spend carelessly compared to those who are earned income by their own. In contrast, generation Y who are employed, they are more conscious about their spending on conspicuous products. Therefore, income should be one factor to determine purchase intention toward purchasing of luxury products.

2.4.3 Purchasing frequency; based on the fact that attracting new customers is difficult and effortful than retaining relationship with existing customers (Camfoudation, 2010). There is few past research identified that it is worthwhile to pay attention and effort on existing customers (Park, Rabolt & Jeon, 2008). Consequently, understanding of young adult's purchase frequency can assist marketer of luxury brands to come up with successful strategies.

2.5 Conceptual Framework

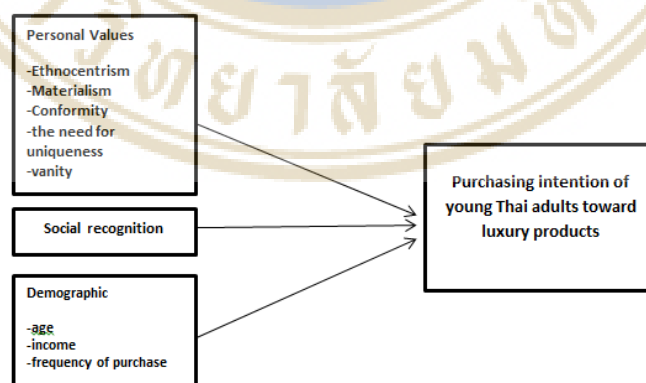


Figure 2.1 Purchasing intention framework Sources: Park, Rabolt & Jeon, 2008

This framework includes personal value which clarifies the relationship between ethnocentrism, materialism, conformity, the need for uniqueness, and vanity toward luxury brands purchasing intention of young adults in Thailand. Also, it could facilitate the successful marketing strategies of luxury brand marketers. Furthermore, the framework includes social recognition and demographic as influential factors. It is assumed that these factors could impact to the purchasing intention of luxury products of young adults. This study allow marketers of luxury brand to better understand characteristic of their potential customers and lead to successful market penetration for global luxury brands.

Table2.1 Literature Review Summary

Theory and Concept	Main Aspect	Example of Studies
Luxury products	Luxury is selective, exclusive and high standard of quality products or services, even though it is not necessary but desirable and indulgence.	(Oxford, 2009; Ghosh & Varshney, 2013; Henning et al, 2013; Saletta, n.d.; Hudders & Pendelaere, 2013; Jaseen et al, 2012)
Personal Value	Personal value is individual values and social related values that influence purchasing intention	(Tovikkai & Jirawattananukool, 2010; Henning et al, 2013; Kipnis et al, 2012; Park, Rabolt & Jeon, 2008; Richin, 1994; Rose et al, 1994; Wong & Ahuvia, 1998; Cheema & Kaikati, 2010; Workman & Lee, 2013)
Social recognition	Social recognition is representative of one's status	(Tovikkai & Jirawattananukool, 2010; Park ,Rabolt & Jeon, 2008; Geiger-Oneto et al, 2012; Truong , 2010)

Table2.1 Literature Review Summary (cont.)

Theory and Concept	Main Aspect	Example of Studies
Demographic	Demographics involve age, income, and frequency of purchase	(Park,Rabolt & Jeon, 2008; Marketresearch, 2014; Kim & Jang ,2013; Camfoudation, 2010)
Young adult	Young adult is in the age range of 18-35 and in working stage.	(Erikson, 1956; Businessball, n.d; UN, n.d; Lim & Loh, 2013; Kim & Jang ,2013)



CHAPTER III

RESEARCH METHODOLOGY

3.1 Methodology

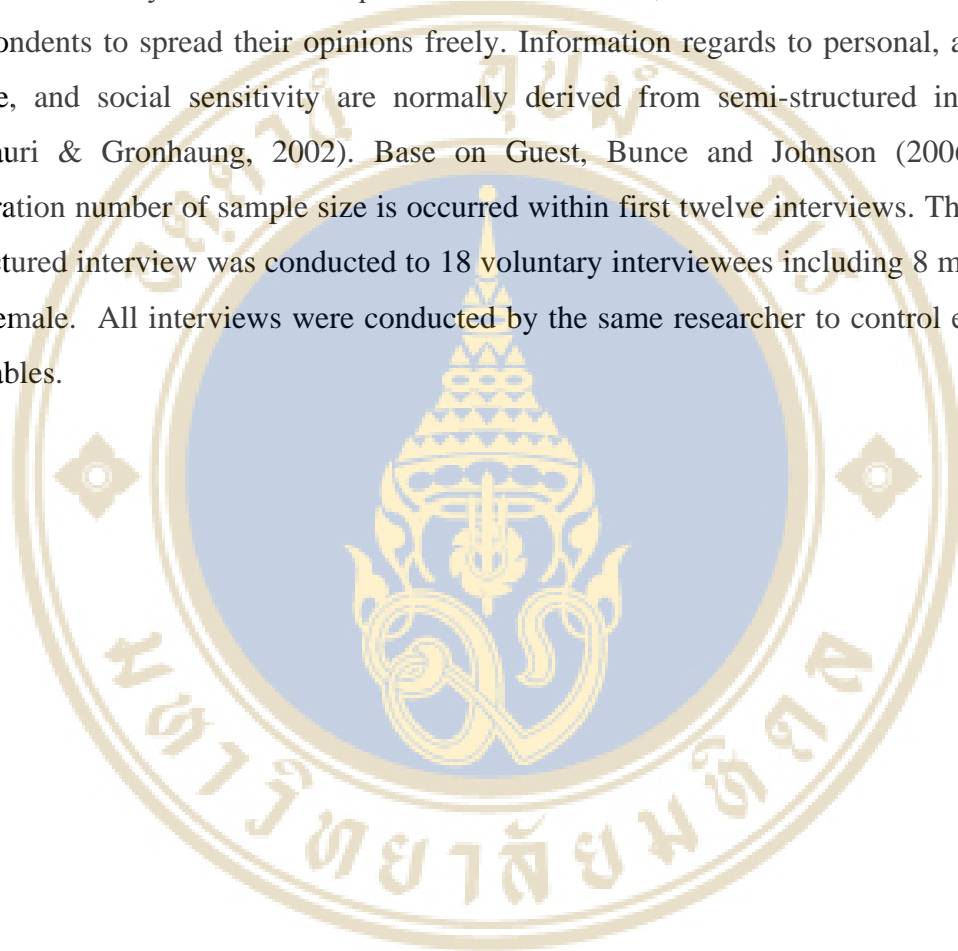
This research is conducted to gather information from young adults in Thailand. We choose this group because young adults represent the high growth in consumption of luxury brands worldwide (Diamond, 2014; Li & Mousseaux, 2013). As young adults particularly in Bangkok, they have been high-educated with well-paid jobs. Therefore, their spending powers are increased. In addition, Bangkok has been promoted to be luxury fashion brands' based, since we can see many flagship stores of global luxury brands in high-ended shopping malls. For example, the newly opened ultra-luxury shopping mall; Central Embassy; contains numerous flagship stores which claimed that these are iconic stores in Asia (Thairath, 2014). Consequently, more and more young adults in Thailand pay attention to luxury products.

3.2 Sample and data collection

Qualitative research has been adopted in the study in order to provide emphasized understanding of three variable factors; personal value, social recognition and demographic; which would possibly influence the purchase intention of young adults toward foreign luxury products in Thailand. Besides, we would like to enrich the insight of young adult purchasing intention toward foreign luxury products. This research approach is mainly based on semi-structured interviews. By this method, it will help us exploring the influential factors toward purchasing intention of luxury products, understanding more on young adults' behaviors, and answering questions by analyzing and making sense of unstructured data. To collect data, we focus on young adult both male and female which age range is between 18 to 35 years, particularly live in Bangkok and superb areas. To compare purchasing intention between male and female, therefore both genders are involved in this interview. Since young male shoppers are increased tremendously (Bain, 2012; marketresearchworld, 2014). Additionally, for demographic perspective, many luxury brands are switched their

targeted to be young urban male (Businessweek, 2014; vanityfair, 2014). Therefore, it is significant to identify what are influential on them. Furthermore, young adult who has experience with luxury products are our targeted respondent.

In this step, researcher will use an in-depth interview because we can get an accurate and distinct respondent's status and behavior without limitation in alternatives. Open-ended questions are used because researcher would like to understand "why" and "how" questions. Furthermore, we would like to encourage respondents to spread their opinions freely. Information regards to personal, attitude, value, and social sensitivity are normally derived from semi-structured interview (Ghauri & Gronhaug, 2002). Base on Guest, Bunce and Johnson (2006.), the saturation number of sample size is occurred within first twelve interviews. The semi-structured interview was conducted to 18 voluntary interviewees including 8 male and 10 female. All interviews were conducted by the same researcher to control external variables.



CHAPTER IV

RESEARCH FINDING AND DISCUSSION

After the interview, all purchasing intention of Thai young adult toward foreign luxury products would be analyzed whether the mentioned factors influence or not. If the mentioned factors are affecting to purchasing intention, therefore, it is necessary for luxury brand marketers to design appropriate strategy to win young adult's attention in Thailand. This step will show rational ideas of young adult toward foreign luxury products.

4.1 Research finding

From the interview, most of people are clearly describe about their ideas and experience toward luxury products. Fascinatingly, some young adult with middle income are big fan of European luxury products whereas some respondents perceive that luxury products are unrelated products to them but they also own some luxury products at home.

Comparing to Park, Rabolt and Jeon (2008) and Tovikkai and Jirawattananukool (2010) researches toward purchasing intention of luxury products of Korean and Thai university students respectively, our finding is relatively difference. For the summary of this research, we basically explore more about what factors are really driven the purchasing intention of young adults both male and female in Thailand in the aspect of qualitative research. In term of personal value, the need for uniqueness and vanity has strong significant values showing that these are influential toward young adult's luxury products purchasing intention. Nowadays, it might because they are concerned more on individualism. Therefore, they only focus on their need and appearance. On the other hand, it is obviously seen that ethnocentrism has no relationship to the luxury brands 'purchasing intention. It's mean that they are enjoyed variety of choice of the products and they think that purchasing foreign luxury brands are better and worthwhile. This also enhances the demand for such luxury products in Thailand. Besides, materialism and conformity are less influenced toward luxury

products 'purchasing intention which means that young adults are not concerned to social-values.

Social recognition has no value to young adult toward luxury products' purchasing intention which means that young adults are more individualism and not rely on social value.

For demographic, the outcome has contributed the profile and status of young adults who has high potential to be marketing target of luxury brands. We found that the spending and frequency of purchase are most related to the purchasing intention of luxury products for both male and female young adults in Thailand. Both male and female respondents are shopping luxury products twice a year and occasionally repurchase the same brands. The result of interview toward each factor is as following.

Factor1: Personal value

Ethnocentrism

As Kipnis et al, (2012) stated that both male and female young adults are concerned and preferred to purchase domestic made product. However, the result shows the opposite direction. Male respondents are preferred to buy Thai made products if the quality and design meet their requirement otherwise they would go for imported products. However, most of male respondents are agreed that it is a choice of consumer. They all have right to select what they want rather than limited alternatives. On the other hands, some female respondents considered that consuming Thai made products could stimulate Thai economy and support Thai's career. Thought, female participants also think that it's better to have variety of alternatives to suite their desire.

Materialism

According to Park, Rabolt & Jeon (2008), materialism perceives as symbolize prosperity. It concerns as initially influence to their purchasing intention due to the trend of young adult's interest are focusing on materialism (Euromonitors, 2014). Nonetheless, both male and female young adults in Thailand are considered

luxury products as high quality products, supreme design and high quality material only. They do not perceive that luxury products are everything in their life. They think that luxury products only make their life easier. Furthermore, the information receive from interview show that their life would be fulfilled or completed by other things such as family, friends, colleagues, successful in life, etc. Some of interviewees said that life would not be complete if you give priority only material things.

Conformity

Based on Rose et al (1994), we expect that young adult in Thailand would rely on other people opinions or need acceptance from their group of society while of Wong and Ahuvia (1998) believe Asian people are more conscious about public visible luxury possessions as one's wealth. However, the result shows that Thai young adults who have experienced buying or owned luxury products are not agreed with this factor. Male respondents said that they have bought any particular luxury products because of its attractiveness, function and suitable to their personality. Additionally, they survey what others are buying and using only for their information related to the products itself. They are not seeking for group acceptance or being a member of that group of society. They normally search information about luxury products on internet and magazine. For female respondents, the result show that they will seek for information on the products on internet rather than looking what other people are buying and using. They said that they will buy only what they want and it is fit them.

The need for uniqueness

As Cheema & Kaikati (2010) and Tovikkai and Jirawattananukool (2010) studies mentioned that uniqueness is referred to those who would like to be difference among the others. The result from interview tends to be the same. Male respondents are considered that purchasing certain type of luxury products which deliver distinctive characteristics could represent their identity and style. Most of male respondents think that limited edition products are just marketing tool in order to set higher price. Beside, few young male adults who used to preferred limited edition products are think that nowadays the meaning is slightly change. With too many limited editions could damage the image of scarcity and specialty. The brand's charisma would be eliminated and finally impacted to the prestige of the brand itself.

For young female adult respondents, they can communicate their style and personality through buying certain type of luxury products if those luxury products/brands give some outstanding image. Majority of female respondents are interesting on limited edition products if it come from their preferred designers/brands. In contrast, if the limited edition products are far expensive than the normal version, female respondents tend to looking for normal edition with preferred features and suite their identity.

Vanity

Based on Workman and Lee (2013), we think that young adults in Thailand would concern their appearance pretty much. The result from interview supports this factor as well. Male respondents are most likely to concern their appearance whenever they go outside. They are considered that their appearances need to be appropriate and suit the occasion. Besides, they think that wearing luxury products and dressing well are kind of respect and represent themselves. They focus on self-esteem rather than concerning other's appreciation. They will listen to others 'comments in order to improve themselves only. On the other hand, female respondents said that they are needed to concern their appearance in case of working. They would like to look professional and ready to meet customers. Therefore, they need to dress well. Some female respondents state that using luxury products and dressing well enhance their opportunities for business or even introducing to new people. They will receive appreciation from others only work related issues in order to develop their performance. However, they would give priority to themselves first.

Factor2: Social recognition

As Tovikkai and Jirawattananukool (2010), Thai young adults are collectivism and would concern social recognition as primary influential factors while Park, Rabolt and Jeon (2008), Geiger-Oneto et al (2010) and Truong (2010) refer one could gain status by luxury possession and purchasing choice. However, the result shows that both male and female young adults in Thailand are not considered as important factor. They are all agreed that wealthy people have more privilege than ordinary people in terms of treatment i.e. parking for super car, business class, and VIP lounge at department store. The respondents think that wealthy people are deserved those special treatments if they are willing to pay more in term of business

related. However, they think it is unfair in term of legal related. Additionally, both male and female young adult respondents are preferred to purchase luxury products as their self-rewarding, self-satisfaction, and life-accomplishment rather than seeking acceptance from group of society. Furthermore, they concern recognition only from their performances and abilities rather than visible brand on your body. Some male respondents said that being in high society group is good for business connection but it is not for self-recognition. Additionally, some respondents also comment that they have known some people who are wealthy but they are not well-known in high society group. It's their preference to choose to socialize with them or not. As a consequence, being in high society group means not thing to our targeted respondents.

Factor3: Demographic

Age

As Erikson (1956), Businessball (n.d) and Lim & Loh (2013), they refer young adults as people who are in the age range of 18-40. Besides, based on Park, Rabolt and Jeon (2008) and Tovikkai and Jirawattananukool (2010), the age range follows the reference studies. Therefore we have conducted interview with male and female respondents whose age are between 18-40 years old. The average age of male respondents are approximately 28 while female respondents are 27. We compare the age of respondents to luxury preference and frequency of purchase. There is no distinctive relationship between them. However, most respondents are intended to purchase luxury products within next year.

Income

As Park, Rabolt and Jeon (2008) study stated that income has positive correlation with purchasing intention while Marketresearch (2014) also mentioned that Thai has rising in income and pursue better living. The results follow that income might have some relationship with luxury product's purchasing intention. We come up with the higher income of young adults in Thailand are the higher spending amount on luxury products. From interview many people who are young adult, male respondents tend to have income in average at 30,001-50,000 Baht. Majority of male respondents spend more than 10,000 Baht for shopping luxury fashion products as average and

maximum is around 400,000 Baht for watch related products. On the other hand, female respondents are having average income at 30,001-50,000 Baht. It seems that female respondents who have income less than 30,000 Baht tend to spend more than 10,000 Baht on luxury products each time of purchase. Additionally, female respondents who have income more than 30,000 Baht are most likely to spend more than 30,000 Baht on foreign luxury products each time. However, the amount of luxury product's spending each time depends on the type of products. Some female respondents said that it could be roughly 100,000 Baht for Channel bag or the spending could up to 500,000 Baht for Patek Philippe watches.

Frequency of purchase

As Camfoudation (2010) and Park, Rabolt and Jeon (2008) stated that it's easier and worthwhile to maintain the relationship with existing customers. The result relatively follows the previous researches. As we predict that young adults in Thailand are tend to re-purchase the same brand that they have previously purchased. The result is distinctively showing that young male and female adults in Thailand are re-purchased and/or given priority to the previously purchased brand. From interview, male respondents have been purchased foreign luxury products twice a year in general. They probably spend more than 10,000 Baht each time on buying luxury products. Most of them have intention to buy luxury products within the next year period. Most influencers for buying luxury product for men are family, himself and magazine respectively. They tend to re purchase the previously purchased brand if the brand has high reputation, high quality and preferred style. Majority of female respondents shopping behaviors on luxury products are similar to male respondents which is twice a year. However, some female interviewees also mentioned that they have been purchased some luxury accessories every three month. Female respondents are most likely to spend more than 10,000 Baht on luxury products. Most of them have planned to buy luxury products within next year period. The main influencers for female are herself and family. For female, it is surprisingly to know that some of female young adults get financial support from family on their luxury products 'purchasing. Hence, family serves as significant influencers in some respondents.

Table 2.2 Factors that influence purchasing intention

Variables	Male	Female
1. Personal Value		
Ethnocentrism	- It's consumer's choice.	- Priority to Thai products but it is consumer's choice.
Materialism	- High quality ,design & good materials	- High quality ,design & good materials
Conformity	- Its attractiveness & suitable function. Rely social for source of information	- Suitable. Internet is major source.
The need for uniqueness	- represent their personality (Cheema & Kaikati, 2010; Tovikkai & Jirawattananukool, 2010; Park, Rabolt & Jeon, 2008)	- represent their personality
Vanity	- appropriated, occasional (Workman & Lee, 2013)	- appropriated, occasional
2. Social recognition	- considered as business connection	- considered as good opportunity

Table 2.2 Factors that influence purchasing intention (cont.)

Variables	Male	Female
3. Demographic		
Age	-Average 28	-Average 27
Income	-30,001-50,000 THB (Park, Rabolt & Jeon, 2008; Marketresearch, 2014; Kim & Jang ,2013)	-30,001-50,000 THB
Purchase frequency	-2 times/year -minimum :10,000 THB	-2 times/year -minimum :10,000 THB
Average amount of purchase	-maximum : >400,000 THB	-maximum : >100,000 THB
Influencers	Family, himself, magazine	-Herself, family, celebrities
Re-purchase	-good reputation, high quality, preferred style (Camfoudation, 2010; Park, Rabolt & Jeon, 2008)	-quality, attractive, style, brand

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

RQ.1 What factors influencing young adult's purchasing intention toward foreign luxury products in Thailand?

From the research finding, we found that in Thailand, the need for uniqueness, vanity, income, and frequency of purchase are influenced luxury purchasing intention of young adults. Moreover, male and female young adults has not much difference in luxury purchasing behavior

RQ.2 Which marketing should be used to attract young adults in Thailand?

First of all, communication message in advertising and public relation related to self-rewarding and life accomplishment should be utilized. Moreover, due to the frequency of purchasing of prospect customers, the luxury marketers should arrange promotion every 6 months such as midyear and annual grand sales. For young female adult customers, they are most likely to purchase luxury products every 3 month for female product line. Therefore, the luxury marketers should launch new products every 3 months to catch their attention. Since Thai young adults who are interested in luxury products with the salary less than 30,000 Baht, they will have less amount of money to spend each time. Therefore, a brand extension is highly recommended. A sub-brand has an ability to deliver the reputation and brand image of main brand while the price can be lower i.e. Marc by Marc Jacobs and See by Chloe. In addition, watches and leather products are popular among young male adults whereas bag, shoes, accessories are favorable for young female adults. Thus, promotion and marketing activities related to these products should be conducted. Most of young adults are seeking information regarding to luxury products on online channels.

Hence, it's valuable to promote online channels for luxury products in order to communicate to the potential customers.

5.2 Recommendation

Managerial implication

This research is advantage to luxury brand marketers to understand their target customers. The information in this research is truly the characteristic of male and female young adults in Bangkok, Thailand.

In conclusion, there is not much difference in influential factors between male and female young adults. There are several factors that effect to luxury products purchasing behaviors. Hence, luxury brand marketers should consider these factors in order to be successful in Thai market.

For personal values, the only two indicators are the need for uniqueness and vanity are emphasized which are significant to luxury products purchasing intention of young adults in Thailand. Ethnocentrism, materialism, and conformity are not suitable to use in marketing strategies in Thailand toward luxury fashion products. In other words, these factors have no impact on luxury brand purchasing intention. Therefore, marketing communication should consider on advertising distinctive and consistence brand characteristics specifically on the terms of self-rewarding and life accomplishment. This marketing strategy will raise the sense of uniqueness and vanity on luxury products purchaser who pursue for these components.

In term of demographic information, there are only two distinctive factors which are income and frequency of purchase. These two factors are significant toward luxury brand purchase intention of young adults in Thailand. For young adults, they are normally shopping for luxury products twice a year .Therefore, luxury brand marketers should arrange the promotion every 6 months in order to encourage the sale i.e. annual grand sale or midyear sale. Besides, for young female adults, they are mostly likely to purchase luxury products every 3 months particularly on accessories. As a consequence, the marketers of luxury brand should provide some promotion or launch new products every 3 months to gain more attention from them. Additionally, young adults who have income less than 30,000 Baht with less amount of money spent

on luxury products each time. A brand extension is highly recommended. A sub-brand has an ability to deliver the reputation and brand image of main brand while the price can be lower i.e. Marc by Marc Jacobs and See by Chloe. In addition, watches and leather products are popular among young male adults whereas bag, shoes, accessories are favorable for young female adults. Thus, luxury brands marketers could release some promotion and/or marketing activities related to these products. Last but not least, most of young adults are seeking information regarding to luxury products on online channels. Hence, it's valuable to promote online channels for luxury products in order to communicate to the potential customers. The luxury brand marketers would make sure that online channels i.e. Official website is up to date while maintaining the sense of luxury brands.

Theoretical implication

This research benefits to academic world in terms of luxury products purchasing intention comparing between male and female young adults in Thailand. Moreover, this research also discovers the purchasing intention toward foreign luxury products in terms of intangible aspects.

5.3 Limitation

The limitation for this research might be the sensitivity of the topic. The respondents could afraid of telling some story which could lose their image. For example, some respondents may not courageous to accept that they are buying luxury products because of social acceptance. Additionally, the limited time to conduct the research would be a major problem.

5.4 Future research

For the future research, luxury brand's strategy for online channels should be conducted. Since young adult's purchasing behavior is changing rapidly. Technology such as smartphone is playing important role in business world. To keep in touch with the potential customers and enhance distribution channel of luxury brands, future research should focus on this area. Furthermore, purchasing global

luxury brands might be affected by local cultures or local determinants. Future research implying this study for different countries in different cultural setting might concern how consumers in different countries differ in their purchasing of global luxury brands.



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APPENDIX A: Interview Guides

The interview questions are related with the key influential factors, which lead the purchasing intention of young adult in Thailand. The question guidelines are as following:

Luxury

1. What is luxury product in your opinion?

Ethnocentrism

1. What do you think about Thai people should always buy Thai-made products instead of imports?
2. How do you think about only those products that are unavailable in Thailand should be imported?

Materialism

1. How do you think about people who have luxury and expensive homes, cars, bags, and clothes?
2. What do you think our life would be better, if you are able to own something you don't currently have?

Conformity

1. What do you think when purchasing the same products and brands that others purchase and feel that you belong to that group?
2. How do you think that you usually survey what others are buying and using the products or brands to ensure that you make a right decision before buying it?

The need for uniqueness

1. What do you think about communicating to others about your uniqueness, especially when buying products?
2. What do you think about "Limited edition"?

Vanity

1. In your opinion, what do you think that you need to be looking good all the time?
2. What do you think that people would appreciate you because of your achievement?

Social recognition

1. What do you think about purchasing luxury brands in order to show people that you can afford it?
2. What do you think about wealthy people always have priority in doing things?
3. What do you think about being in the high society group and you will be more recognized and admired by others?

Demographic

1. What's your salary? Please select
 - Under 10,000 THB
 - 10,001-30,000 THB
 - 30,001-50,000 THB
 - 50,001-100,000 THB
 - more than 100,001 THB
2. Where do you live?
 - Superb
 - City center
3. How do you think that you are a luxury preference person?

Frequency of purchase

1. How many times do you purchase global products in average?
 - Never
 - Every month
 - Every three months
 - Every nine months
 - Once a year
2. In average, how much do you spend each time on purchasing a luxury fashion product?
3. Do you intend to buy global luxury fashion products within the next year period?
4. What influent you to buy luxury products?
 - Friends
 - Family
 - Celebrities and stars
 - Myself

-Advertising

-Other (Please identify.....)

5. Will you intend to purchase the same brand that you have previously purchased



APPENDIX B: Consent form

1



COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
Wisdom of the Land

Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Nattaporn Asvatamrat from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is **voluntary**. I understand that I will not be paid for my participation. I may withdraw and/or discontinue participation at any time without penalty.
2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
3. Participation involves being interviewed by Nattaporn Asvatamrat. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.
4. Faculty and administrators from my campus will not be present at the interview, this precaution will prevent my individual comments from having any negative repercussions.
5. I understand that this research study has been reviewed and approved by Dr. Kannika Leelapanyalert, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kannika Leelapanyalert.
6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.



Signature of the Interviewee

26/6/2014

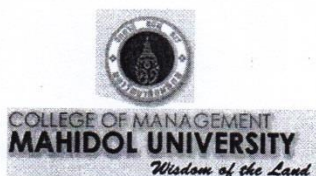
Date

Nattaporn A.

Signature of the Interviewer

26/06/2014

Date



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I volunteer to participate in a research project conducted by Nattaporn Asvatamrat from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

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[Signature]

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26/06/2014

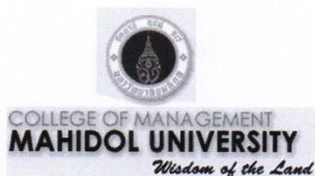
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Signature of the Interviewer

26/06/2014

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Signature of the Interviewee

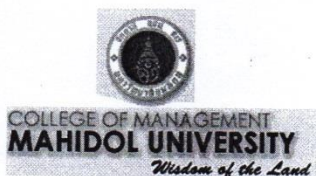
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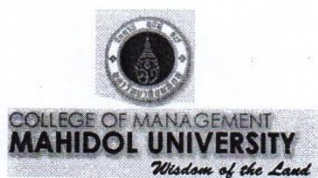
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Signature of the Interviewer

26/6/2014

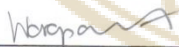
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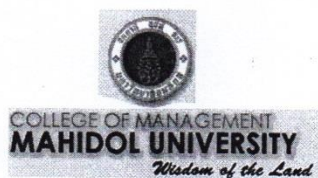
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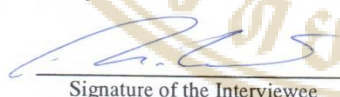
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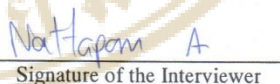
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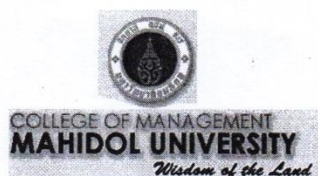
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Signature of the Interviewee

26/06/2014
Date


Signature of the Interviewer

26/6/2014
Date



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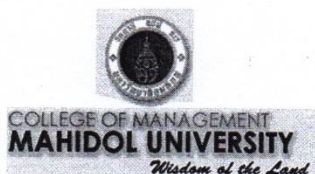
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Signature of the Interviewer

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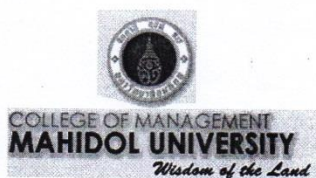
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Chanya N.
Signature of the Interviewee

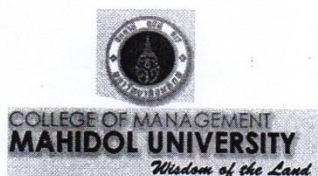
28/6/2014

Date

Nattaporn A.
Signature of the Interviewer

28/6/2014

Date



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Apiman T.
Signature of the Interviewee

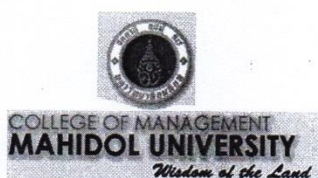
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Date

Nattaporn A.
Signature of the Interviewer

28/6/2014


Date



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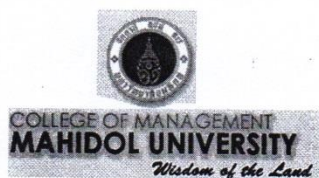
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Samdi P.

Signature of the Interviewee

28/6/2014

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Nattaporn A.

Signature of the Interviewer

28/6/2014

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.13



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Katchpon Pindavariya
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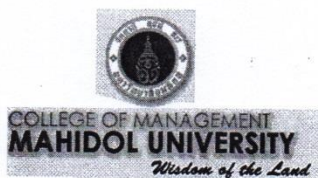
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Signature of the Interviewer

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Tham Chank Pongchon

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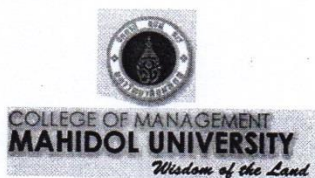
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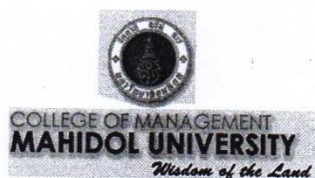
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Chotirase R.

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28/6/2014

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Signature of the Interviewer

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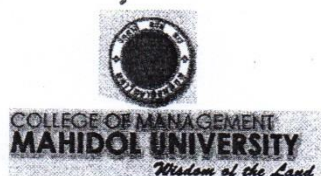
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Signature of the Interviewer

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