

**KEY FACTORS IN PURCHASING INTENTION TOWARD
FASHION LUXURY DESIGNER BRANDS AMONG THAI
CONSUMERS: COMPARISON BETWEEN SELF-GIFT AND
OTHER-GIFT GIVING**



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
(MARKETING AND MANAGEMENT)
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on
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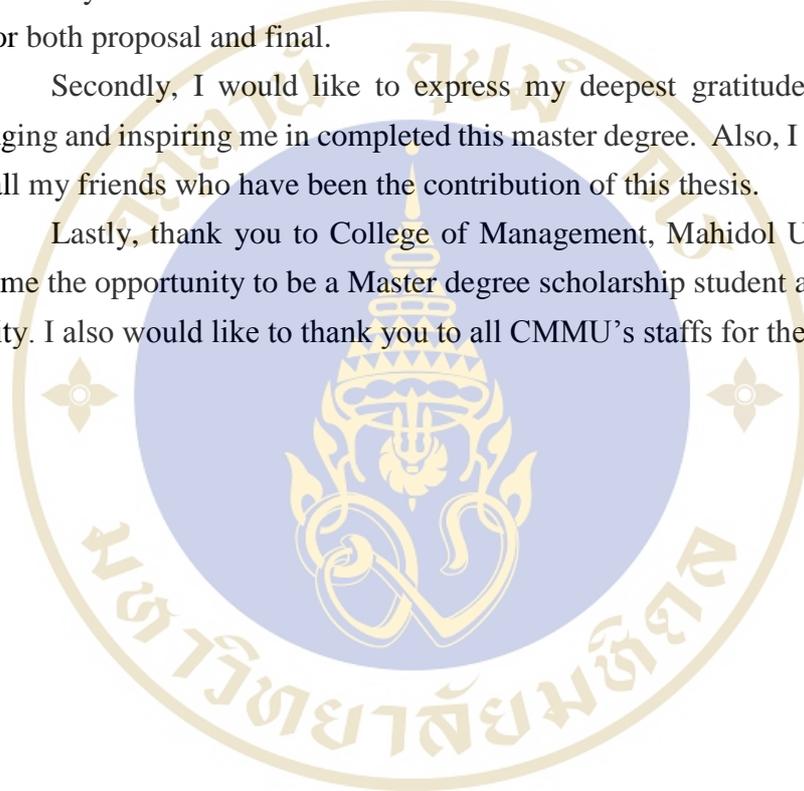
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CHAPTER I

INTRODUCTION

1.1 Background of the study

Luxury brands have established and flourished worldwide for over many centuries. Significantly, worldwide luxury goods market revenues will grow as much as 50 percent faster than global gross domestic product, with an expectation of four to five percent growth in 2013 and five to six percent annual average through 2015 (Bain & Company, 2012). While people worldwide have satisfied themselves with the possession of beautiful goods. Since, currently income has increased through our hierarchy scale, customers then are willing to offer considerably higher amounts of money for luxury products than the past (Husic and Cicic, 2009). Luxury brands are one of the most profitable and fastest-growing brand segments, yet at the same time, the social influences associated with luxury brands are poorly understood and under-investigated (Wiedmann *et al.*, 2009; Shukla, 2010; Tynan *et al.*, 2010). The appeal of international luxury goods can be a result of perceived premium quality, recognizable style, reputation, and limited accessibility (Hung *et al.*, 2011). In the perceptions of the owners and others, these particular characteristics signify emotional, experiential, and/or symbolic values as well (Berthon *et al.*, 2009). For example, a luxury and expensive handbag could be desirable to wealthy consumers who wish to show their social status to high social group, to un-wealthy consumers who wish to be accepted by high social group of people and who wish to have sense of luxury belonging and ownership. To the mass consumers of luxury, brand names and logo are very essential and hence in the process of “Luxurification” of publicly consumed luxury goods, brand name, logo and label have gone from the inside of the collar to the outside in all possible ways (Ghosh and Varshney, 2013).

Four main categories of luxury goods can be identified: fashion (couture, ready-to-wear and accessories), perfumes and cosmetics, wines and spirits, and watches and jewelry (Jackson, 2004). Other categories were added recently which are luxury

automobiles, hotels tourism, private banking, home furnishing, and airlines (Chevalier and Mazzalovo, 2008). Fashion luxury goods are consisted of apparels, accessories, handbags, shoes, watches, and jewelry (Amatulli and Guido, 2011) in which are the main luxury goods that this study will focus on. Additionally, according to Bain & Company (2013) Bain's "Luxury Goods Worldwide Market Study" finds accessories, including leather goods and shoes, have definitively become the largest segment, growing four percent for 2013 to reach 28% of total revenues. In contrast, apparel is now a quarter of the market, growing at one percent. However, luxury and perfumes and cosmetics will finish up 2013 with two percent growth (Bain and Company, 2013)

1.1.1 Luxury brands in Thailand

The fashion luxury brands market has been grown worldwide across countries. The main markets of luxury goods in the past were Europe and North America countries, however the demand for products is not confined to only European and US countries, and is evident in emerging countries (Choo *et al.*, 2012). Among such emerging markets, East Asia as a whole, with an ever growing number of consumers has developed a strong desire for western branded luxury goods and has the fastest global consumption growth (Johnson *et al.*, 2003; Li and Su, 2007; Monkhouse *et al.*, 2012). East Asia covers China, Hong Kong, Singapore, Taiwan, Japan, Korea, and Vietnam (Yeh and Lawrence, 1995; Gupta *et al.*, 2002). It represents an interesting cultural group for research in luxury consumption, as although it includes markets at different stages of economic development and size, its people often share similar cultural traits (Monkhouse *et al.*, 2012). Since the global expansion of luxury brands has been largely affected on an increasing of consumer's demand as a result of economic growth and globalization, Thai consumers are becoming global consumers rapidly. Looking in the luxury consumption of Southeast Asia markets, It had been revealed that Southeast Asia has become the rising star of the Asia Pacific region, with growth of 11%, not only in its historic core of Singapore but in Malaysia, Indonesia, Vietnam, and Thailand, as well as, driven by a wave of new store openings and increasing strength and relevance of second-tier markets (Bain & Company, 2013). There was be a rapidly growth among Asia Pacific countries which included Thailand from 2006 to 2011, and

it will be continue rapidly increasing until 2016, while other regions expenditure gradually declining such as Europe and America countries as shown in figure 1.1.

Share of global expenditure on luxury branded products

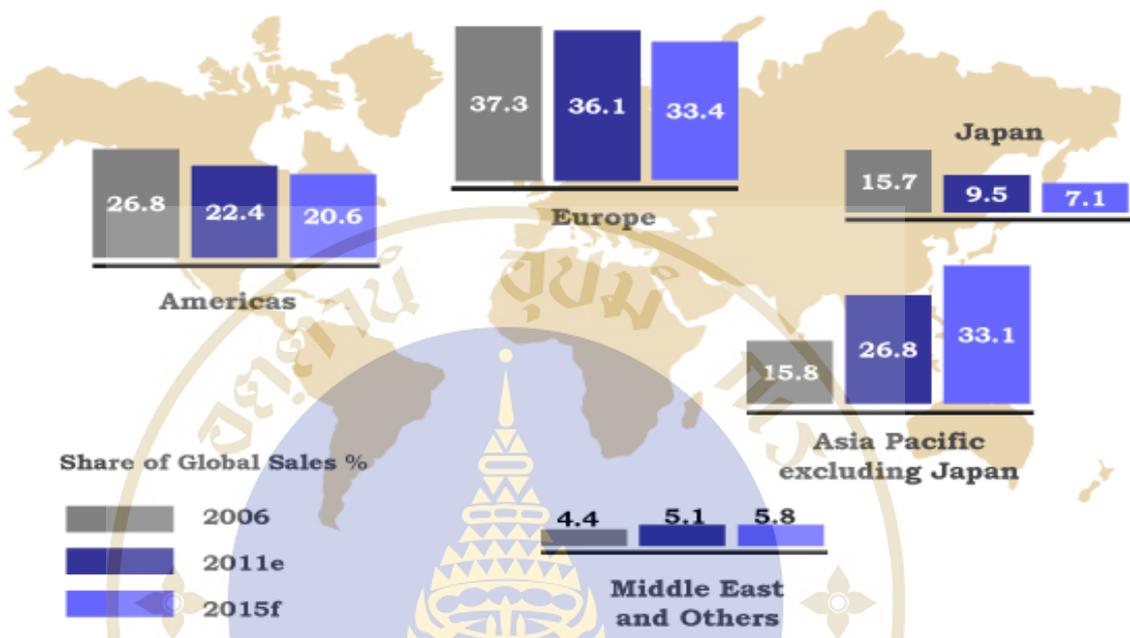


Figure 1.1 Share of global expenditure on luxury branded products

Source: Datamonitor, 2011

Furthermore, the influencing of cultures in different parts of the world could also impact on consumers' perceived motivations, values and belief toward products. Even though, there are the same available products in market, consumers in different areas and cultures may purchase products for different purposes and reasons. There were argument of many researchers relating to the social behavior because of studying of one culture would not be the same for another culture due to differences in the psychology of consumption and value associations. As a result, the findings relating about value perceptions and behavior in developed Western markets and emerging Asian markets could not be the identical.

Consequently, international marketers and managers will be required to have a better and insight understanding of the markets and consumers in order to be succeeded in luxury business.

1.2 Research problem

Thailand is one of the new comers in luxury markets since there is the rapid growth rate in luxury consumption based on Bain & Company (2013). It could be seen from the large amount exiting luxury stores, for instance, Louis Vuitton, Prada, Chanel, Balenciaga, Burberry, Dior, Dolce & Gabbana, Emporio Armani, and Bvlgari, which are located in the top department stores such as Siam Paragon, The Emporium, Gaysorn Plaza and the latest luxury department store, Central Embassy. Furthermore, as the wealth among new generation of people improves so does the demand for luxury goods increased. As a result, number of consumers who spend more for luxury fashion including watches and jewelries would increases as well. Nevertheless, luxury good consumers are expanding to younger group of consumers, not only middle-aged group anymore.

Apart from that, the factors that driving luxury purchasing intention and behavior among individualistic and collectivist customers are considerably different, as from previous studies which demonstrated that there are cultural differences between Asian cultures and other Western cultures toward luxury purchasing (Park *et al.*, 2008; Shukla and Purani, 2011; Choo *et al.*, 2012; Shukla, 2012). Thus, consumption of luxury goods in Thai society might be differed from other Western countries and more similar to most of Asian countries. Particularly, Thais are likely to be collectivism by purchasing luxury goods because of their face and status, not because of quality or hedonism for themselves. They also tend to rely on well-known, established and accepted brand in which it could offer their social status and build up their self-image among others in the same and higher social class. On the other hand, there might be some of consumers who purchase luxury products as for their own pleasant and quality. Consequently, it is interesting to explore the luxury products consumption in Thai consumers while examine consumer attitudes toward fashion luxury brands purchasing intentions and identify factors that would effect on consumers' purchasing decision among Thai consumers.

1.3 Research objectives

There are several studies explored factors towards luxury consumption on consumers' purchase intention in most of Western cultures and developed Asian cultures (Park *et al.*, 2008; Wiedmann *et al.*, 2009; Choo *et al.*, 2012; Shukla, 2012; Walley *et al.*, 2013). However, there are a few studies examined luxury consumption in Southeast Asian countries such as Thailand, which is continuously growing. In addition, comparison of luxury purchase intention between self-gift and other-gift giving was not yet explored in Southeast Asian countries, only China was explored (Chen and Kim, 2013). Thus, the purpose of this thesis is to identify factors contributing to luxury handbags consumption. Specifically, the aim of this research is to generate contemporary insight and a meaningful understanding into the main key dimensions regarding to the concept of luxury management and demographically aspects, as well as exploring the comparison of purchase intention between self-gift and others-gift giving. While exploring, this study examined the differences of values, motivations and behavior toward luxury brands among consumers in Thailand since consumers are changing in their behavior.

As a result, traditional luxury marketing that focused on only high status consumers would not be sufficient for the new emerging markets. The marketing of luxury goods has become increasingly complex, being associated not only with conveying an image of quality, performance and authenticity, but also with attempting to sell an experience by relating it to the lifestyle constructs of consumers (Atwal and Williams, 2009). Besides, the new approach of marketing strategies are required because there are differences of behavior between European, American and emerging countries such as Thailand. The important of quality and unique experience is the main factor for most of consumers in the past. On the other hand, conspicuous representation of high prestige because of luxury consumption is still vital in emerging counties (Kapferer and Bastien, 2009). Understanding the differing patterns of consumption among the emerging markets is not only important because of their market size and growth, but also because the growth is fuelling the aspirations of an emergent global class with discretionary purchasing power approaching western levels (Shukla, 2012). As a developing country, for example, Korea has luxury consumers who tend to show higher conformity and social recognition as a result of luxury consumption (Park *et al.*,

2008). Many of products are the same in Asian and Western societies, but customers in these different societies may not buy the products for the same reasons. Culture may influence customers' perceived values, motivations, and beliefs and products, including those that are luxury in nature. This can be also interpreted such that East Asians with confusion cultures value group norms more than Westerners do, so they tend to spend on publicly visible luxury goods more often (Wong and Ahuvia, 1998).

Based on the assumption that the customer values are differentiated, identifying and comparing luxury customer values in both emerging and developed countries are fundamental for global luxury marketing (Choo *et al.*, 2012). More specifically, previous studies have shown that customers in collectivist cultures as Asian hold perceptions and attitudes toward luxury brands that differ from those of customers in individualist cultures as Western (Phau and Prendergast, 2000; Wong and Ahuvia, 1998). By which examined the variables of both individual and social-related value that might influence consumers' motivation toward luxury brands. Marketers Hence need to consider the values that consumers feel toward luxury consumption in order to understand more surrounding what luxury implies within the context of Thai consumers. Through understanding more about such cultural which are different among consumers, international marketers of luxury goods will be better applied the knowledge in order to make decisions relating to brand positioning, communications and the improvement of products in order to serve the particular needs. Despite that, the determinants of luxury purchasing would assist marketers in seeking ways to develop further marketing strategies of this significant and growing market in Thailand.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

This aim of this chapter is to provide a comprehension of theoretical background and knowledge of previous research studies relating luxury consumption on purchase intention and gift giving.

There were several researches have been conducted in luxury consumption (Park *et al.*, 2008; Wiedmann *et al.*, 2009; Choo *et al.*, 2012; Shukla, 2012; Walley *et al.*, 2013). However, most of those studies have been confined to Western countries and the developed Asian countries such as Korea and China. Thus, there were only few of academic researches addressing luxury consumption in South East Asia countries. Hence, studying in factors toward luxury consumption would provide a better understanding among Thai consumers.

Attitude towards the behavior had the most influence on purchase intention. The more favorable a respondent's attitude, the more likely she was to purchase. Thus, educating consumers about product attributes may increase their favorable impressions toward purchasing a luxury apparel product, particularly one considered controversial (Summers and Belleau, 2006). Looking in to determinants, there were several aspects that would effect on consumer's motivation in purchasing luxury brands. In particular, it has been shown in some studies that consumer's attitude toward luxury brands can be affected by functional value, social value, and personal (Park *et al.*, 2008; Wiedmann *et al.*, 2009; Choo *et al.*, 2012; Shukla, 2012; Walley *et al.*, 2013). Consequently, this thesis focuses on three main values, which are personal, social and functional value (Shukla, 2012) with their sub values and three demographic variables (age, income, and purchase frequency). This thesis also demonstrate on three demographic variables combine with another three values to provide more of in depth understanding on consumer's purchase intention.

2.2 Concept of luxury

The concept of luxury has its roots in history. In the great civilizations of the ancient world, luxury goods were always associated with wealth, exclusivity and power, as well as the satisfaction of non-basic necessities (Brun and Castelli, 2013). Certain characteristics that luxury brands share, including consistent delivery of premium quality across product lines, a heritage of craftsmanship, a recognizable style or design, a limited production to ensure exclusivity, a marketing program that combines emotional appeal and product excellence, a global reputation, association with a country of origin that has a strong reputation in a specific industry (for example Italian fashion, Swiss watches), an element of uniqueness to each product, an ability to time design shifts when the category is fashion-intensive and the personality and values of its creator (Nueno and Quelch, 1998). The best design, the best materials, the best merchandising, and the best packaging occur in the luxury industry. Luxury is identified in terms of its psychological value, its function as a status symbol and as a highly involved consumption experience that is strongly congruent to a person's self-concept. For a product perspective, luxury brands are frequently defined in terms of their excellent quality, high transaction value, distinctiveness, exclusivity and craftsmanship (Fionda and Moore, 2009).

Luxury also has traditionally been associated with exclusivity, status and quality (Atwal and Williams, 2009). Luxury brands 'evoke exclusivity, have a well-known brand identity, enjoy high brand awareness and perceived quality, and retain sales levels and customer loyalty'. Luxury means different things to different people and consumers are motivated to buy luxury goods for different reasons (Phau and Prendergast, 2000). On the business side, manufacturers now have the capacity to produce more goods than consumers demand. At the same time, the consumer is in a heightened state of emotionalism, driving them to purchase goods and services that meet not only their physical needs but also their emotional needs. Luxury goods enable consumers to satisfy their material as well as socio-psychological needs to a greater degree than regular goods (Vigneron and Johnson, 2004; Wiedmann *et al.*, 2009). In luxury consumption there are customer experiences and lifestyles, which provide sensory, emotional, cognitive and relational values to the consumer involved as well as customers are not rational decision-makers, but are rather driven by rationality and

emotion (Atwal and William, 2009). There are many empirical consumer research found that the primary value of luxury brands is psychological, and that their consumption is dependent on a distinctive mix of social and individual cues. In contrast, the mix of social and individual cues was found to be of lesser importance for non-luxury brands (Christodoulides *et al.*, 2009). More specifically, Luxury brands are based predominantly on symbolic values, making them prone to cultural influence. Thus, external variables of controversy, price, and prestige may also exert influence on consumer behavior or intention (Summers and Belleau, 2006). In particular, brand image and quality were the most significant factors in affecting luxury consumption (Husic and Cicic, 2009).

People's cultural values guide what is considered important to them and can often shape their perceptions of luxury (Wiedmann *et al.*, 2007; Monkhouse *et al.*, 2012). For example, the value perceived from the aesthetic beauty of fashion products could be utilitarian rather hedonic because the aesthetics of fashion goods is such a primary factor. Some may even argue that the aesthetic value for fashion brands is a symbolic value, as aesthetic value can reflect the sophisticated taste of the owner (Choo *et al.*, 2012).

Individuals are especially concerned about the impression they make on others. They are more concerned about physical appearance and fashion, and are more likely to use different strategies to gain approval from others. By using status goods as symbols, individuals communicate meaning about themselves to their reference groups (Husic and Cicic, 2009). Consumers buy luxury brands primarily for symbolic reasons to reflect their individual or social goals (Wilcox *et al.*, 2009; Bain and Forsythe, 2012). Consumption of luxury brands is largely determined by social-function attitudes (i.e. self-expression attitude and self-presentation attitude) as consumers express their individuality (e.g., need for uniqueness) and exhibits their social standing (e.g., self-monitoring) through luxury brands (Wilcox *et al.*, 2009). Individualists purchase luxury goods for self-directed benefits: affective (e.g. hedonic pleasure), symbolic (e.g. self-expression), and utilitarian (e.g. taste for quality) (Wong and Ahuvia, 1998; Tsai, 2005). Luxury goods consumption supports collectivists' search for social representation and prestige. Specifically, Vigneron and Johnson (2004) identified between non-personal and personal-oriented perceptions toward luxury consumption in which non-personal-

oriented perceptions refer to perceived conspicuousness, uniqueness and quality. Moreover, Godey *et al.*, (2013) suggested that young people's perceptions of luxury are consistent with both the theories of ostentatious consumption behavior ("hetero-referring luxury") and with hedonistic consumption theories ("self-referring luxury"). Among the different definitions of luxury there are concepts explaining luxury as self-referred ("desire", "dream", and "emotional") and others that are much more hetero-referred ("expensive", "exclusiveness", "price", "quality", and "extravagant").

Hansen and Wanke (2011) point out that in many instances luxury is seen as something out of the ordinary and a special treat, which means that these goods or services are often bought infrequently which makes them psychologically distant relative to ordinary goods. Luxury brands are also more likely to be purchased by consumers who have aspirations that are "extrinsically dominant" (Truong *et al.*, 2008). Another important characteristic of luxury products is their "authenticity" which makes them distinctive from counterfeit goods (Turunen and Laaksonen, 2011). Additionally, wealthiest group is the heaviest consumer of luxury goods. These consumers are used to having prestige products in every aspect of their lives, and they can afford it. On the other side, there are less wealthy consumers who treat themselves with a few luxury products a year, in order to either enjoy them or to be accepted by the rich (Husic and Cicic, 2009).

This is particularly evident in East Asia where such traditional values often play a significant role in society at large in which conspicuous consumption in collectivist cultures is mainly for conformity to and acceptance by the community, not self-indulgence or self-expression (Phau and Prendergast, 2000; Gao *et al.*, 2009). Likewise, Social class still has a role to play in explaining conspicuous consumption as not only do the upper classes use their wealth as an indicator of their superior social status but now the middle classes use it to emulate the social class or classes above them (Mason, 1998; Atwal and Williams, 2009). The Asian style of luxury consumption is based on four aspects of Confucian culture, including interdependent self-concept, the balance between individual and group needs, hierarchy and the legitimacy of group affiliations (Wong and Ahuvia, 1998). The immense popularity of luxury goods among Asian consumers derives partially from considerations of "face", the importance of the regard of others (Bao *et al.*, 2003; Li and Su, 2007). Thus, Asian consumers purchase

luxury goods for status display because their culture emphasizes hierarchy and status (Doctoroff, 2005).

Consequently, an initial review of Table 2.1 suggests that the findings of the various studies listed have little in common with each other.



Table 2.1 The previous studies of luxury consumption factors

Value type	Park <i>et al.</i> (2008)	Wiedmann <i>et al.</i> (2009)	Shukla (2012)	Monkhouse <i>et al.</i> (2012)	Choo <i>et al.</i> (2012)	Walley <i>et al.</i> (2013)
Personal value	Customer ethnocentrism Materialism Demographics	Hedonic value Self-identity value Materialistic value	Hedonism value Materialism value	Hedonism	Aesthetics Pleasure Experience	Involvement
Social value	Conformity Social recognition Vanity	Conspicuous value Prestige value	Conspicuous value Status value	Conspicuousness Extended self Face saving Group orientation	Self-expressive Social	Status Gifting
Functional value	The need for uniqueness	Usability value Quality value Uniqueness value	Uniqueness value Price-quality perceptions	Quality Exclusive	Excellence Functional	Affect Characteristics

2.3 Gift giving

Gift giving is a universal behavior that still awaits satisfactory interpretation by social scientists and is a widespread social behavior, a process of social integration, the lubricant in social communication (Sherry, 1983). The giving of a present or gift by one party to another differs from other exchanges. The gifting process is important for example in social integration, where it has four functions: communication, social exchange, economic exchange and socialization (Belk, 1979). Personal values influence gift-giving behavior across cultures. Gift giving is a highly ego-involving activity and that values influence behaviors such as gift giving, because one's values are reflected in important behaviors, particularly behaviors reflective of one's self. Gifts are also given and selected in order to fulfill certain values individuals have (Beatty *et al.*, 1991).

Gift giving occurs in all societies and is a social exchange process involving a giver and a receiver. There are differing views regarding whether the focus of the gift giver is on the self, the recipient, or both (Sherry, 1983; Weisfeld-Spolter *et al.*, 2015). The gifts are divided into two kinds from the perspective of sources of presents: the gifts given to them (self-gift-giving behavior) and the gifts given to others (Liu *et al.*, 2010).

Self-gifting is a performative process because these actions relate to an individual's inner thoughts and comments which act as both predictors and outcomes for particular or potential purchase decisions (Clarke and Mortimer, 2013). Self-gifts was defined as "personally symbolic self-communication through special indulgences that tend to be premeditated and highly context-bound" (Mick and DeMos, 1990). The first is linked to circumstances in a consumer's life, such as personal accomplishments, disappointments or depression, and holidays. Second, self-gifting occurs as a form of stress relief after an enduring or unpleasant event. Third, self-gifting may be initiated from having extra money for indulging (Mick and DeMos, 1990). Self-gifts are a means to communicate with one's self and, in particular, to influence one's self-definition and self-esteem (Weisfeld-Spolter *et al.*, 2015). Consumer self-gifting with luxury fashion has attracted limited attention, although it has been shown that self-gifting, together with self-directed pleasure and self-identity are related to the intention to purchase luxury fashion brands (Kim *et al.*, 2011). Self-gifting is self-oriented in which the motivations emerged explaining participants' internal motivations: utility and such experiential

benefits as remuneration, consolation, allowance, self-regard, indulgence, nostalgia, and celebration (Kauppinen-Raisanen *et al.*, 2014).

Although consumers prefer to purchase gifts for others, one aspect characterizing current consumers' purchasing behavior is the increasing engagement in gifting oneself (Turtle, 2012).

2.4 Personal value

Personal value perception towards luxury goods among most of consumers is one of the dimensions, which is considered in consumer behavior in order to satisfy self-interest. It is observed that personal motive oriented consumers are concerned with being able to identify their internal self with the product, gain an enjoyable experience from the product and match their individual tastes to the product's image (Wong and Ahuvia, 1998). Experiential value consists of individual thoughts and feelings toward the luxury brand because it is often perceived subjectively as something that is rare, precious as hedonic motivation (Berthon *et al.*, 2009). As from an empirical study by Din and Sahn (2013), studies on Egyptian consumers demonstrated that personal values play a major role in influencing behavior while demographics play a less influential role which implies that Egyptian consumers express their values through their consumption patterns. Thus, this thesis focuses on two sub-factors of personal value perceptions, namely hedonism and materialism.

2.4.1 Hedonism

Consumers associated in luxury purchasing and consumption could be said as emotional value toward the product. Consumers consider luxury products because of a pleasure, a self-referencing pleasure, and a personal pleasure. Hedonic perceived as emotional value in which hedonist consumers are more interested in their own thoughts and feelings, and thus will place less emphasis on price as an indicator of prestige (Husic and Cicic, 2009). This could be supported by Dubois and Duquesne (1993)'s previous study that luxury goods are acquired for what they symbolize, which is argued to be consistent with personal-oriented perceptions, the hedonic consumption and extended self-personality models. In particular in self-presentation attitudes, consumers choose

luxury brands because they provide hedonic rewards and sensory fulfillment (Bian and Forsythe, 2012).

These consumers purchase luxury goods exclusively for themselves, for personal needs or desires, and not for “another person”, for self-confidence, self-fulfillment, and self-esteem (Amatulli and Guido, 2011) also described that consumers would want to purchase goods that make them feel good about themselves. Study of Wiedmann *et al.* (2009) also identified emotional value as hedonic value which referring to sensory pleasure, aesthetic beauty, or the excitement that luxury goods and experiences provide to a consumer, these factors measure in a very differentiated way the emotional value of luxury.

Additionally, the feeling of owning luxury products offers higher in hedonic value in consumers' emotional states. Tsai (2005) argues that through the consumption of luxury products, consumers perceive themselves as being in a higher and powerful status and placement in the society, which gives rise to emotional feelings of pleasure and excitement. These consumers seek to gain self-directed pleasure from consumption by focusing on the achievement of hedonistic gratification and self-awareness rather than pleasing others' expectations. Consumers emphasized and perceived the hedonic value aspects of self-directed pleasure and life enrichment to be most important for their perception of luxury value. In their opinion, luxury brands are sources of pleasure; such consumption enhances their quality of life (Wiedmann *et al.*, 2009). For instance, many consumers, owning a luxury smart phone or handbag can act as a source of confidence, especially when attending social ceremonies or meetings as their confidence level is said to be ‘boosted to top notch’ through the possession of luxuries (Wiedmann *et al.*, 2007). More specifically, the value of the luxury product is able to form prestigious images and identities for the consumers, and at the same time, they will not be considered as ‘cheap’. As a result the feelings of owning such luxuries give rise to hedonism in consumer emotional states. Consequently, such pleasurable and gratifying feelings offered by luxury products create a rewarding and emotionally fulfilling experience for consumers (Lim *et al.*, 2012). In addition, idealists, active purchasers of luxury fashion brands, but are the least conscious of well-known brands and tend to engage in individually oriented activities, may purchase luxury goods for self-satisfaction, not for showing or raising social status which is reflecting an individualist orientation (Gao *et al.*, 2009).

Furthermore, when the emphasis is on an individual's well-being, they are more likely to consume products for the personal pleasure that a product gives them. In contrast, a collectivist places emphasis on the well-being of the group (Teimourpour and Hanzae, 2011). There is divergence of cultural values between individualism and collectivism culture in which more individualist as such Australians may seek luxury to enhance their individual identity rather than to impress others (Christodoulides *et al.*, 2009), while collectivism may seek less to fulfill their own pleasure. Hence,

H1a: Hedonism has significantly impact on customer purchase intention toward luxury brands.

Despite that, an individual's gift-giving behavior seems also to be influenced by his/her personal value system and value orientation (Qian *et al.*, 2007) in which if consumers have hedonism value, then their gift-giving will be influenced by that value. Since without considering the consequences of actions, hedonistic shoppers will continue to "buy" brands, expensive products, novel experiences and embrace the ideology of ceaseless

Chen and Kim (2013)'s empirical study suggested that hedonism influences consumer's intention to purchase luxury fashion brands for self-use or self-gift in which people who are more strongly motivated by hedonic value are more likely to purchase luxury fashion product as a gift for themselves. Hedonic gift described as enjoyable excitement seems of strong interest to someone who looks forward to sales and enjoys shopping (Clark and Mortimer, 2013)

Interestingly, hedonism did not have a significant impact on intention to purchase luxury products for other-gift giving since purchasing luxury products for other-gift giving will not satisfy hedonic consumers' desire for self-pleasure. The reason is consumers will feel "excited," "proud," or "satisfied" with the product they purchase as self-gift is motivated by hedonism value (Mick and DeMoss, 1990). Furthermore, in the self-gifting context the hedonistic means were apparent, the core act of self-gift shopping was perceived as such a positive experience – a luxurious one – that it overrode the brand importance. It appeared that the gifting experience of the

luxury fashion brand gained importance after purchase (Kauppinen-Raisanen *et al.*, 2013). Hence,

H1b: Consumers with high levels of hedonism will be more likely to have stronger intention to purchase luxury fashion products for self-gift than other-gift giving.

2.4.2 Materialism

This factor represents a consumer's general materialistic orientation and the desire to use possessions as a status signal (Wiedmann *et al.* 2009). Materialism is broadly defined as placing a value on possessions (Richins and Dawson 1992) or the belief that possessions will bring happiness or the expression of the extended self (Belk, 1988). Materialism was also found to be associated with sense of insecurity and hence materialistic people excessively used their possessions as a tool of happiness (Sangkhawasi and Fohri, 2007). Additionally, Materialism is an important consumption value because material possessions are often used by young people as an expression of the extended self (Belk, 1988). Materialistic orientation is a powerful force in developing more positive attitudes towards luxury brands among teenagers. Also, even though the desire for wealth and material ownership is positively associated with social incentives to consume (i.e., social consumption motivation), teenagers with clear self-beliefs have a stronger tendency to resist social motivations to consume; the clearer they are about themselves, the less they attend to external sources and stimuli. (Ko and Megehee, 2012; Gil *et al.*, 2012).

Materialistic consumers may regard luxury brands as a means to reach happiness, and may use these brands to evaluate personal or others' success (Vigneron and Johnson, 2004). Interestingly, materialism was found to promote purchasing intention toward global luxury brands (Park *et al.*, 2008) in which explained a significant portion of consumer involvement with clothing. Materialistic individuals rely on external cues, Hence they value items that are consumed publicly and possess public meaning such as fashion clothing in order to convey status, success and prestige. Not only is it a meaningful and visible display of self, it is also of great hedonic value. If owning goods generates self-identity, then wearing those goods achieves the

end in a powerful way (O’Cass and McEwen, 2004). More materialistic individuals tend to be acquisitive, to have positive attitude to acquisition, and to place high value on ownership (Browne and Kaldenberg, 1997).

However, there are another perspective toward materialism in which materialism can be related to social value in some point of views as well. Prestige might be seen as a sign of materialism, one might conclude that materialism would also be positively related to social consumption motivation (Clark, 2006). As from previous earlier studies, which determined that, materialism is important in both public and personal contexts, because an individual will be able to identify himself with a particular status group and increase personal development of his own self-esteem as well (Prendergast and Wong 2003; Heaney *et al.*, 2005). Materialism has an influence on consumer behavior (O’Cass, 2002). Furthermore, there is a direct link between materialism and perceived status (Sangkawasi and Fohri, 2007). In term of psychological, prestige-sensitive consumers feel protected and safe when wearing well-known and recognized brands. This is what gives them confidence, or perhaps they just want to enjoy it (Husic and Cicic, 2009). More importantly, highly materialistic people are more likely to value expensive and publicly displayed possession items, which signal success and social status (Richins , 1994). Also, Materialism values moderate the relationship between self-monitoring and / or susceptibility to interpersonal influence on status consumption: for high-materialism consumers, susceptibility to interpersonal influence alone has an indirect effect on status consumption by way of fashion consciousness; for low-materialism consumers, self-monitoring is an additional antecedent of status consumption (Lertwannawit and Mandhachitara, 2011)

Besides, Materialism are growing in the eastern emerging markets, but slowing down in the developed markets. Nevertheless, materialistic consumers in emerging markets may attach a higher premium to luxury goods because they may help them attain a greater social status than their developed market counterparts (Sharma, 2010). Hence,

H2a: Materialism has significantly impact on customer purchase intention toward luxury brands.
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In particular, consumers who purchase luxury goods from their materialism value will have intention to purchase for their self-gift, not to others. Materialism spend money to purchase luxury in order to feel good, wish, and cheer themselves up, it is more like personal pressure. Then materialism is related with self-gift, not other-gift giving (McKeage *et al.*, 1993). Interestingly, Self-gifting with luxury fashion brands was also motivated by indulgence or pampering in which consumers feel that more expensive accessories and such things, will make they feel better and they need it to feel better (Kauppinen-Raisanen *et al.*, 2014). Moreover, Giving self-gifts was high among high materialists in every context McKeage *et al.* (1993). Hence,

H2b: Consumers with high levels of materialism will be more likely to have stronger intention to purchase luxury fashion products for self-gift than other-gift giving.

2.5 Social value

Majority of luxury consumers come from several dimensions of social classes and incomes. Social value represents the perceived utility of an alternative resulting from its image and symbolism in association, or disassociation, with demographic, socio-economic and cultural-ethnic reference groups (Sheth *et al.*, 1991). Interestingly, individuals who exhibit individual identifies more with some people than others, thus seeing himself as being more similar to some individuals than others, many consumption decisions are intended, consciously or subconsciously, to signal one's place in social consumption motivation believe that it is important to know what others think about different brands and products and also what kinds of people consume certain brands and products in order to blend in better within their own society (Prendergast and Wong, 2003). Some individuals consume a luxury brand for the symbolic meaning it communicates to the world about the owner's wealth and value. Thus, individuals who are concerned about the impression they make on others use prestige consumption (Truong *et al.*, 2008). By using status goods as symbols, individuals communicate meaning about themselves to their reference groups. This is not determinant only for the highest social status, but for the total hierarchy scale (Husic and Cicic, 2009).

Furthermore, social value also refers to people's desire to possess luxury fashion brands that may serve as symbolic markers of group membership (Vigneron and Johnson, 2004; Kim *et al.*, 2011). Social consumption motivation is related to the wish to make an impression on others, mainly by showing that one can afford high priced and prestigious products (Prendergast and Wong, 2003). The emphasis of a luxury brand's symbolic value, which indicates conspicuousness, expensiveness, and wealth (Berthon *et al.*, 2009). Consumers attach less importance to price as an indicator of prestige, but will place greater emphasis on the effect they make on others while consuming prestige brands (Husic and Cicic, 2009). Luxury is something that many individuals cannot easily afford; however, some consumers continue to make purchases of luxury products, regardless of their financial ability, because luxury products may provide a sense of power or control over others or because the possession of brands may be identified by their peers (Kapferer 1998; Prendergast and Wong, 2003). In addition, it could be supported by the bandwagon effect, which suggested by Vigneron and Johnson (1999) occurs when consumers purchase goods to symbolize group membership rather considering to price and other attributes. This tendency may be driven by the need to be associated with, and to be identified as being, fashionable stylish. Consumers jump on the bandwagon so they won't be left behind (Ko and Megehee, 2012). The relationship between interdependent self-concept and bandwagon consumption is mediated by the level of a consumer's status-seeking predispositions (Kastanakis and Balabanis, 2012) Consumers view the purchase and consumption of luxury products as a form of power enhancement and status achievement (Lim *et al.*, 2012). Hence, this study defined social value as conspicuous and status value

2.5.1 Conspicuous value

The consumption of luxury brands may be important to individuals in search of social representation and position (Vigneron and Johnson, 2004). This means that social status associated with a brand is an important factor in conspicuous consumption. Consumers use conspicuous consumption as way to signal success, prestige and social status which means that consumers use material possessions to display personal achievement (Netemeyer *et al.*, 1995). There is an effect on purchasing intentions toward foreign luxury fashion brands. Since luxury fashion goods are

appearance-related conspicuous products, vanity should be influencing their consumption (Park *et al.*, 2008)

Interestingly, Empirical study demonstrated about Veblen effect as it involves conspicuous consumption to signal or enhance status through an ostentatious display of goods with perceived prestige value (Vigneron and Johnson, 1999). Veblenian consumers attach greater importance to price as an indicator of prestige, because their primary objective is to impress others. Individuals who concerned about the impression they make on others would likely to consume prestige of luxury goods which using status goods as symbols, individual communicate meaning about themselves to their reference groups Husic and Cacic (2009). Despite that, “Prestige” and “visibility” are essential in defining luxury products consumption, represent two main reasons for luxury products acquisition and now can be considered drivers for satisfaction Ciornea (2013). Consumers become more value conscious, they evaluate the best-known brands more favorably. Consumers with high susceptibility to normative influences exhibit more positive brand attitudes, suggesting that social influence is an important driver for luxury consumption (Zhan and He, 2012).

Social function attitudes (self-expression and self-presentation attitude) may impact purchase intentions either directly or indirectly through affective attitude (Bain and Forsythe, 2012). Besides, Consumers with a salient self-expression attitude tend to buy real luxury brands over fake ones because consumers who hold high self-expression attitudes tend to maximize the consistency between the products they consume and their intrinsic beliefs and values (Wilcox *et al.*, 2009; Bain and Forsythe, 2012). An individual’s belief that others would recognize one’s showy luxury brands might play a crucial role in one’s purchasing luxury brands as a symbol of prosperity and social status (Park *et al.*, 2008).

Measuring the quality of luxury brands and products as a symbol of membership to relevant others, it is related to the wish to impress and meet the expectations and style of the consumer’s reference group (Wiedmann *et al.*, 2009). Many younger consumers might search for products that they consider to be prestigious, through association with a specific designer, brand name, or an emerging trend; in many ways, these products fulfill some type of social requirement (Heaney *et al.*, 2005). Luxury brands may be important to individuals in search of social status and

representation, which means, in particular, that the societal ranking associated with a brand, plays an important role in conspicuous consumption (Teimourpour and Hanzae, 2011). In addition, consumers who purchase luxury brands show more positive emotions than those who have never purchased luxury brands (Kim *et al.*, 2011).

Empirical study stated that conspicuous consumption for example of Egyptian consumers, they seek to purchase luxury brands to demonstrate economic status in the most conspicuous manner and to signal or enhance status through an ostentatious display of goods with perceived prestige value as indicated by the role of social recognition (Din and Sahn, 2013). Hence, they gain value through recognition of significant others, self-expression, social group conformity, status and prestige which can be demonstrated that consumers are also motivated by economic reasons that include prestige exclusivity, and ostentatious display of wealth (conspicuous consumption). Despite that, Achievers who have strong awareness of well-known brands and conspicuously use products bearing such brands to display their affluence, achievement, and status, along with emphasize the goods' prestige value rather than functional features (Gao *et al.*, 2009)

Additionally, collectivist consumers are likely to engage in more self-monitoring and display a stronger self-presentation attitude to portray their individuality and/or their social standing (Bain and Forsythe, 2012). Hence, Luxury purchase behavior of consumers is subjected to the pressures of social norms and social influence, and is positively related to luxury brand purchase intention (Hung *et al.*, 2011). The influence of national culture is manifested in the collectivist orientation which drives consumers towards the acquisition of publicly visible luxuries to conform to social roles and fir it with their significant others (Din and Sahn, 2013). As an example of Chinese consumers, which they express a concept of luxury predominantly linked to “prestige” and “extravagance” (Godey *et al.*, 2013). Hence,

H3a: Conspicuous has significantly impact on customer purchase intention toward luxury brands.
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Specifically, a gift can be considered as part of the giver's extended self. As such, impressions created by the gift might affect the receiver's impression of the giver.

Since people with higher levels of public self-consciousness tend to attend to their positive public impressions (Segev *et al.*, 2013). Self-identity may be confirmed by presenting it to others in the objectified form of a gift, or by conspicuous presentation of gifts (Shery, 1983).

Additionally, gift giving also carries the identity, and social status, thus, in order to save face, people will take the initiative to participate in gift exchange, and they would consider of packaging, brand, price and other factors in the process of gift-selecting and gift-buying, in order to make the gift image match with the image of gift-giver and gift-receiver (Liu *et al.*, 2010). Empirical studies suggested that consumers will pay much attention on that self-concept matching brand image. The brand will be selected when consumers believe the brand image consists with consumer self-concept (Aaker, 1999; Liu *et al.*, 2010). Motivation for gift giving is the self-satisfaction of the gift giver who gains face saving by offering a generous gift and saving the recipient's face (Chen and Kim, 2013).

However, self-gifting with luxury as social communication is extrinsic in nature, since it aims at social communication means that consumers buy luxury brands for themselves for socially orientated reasons and motives, for a distinct outcome or their visibility (Park *et al.*, 1986; Mick and DeMoss, 1990a, b; Ryan and Deci, 2000; Kauppinen-Raisanen *et al.*, 2014) Hence, gifting oneself with luxury appeared to be explained by a desired impression one wants to give others: "you really, really need to dress to impress somebody" (Kauppinen-Raisanen *et al.*, 2014). Despite that, As example of Chinese culture value in which similar with Thai culture value has a huge impact on social, thus gift-giver or consumer who purchase luxury good for gift giving relatively cares about their public image for both themselves and others (Liu *et al.*, 2010). Hence,

H3b: Consumers with high levels of conspicuous will be more likely to have stronger intention to purchase luxury fashion products for both other-gift giving and self-gift.

2.5.2 Status value

Luxury products may have a specific prestige (or status) which tends to transfer to consumers (Dubois *et al.*, 2001) helping them to obtain representation and social position (Vigneron and Johnson, 1999). In particular, consumers tend to purchase luxury goods because of seeking a higher status since luxury brands may be purchased for status-laden reasons (O’Cass and McEwen, 2004). Status value is associated with consumers’ desire to gain prestige from the acquisition of status-laden products (Shukla, 2012). The motivation by a desire to impress others, with the ability to pay particularly high prices resulted in the consumption with the ostentatious display of wealth (Dubois and Duquesne, 1993). As a result, not only wealthy group of consumers purchase luxury for the social status, but also less wealthy group also treat themselves with luxury in order to be accepted and gained approval by the high social group. Socially oriented consumers are motivated to possess luxury brands in order to display their status and success to their targeted social groups (Tsai, 2005).

In recent years, as the level of consumer affluence has grown, so has the consumption of luxury and status goods. While luxury consumption varies with the health of the economy, the increased availability of credit and overall rising incomes contribute to the use of status items to enhance social standing (Hader, 2008). In case of luxury, the perception of high symbolic values (as prestige) may lead to the development of a positive relationship among consumers and brands (Choo *et al.*, 2012). Luxury consumers, especially those from the lower classes, use luxury products because of the special feeling it gives them, and the perceived power they then feel they have in society (Husic and Cicic, 2009).

Additionally, fashion is an example of a product category that employed to express status and personal meaning (O’Cass and Frost, 2002; Solomon and Rabolt, 2009). Interestingly, there is a study that most of Asians tend to have more emphasis on the way individuals are concerned to people around them as they often feel the need to fit in to social circle, attending to others (Roll, 2006). Consumers from collectivist cultures are likely to place more emphasis on publicly visible possessions than consumers from individualistic societies (Wong and Ahuvia, 1998). Consumers in eastern emerging markets are significantly driven by ostentation when consuming luxury products including consumers belonging to western developed markets have a

much higher focus on their actual self-concept (Shukla, 2010). More collectivist such as Taiwanese consumers, may pursue luxury not to stand out from the rest of society and stress their individuality, but as a way to conform and be accepted by fellow society members (Christodoulides *et al.*, 2009). Furthermore, Experiencers, young who's their clothing expenditures, fashion involvement, and awareness of well-known brands are all high, would use luxury brands to signal group membership. They would work to imitate the lifestyles of those within their social class and in social classes to which they aspire by consuming similar luxury brands (Gao *et al.*, 2009).

As a consequence, the desire to gain status or social prestige from the acquisition and consumption of luxury goods is one of the crucial motivating forces that influence consumer behavior. Hence, an individual's belief that others would recognize his/ her luxury brands might play a vital role in the decision to purchase luxury brands (Din and Sahn, 2013). Hence,

H4a: Status has significantly impact on customer purchase intention toward luxury brands.

Gift-giving motives among consumers is to define one's place in the social hierarchy (Segev *et al.*, 2013). Consumer's gift giving is motivated by the wish to avoid social rejection and by a search for social recognition as well as a search for social power and status and by the wish to enhance the self in the eyes of others. Additionally, the giving of gifts can be used to shape and reflect social integration, for instance, membership in a group or social distance (Sherry, 1983).

The intention of gift-giver's purchasing will be impact by traditional cultural values, for example, Chinese traditional cultural values influenced the relationship between gift purchasing intention based on gift-giver's image and gift-giver's social self-image (Liu *et al.*, 2010). Thus, luxury purchase intention for gift giving will be differ according to his/her value. Walley *et al.* (2013) demonstrated that consumers are more likely to purchase a good of a higher status when buying something for other people" and "non-luxury brands are better value for money. Hence, it could be interpreted such that people with high status level will likely to purchase luxury goods

for others as gift than to themselves as they would like to show their image and status to the society.

On the other hand, the purchase of the luxury fashion garment offered a new way of seeing oneself as such about how the luxury brand makes one feel in a social context. For example, “people are more likely to take you seriously and treat you better.” Or “Appearance is very important to be in favor of other people” (Kauppinen-Raisanen *et al.*, 2013). Hence,

H4b: Consumers with high levels of status will be more likely to have strong intention to purchase luxury fashion products for both other-gift giving and self-gift.

2.6 Functional value

Functional value can be perceived as utilitarian and physical purposes. From the previous studies (Christodoulides *et al.*, 2009; Choo *et al.*, 20012; Wiedmann *et al.*, 2009; Amatulli and Guido, 2011; Shukla, 2012) suggest that consumers tend to purchase luxury products because of its function and quality reason. The functional value in luxury consumption could be discussed not only design, but also the durability of the product as well. Utilitarian/functional value is concerned with the extent to which a product (good or service) has the desired characteristics, is useful, or performs a desired function (Tynan *et al.*, 2010). Functional value focuses on rational and tangible purpose, while hedonism focuses on satisfaction and intangible purpose (Netemeyer *et al.* 1995) suggest that perceived quality, perceived value cost and brand uniqueness may be the direct antecedents of a consumer's willingness to pay a premium price for a brand, a consumer's willingness to pay a premium price may be a direct antecedent of brand purchasing behavior (Li *et al.*, 2011). It is characterized by consumer experience such as functional value. Functional value manifests the actual goods and service quality as perceived by the consumer (Berthon *et al.*, 2009).

Consumers expect a luxury product to be usable, of good quality and unique enough to satisfy customers' need (Wiedmann *et al.*, 2009). Hence this study identified

two attributes of functional value perceptions, which are quality and uniqueness value.

2.6.1 Quality value

Quality was an important indicator to consumers (Vigneron and Johnson, 2004; Christodoulides *et al.*, 2009). Interestingly, luxury goods influence consumers by the differences on the basis of their superior characteristics, excellent product quality, craftsmanship and performance as compared to non-luxury goods (Vigneron and Johnson, 2004). Consumers' tendencies of purchasing luxurious products are also owing to the fact that branded goods are made out of high-quality material in which will promise long-lasting usage of the product and at the same time sustain its reliability from the consumers' views on the brand itself (Ko *et al.*, 2010). Specifically, quality is one of among attributes, which is commonly associated with luxury goods (Amatulli and Guido, 2011). Along with empirical result which stated that quality is seen as an important reason for luxury consumption, also plays a significant role in customer satisfaction (Ciornea, 2013). Despite that, brand image and quality of luxury product influence significantly with luxury consumption (Husic and Cicic, 2009).

Consumers who concern on quality of goods more likely have the perfectionism effect which is perceived quality value. Perfectionist consumers rely on their own perception of the product's quality, and may use price as further evidence of quality (Vigneron and Johnson, 1999). Also, consumers perceive craftsmanship as a fundamental quality of luxury goods by using brand as a quality indicator. Consumers are extremely concerned about the quality of the product they are purchasing, its durability too. As a post-socialist country, consumers perceive image only through good quality and they are very loyal to the idea that every well-known brand has to be of good quality (Husic and Cicic, 2008).

This also represents the assumption of the superior quality and performance of luxury products. Consumers perceive the image of luxury goods as good quality in which price and quality go hand in hand as luxury brands have inherent characteristics of high price and excellent quality (Beverland, 2006). Consumers associate luxury products with superior brand quality and reassurance and in turn perceive more value from it (Shukla, 2012). It has been argued that individual quality standards are evaluated

as more important than the drive for prestige (Wiedmann *et al.*, 2009). For the consumers in this category, quality can be important because it signals what an object does and how well this object can perform (Sweeney and Soutar, 2001; Berthon *et al.*, 2009). Hence,

H5a: Quality has significantly impact on customer purchase intention toward luxury brands.

Interestingly, Gift giving people who are motivated by quality value will consider only with the products attributes, not with their self-pleasure or self-image unlike other values. Then, they would give a gift that would be useful for others.

Functional gifts are given in order to provide the receiver with practical assistance, and thus the motivation is primarily utilitarian. A practical gift-giving motivation is reflected in the giver's perception that especially useful gifts that receivers need are the best kind to buy (Wolfenbarger and Yale, 1993). Furthermore, quality of gift is used to create, maintain, modulate, or sever relationship with individuals or alliances (Sherry, 1983)

Additionally, gifting oneself with fashion luxury brands was the perceived utility value and functional benefit, for example, consumers mentioned that luxury brand could in time become a functional product and it will last long (Kauppinen-Raisanen *et al.*, 2014). Hence,

H5b: Consumers with high levels of quality value will be more likely to have strong intention to purchase luxury fashion products for both self-gift and other-gift giving.

2.6.2 Uniqueness

Interestingly, Consumers also wish to have a unique luxury good such as a special custom-made handbag. Uniqueness is a personality trait manifested in the acquisition and display of distinctive products (Tian *et al.*, 2001). It can be defined as: “The trait of pursuing differentness relative to others through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one’s

self image and social image” (Tian *et al.*, 2001). Uniqueness is one of five values, the snob effect, and perceived unique value. Snob consumers perceive price as an indicator of exclusivity, and avoid using popular brands to experiment with inner-directed consumption (Vigneron and Johnson, 1999).

This uniqueness aspect is dominant in the luxury goods market, and especially in the fashion industry (Shukla, 2012). The aspect that luxury has a certain differentiation quality and that such items are only accessible to a few people, this factor emphasizes the uniqueness and exclusivity of products as supportive of the consumer’s luxury value perception (Wiedmann *et al.*, 2009). Consumers wish to have unique luxury products, they do not like to shop in the same stores as their friends, or people they admire. Desiring of a limited supply luxury good also implied that consumers prefer goods that are not readily available. If consumers take more effort than usual in order to obtain a particular luxury good, people will more likely to perceive it as a unique product. (Husic and Cicic, 2008). In addition, a luxury brand that would be difficult to find because of its uniqueness (such as a limited edition), and which would be expensive compared to normal standards would be even more valuable Vigneron and Johnson (2004).

In particular, Uniqueness is sought to enhance one’s self-image and social image by adhering to one’s personal taste, or breaking the rules, or avoiding similar consumption (Vigneron and Johnson, 2004). In addition, the need for uniqueness on consumers’ purchasing intentions toward global luxury brands was positive since most of young consumers purchase for what they symbolize and want to communicate consumers' intrinsic values (Park *et al.*, 2008). As result, there is 65 percent of consumers purchase luxury goods to “distinguish themselves from others” (Amatulli and Guido, 2011). Consumers use luxury brands to classify themselves or to distinguish themselves from others (Vigneron and Johnson, 2004). Despite that, brand logos can be very memorable and provides a variety of appreciated meanings as it does not only act as a communication tool, it can also act as a symbol which represents luxury brand ideas which is consistent with consumer perceptions (Gobe, 2010).

Furthermore, Luxury brands' distinctive image, along with their scarcity value, can meet consumers' need for uniqueness (Vigneron and Johnson, 2004). Luxury goods have been characterized as products that deliver symbolic value rather than

practical utilitarian value (Choo *et al.*, 2012). Besides, the relationship between the need for uniqueness and brand attitudes depends on consumer knowledge; as consumers learn more about different luxury brands, they evaluate the best-known brands more negatively as uniqueness-seeking becomes a more important goal (Zhan and He, 2012).

In particular, consumers in Western cultures often purchase luxury products to feel unique since not many consumers are able to own luxury products but Asian consumers, on the other hand, purchase luxury product because there are other consumers who own luxury products and they want to be a part of those who are able to afford for luxury products (Lim *et al.*, 2012). Hence,

H6a: Uniqueness has significantly impact on customer purchase intention toward luxury brands.

Self-gifts are unquestionably special and distinct from ordinary personal acquisitions. The most direct support for this insight comes from respondents' comments on the singularity of their self-gifts or the relative infrequency other self-gift process in their lives, for example "things I would not normally buy myself" (Mick and Demoss, 1990a) As luxury fashion brands are perceived as something exclusive and unique – unreachable for most consumers in accordance with the definition of luxury fashion brand (Kauppinen-Raisanen *et al.*, 2014), customer states that the kind of products that are not all over the place, like generally, they are more like unique products so they would rather buy for themselves. Hence,

H6b: Consumers with high levels of uniqueness value will be more likely to have stronger intention to purchase luxury fashion products for self-gift than other-gift giving.

2.7 Demographics (age, income, and prior purchasing experiences)

Based on Park *et al.*, (2008) which focuses on the demographic variables of age, and income which shown the results on the demographics that young Korean

consumers could be the marketing target for global luxury fashion brand marketer. Also, younger consumers were more influenced by fashion; more drawn to famous foreign brands and were less sensitive to higher prices. Specifically, younger consumers were more involved in fashion clothing (O’Cass and McEwan, 2004). However, from empirical study showed that age is not the variable that would effect on purchasing intentions toward global luxury brands since people would purchase more of their purchasing power grow, as they get older (Park *et al.*, 2008). Hence,

H7: The higher the age, the higher the purchasing intentions toward global luxury brands.

Moreover, young consumers are becoming wealthier and more informed as a result of globalization and exposure to global media especially the internet. Hence, they are more influenced by western values and as a result they are more likely to seek foreign luxury brands to emulate desired western lifestyles (Din and Sahn, 2013)

Income is positively related to luxury goods purchases in which income induces people to acquire luxury goods (Dubois and Duquesne, 1993). Thus, another determinant of purchasing luxury brand are income for working people or monthly allowance for students. The women’s expenditure levels and shopping frequency increase as household income rises as well (Majima, 2008). Hence,

H8: The larger the income or allowance, the higher the purchasing intentions toward global luxury brands.

Despite that, past purchasing experiences also show an effect on future purchase intentions on consumers (Atwal & Williams, 2009). Past Purchase Experience Consumers’ past purchase experiences with fashion products are likely to result in repetition of their buying (Bamberg *et al.*, 2003). In particular, consumers who have only genuine luxury fashion brand experience are more likely to pay for luxury fashion brands because they perceive more social/emotional value and utilitarian value (Li *et al.*, 2011). Also, purchasing frequency was the most influential variable on purchasing intentions toward luxury fashion brands. Hence,

H9: The higher the purchasing frequency of global luxury brands,
the higher the purchasing intentions toward global luxury brands



Table 2.2 Summary of luxury consumption factors

Value type	Attributes	Main aspect	Reference
Personal value	Hedonism	A factor where consumers purchase luxury products because of their personal pleasure, rewards and sensory fulfillment as emotional value.	Christodoulides <i>et al.</i> (2009); Wiedmann <i>et al.</i> (2009); Shukla and Purani (2011); Monkhouse <i>et al.</i> (2012); Shukla (2012); Ghosh and Varshney (2013)
	Materialism	A factor where consumers purchase luxury products because of self-extended, their happiness and self-esteem	Park <i>et al.</i> (2008); Wiedmann <i>et al.</i> (2009); Shukla (2012); Din and Sahn (2013)
Social value	Conspicuous	A factor where consumers purchase luxury products to display their wealth, prestige their self-expression to impress others	Christodoulides <i>et al.</i> (2009); Wiedmann <i>et al.</i> (2009); Amatulli and Guido (2011); Monkhouse <i>et al.</i> (2012); Shukla (2012); Ghosh and Varshney (2013)
	Status	A factor where consumers purchase luxury products because they wanted to gain higher social status in the society or be accepted by reference group of people	Park <i>et al.</i> (2008); Choo <i>et al.</i> (2012); Amatulli and Guido (2011); Lim (2012); Shukla (2012); Din and Sahn (2013); Ghosh and Varshney (2013)

Table 2.2 Summary of luxury consumption factors (cont.)

Value type	Attributes	Main aspect	Reference
Functional value	Quality	A factor where consumers purchase luxury products because of its superior quality, craftsmanship and long-lasting usage compared to non-luxury goods	Sheth <i>et al.</i> (1991); Choo <i>et al.</i> (2012); Christodoulides <i>et al.</i> (2009); Wiedmann <i>et al.</i> (2009); Amatulli and Guido (2011); Monkhouse <i>et al.</i> (2012); Shukla (2012); Ciornea (2013);
	Uniqueness	A factor where consumers purchase luxury products because of its exclusive, distinguish features, and only accessible for a few people.	Park <i>et al.</i> (2008); Christodoulides <i>et al.</i> (2009); Husic and Cicic (2009); Wiedmann <i>et al.</i> (2009); Amatulli and Guido (2011), Shukla (2012); Ghosh and Varshney (2013)
Self-gift		An attribute where consumers purchase luxury products as a gift for themselves on order to fulfill their personal accomplishments, or depression, and holidays.	Mick and DeMos (1990a); McKeage <i>et al.</i> (1993); Tsai (2005); Kim <i>et al.</i> (2011); Kauppinen-Raisanen <i>et al.</i> (2014); Weisfeld-Spolter <i>et al.</i> (2015)
Other-gift		An attribute where consumers purchase luxury products as a gift other people.	Sherry (1983); Liu <i>et al.</i> (2010); Turtle, (2012) Chen and Kim (2013); Segev <i>et al.</i> (2013); Walley <i>et al.</i> (2013)

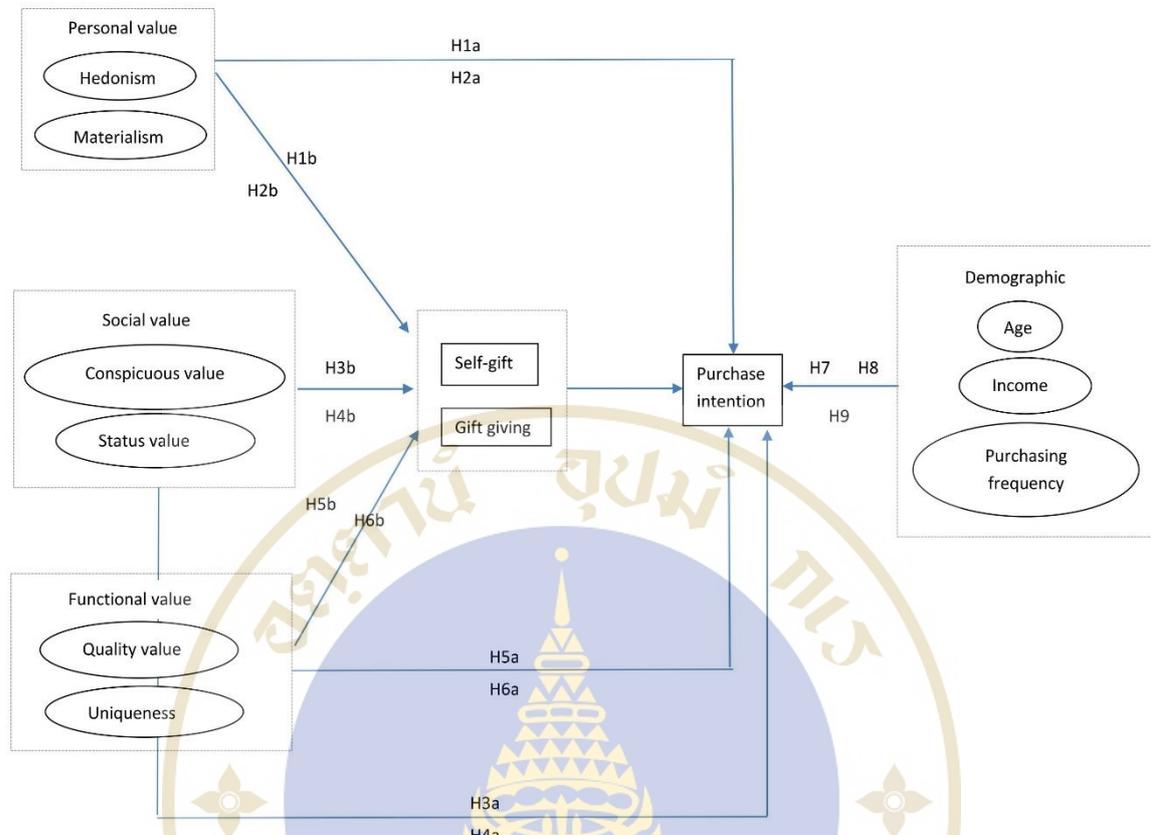


Figure 2.2 Luxury brand consumption on gift giving conceptual framework
 (Adapted from Shukla (2012), Park (2007) and Chen & Kim (2013))

CHAPTER III

RESEARCH METHODOLOGY

3.1 Sample Selection

This study conducted nonprobability sampling in order to distribute a questionnaire (Chen and Kim, 2013). The sample selection methods were used are convenience sampling and snowball sampling. Convenience sampling helps select sample that are most readily available to study and who can provide the information required. Snowball sampling also helps in building a large group of respondents by introducing to friends or people in their related society (Hair *et al.*, 2007). Since this type of selecting method is useful for studying communication patterns, decision making or diffusion of knowledge within a group. Thus, convenience and snowball sampling is appropriated for this study in sample selection.

Target group are males and Females aged more than 25 years old living or working in Bangkok area who have purchased luxury fashion brands. The restriction of aged more than 25 years old was used in order to recruit those who have career and their own income. This thesis targeted to those who live in Bangkok area since Bangkok is the city where most of consumers can have access to luxury brands easily.

3.2 Measurement of variables

A quantitative questionnaire was applied in order to analyze the insight relationship between the consumers' values on luxury market and their purchase intention on self-gift and other-gift giving. Despite that, in order to test hypotheses, quantitative technique is required. Quantitative method is conducted to accept or reject those hypotheses in a logical and consistent manner. The question provides a systematically information from the sample respondents to conducted snowball sampling.

The questionnaire was translated into Thai language and distributed through online survey called which included 3 sections (See appendix questionnaire)

Section 1: Luxury brand shopping behavior

Section 2: Personal variables (hedonism, materialism, conspicuous, status, uniqueness, quality, self-gift giving, gift giving and intention to purchase)

Section 3: Demographic profile (age, income, and purchasing frequency)

3.2.1 Section 1 of the questionnaire: Luxury brand shopping behavior

This section asked for the luxury brand shopping experience and luxury brand shopping behavior of the respondents. This section showed in part A of questionnaire (see appendix A)

3.2.2 Section 2 of the questionnaire: Measurement variables

This specific sections were conducted to identify the measurement variables including nine variables; 1) hedonism, 2) materialism, 3) conspicuous, 4) status, 5) uniqueness, 6) quality, 7) self-gift giving, 8) gif giving, and 9) intention to purchase. The questions were rated on a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

The six items for hedonism were selected from 11 items of measuring hedonic and utilitarian shopping value study of Babin *et al.* (1994) and Kang and Park-Poaps (2010). For example, “When I am in a down mood, I go shopping to make myself feel better”. The six items of materialism were measured and adopted from the scale developed from Richins and Dawson (1992) which composed of 13 items. Examples of items include: “The things I own say a lot about how well I'm doing in life.” The scale for conspicuous was adopted from a study by Netemeyer *et al.* (1995) which consisted of six items. Example of items is “The way I look is extremely important to me”. The status value was measured using six items out of 12 items from study of Bearden *et al.* (1989). For example “When buying luxury products, I generally purchase those brands that I think others will approve of.” The six items relating uniqueness was derived from Tian *et al.* (2001). For example “I collect unusual luxury products as a way of telling people I'm different”. Quality value was measured and retrieved from the scale of Tsai

(2005); Shukla (2012), consisted of 6 items. For example “I place emphasis on the quality assurance over prestige when considering the purchase of a luxury brand”.

There are 4 items were used from a study of Tsai (2005) in order to measure the intention to purchase luxury products for self-gift. For example “Purchasing luxury brands can be seen as giving myself gifts to celebrate something I do and feel excited about” The scale of 6 items for consumer’s intention to purchase luxury products as a gift was derived from a study by Qian *et al.* (2007) and Dubois *et al.* (2005). Example of items is “I think luxury gift giving during special occasions is important”. The scale of luxury purchase intention was retrieved from Dodds *et al.* (1991), composed of 4 items. For example, “If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high”. The complete items of all nine measurement variables were showed in Part B of questionnaire (see appendix A)

3.2.3 Section 3 of the question: Demographic profile

The survey also consisted of demographic questions for the last section in order to analyze respondents’ background. Demographic questions are age, gender, education, occupation, and household income level. Additionally, spending for a luxury gift and luxury gift receiver were asked. This section showed in part C of questionnaire (see appendix A).

3.3 Data collection

The questionnaire was first developed in English for pre-test of 15 respondents. After that, the questionnaire was translated into Thai language in order to provide a better understanding for each question. Lastly, the questionnaire was distributed among Thai consumers through online survey.

3.4 Summary

In this chapter, the questionnaire survey was conducted to provide a tool for systematically collect data from a sample representative of the target population. An

online survey was distributed by using specific questions retrieved from previously researches throughout males and females aged more than 25 years old living or working in Bangkok area. The data analysis and results will be shown in the next following chapter.



CHAPTER IV

DATA ANALYSIS AND RESULT

4.1 Participant Descriptive

Data for this study were obtained via online survey which was distributed among Thai consumers who live in Bangkok. The total sample size is 401 respondents, however, only 212 respondents passed the screening question for gifting and used for further analysis.

4.1.1 Participant Demographics

Overall, 77.1 percent of respondents were female while only 22.9 percent were male. Moreover, most of respondents are ages ranged 25 to 29, accounted to be 62 percent. 15.1 percent were less than 25 years old, 11.2 percent were ages ranked 30 to 34, 8.8 percent were aged 35-39, and the remaining age group of more than 40 years old accounted to be 2.9 percent of the respondents. From all of the respondents, 40.5 percent of respondents were full-time employee, followed by self-employed, unemployed, and government officer with 34.1 percent, 14.6 percent and 10.7 percent respectively. Majority of the respondents' income were 20,001 to 40,000 Baht which were 37.6 percent, 23.9 percent were 40,001-60,000 Baht, 12.7 percent were 60,001-80,000 Baht, 12.2 percent were more than 100,000 Baht, 9.8 percent were less than 20,000 baht and lastly 3.9 percent were 80,001-100,000 as shown in Table 4.1.

Table 4.1 Participant Demographics

Demographic	Number of respondents	Percentage (%)
<i>Gender</i>		
Female	158	77.1%
Male	47	22.9%
<i>Age</i>		
Less than 25 years	31	15.1%
25-29 years	127	62.0%
30-34 years	23	11.2%
35-39 years	18	8.8%
More than 40 years	6	2.9%
<i>Occupation</i>		
Self-employed	70	34.1%
Full time employee	83	40.5%
Government employee	22	10.7%
Unemployed	30	14.6%
<i>Income</i>		
Less than 20,000 Baht	20	9.8%
20,001-40,000 Baht	77	37.6%
40,001-60,000 Baht	49	23.9%
60,001-80,000 Baht	26	12.7%
80001-100,000 Baht	8	3.9%
More than 100,0001 Baht	25	12.2%

4.1.2 Participants consumption behavior

A percentage of 76.3 of respondents had purchased luxury brand. Based from distributed respondents who had purchased luxury brands, 57.9 percent purchased luxury bags; 26.9 percent purchased luxury shoes; 25.2 percent purchased clothes, 21.7 percent purchased luxury jewelries and accessories, and 7.2 percent purchased luxury cosmetics sand perfumes as shown in figure 4.1.

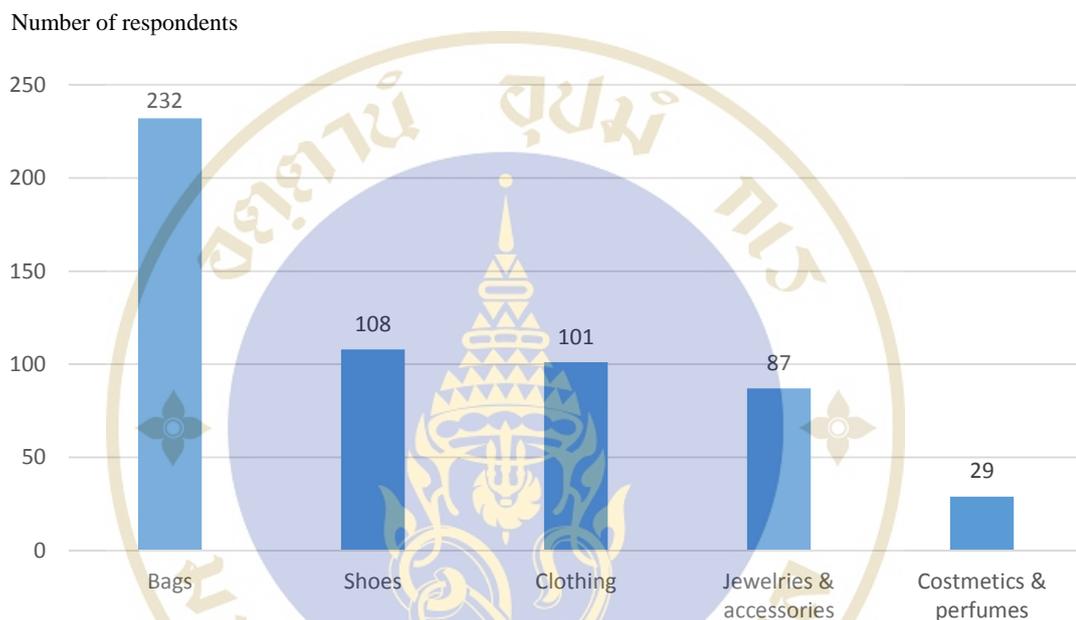


Figure 4.1 Participants consumption behavior

Additionally, Table 4.2 indicated that majority of the respondents usually purchase luxury brand once a year, 28.2 percent. 23.7 percent of respondents purchased luxury brands every 6 months. Lastly, 15.5 percent, 15.1 percent, 14.1 percent, and 3.4 percent of respondents purchased luxury brands less than once a year, monthly, every 3 months, and weekly respectively.

Table 4.2 Participants' purchase frequency

Purchase behavior	Number of respondents	Percentage (%)
<i>Frequency</i>		
Less than once a year	45	15.5%
Once a year	82	28.2%
Every 6 months	69	23.7%
Every 3 months	41	14.1%
Monthly	44	15.1%
Weekly	10	3.4%

Meanwhile, only 72.9 percent of luxury brand purchased respondents purchased luxury brand as a gift. Besides that, 30 percent showed the spending of 5,001-10,000 Baht per time on gift. 27.7 percent, 15.8 percent, 16.4 percent were spending more than 15,001 Baht, less than 5,000 baht, and 10,001-15,000 baht on gifts respectively as shown in Table 4.3.

Table 4.3 Participants' gifting behaviors

Gift Purchase behavior	Number of respondents	Percentage (%)
<i>Spending</i>		
Less than 5,000 Baht	55	25.8%
5,001-10,000 Baht	64	30.0%
10,001-15,000 Baht	35	16.4%
More than 15,001	59	27.7%

Additionally, 40.6 percent reported they purchased luxury brand for their family; 17.0 percent for their friends; 16.2 percent of their partner, and only 3.7 percent for the colleague as shown Figure 4.2.

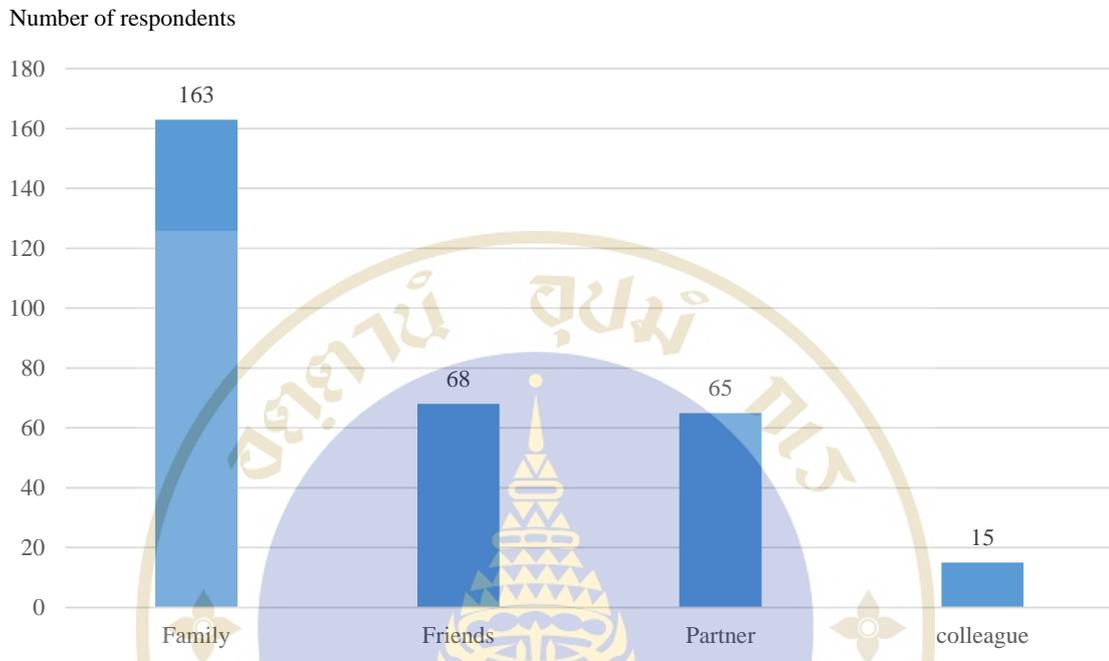


Figure 4.2 Participants' gifting behaviors

4.2 Reliability Analysis

Reliability analysis was conducted for each variable to confirm that each factor was internally consistent. Acceptable levels of reliability depend on the purpose of the instrument. Acceptable reliability of instruments developed for research purposes can be as low as 0.60 (Nunnally, 1978). Hence, Cronbach's Alpha as shown in Table 4.4 are in acceptable range, $\alpha > 0.60$. However, the initial Cronbach's Alpha for materialism was 0.463 with 6 items. 2 items of materialism; "I don't pay much attention to the material objects other people own" and "The things I own aren't all that important to me" are deleted in order to improve Cronbach's Alpha to be in acceptable range.

Table 4.4 Reliability Analysis

Factors	Cronbach's Alpha
Hedonism	0.623
Materialism	0.713
Conspicuous	0.836
Status	0.874
Uniqueness	0.836
Quality	0.717
Variables	Cronbach's Alpha
Gift giving	0.740
Self-give	0.775
Purchase intention	0.818

4.3 Correlation

Table 4.6 shows the correlation (bivariate relationships) among variables. This can be demonstrated that all variables had significant correlations with gifting, self-gift and purchasing intention. Specifically, status ($r = 0.392, p < 0.001$) had the strongest correlation with gifting followed by materialism ($r = 0.36, p < 0.001$), hedonism ($r = 0.334, p < 0.001$), uniqueness ($r = 0.273, p < 0.001$), conspicuous and quality ($r = 0.216, p < 0.01$ and $p < 0.001$ respectively). Additionally, hedonism ($r = 0.615, p < 0.001$) had the strongest correlation with self-gift followed by status ($r = 0.417, p < 0.001$), materialism ($r = 0.406, p < 0.001$), conspicuous ($r = 0.383, p < 0.001$), quality ($r = 0.361, p < 0.001$), and uniqueness ($r = 0.272, p < 0.001$). Lastly, hedonism ($r = 0.406, p < 0.001$) also had the strongest with purchase intention followed by quality ($r = 0.403, p < 0.001$), status ($r = 0.387, p < 0.001$), materialism ($r = 0.386, p < 0.001$), conspicuous ($r = 0.372, p < 0.001$), and uniqueness ($r = 0.247, p < 0.001$).

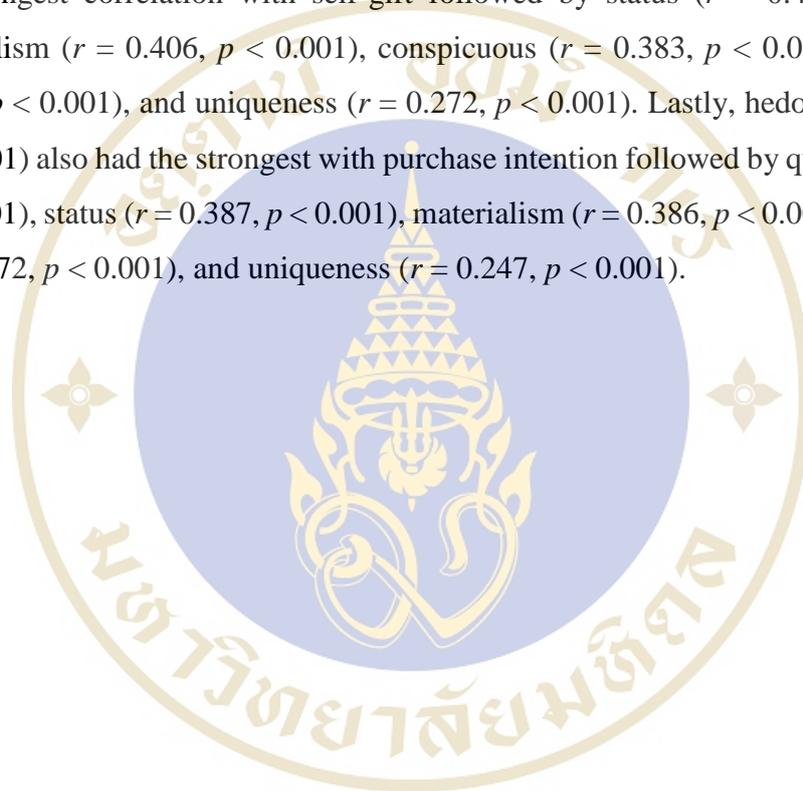


Table 4.5 Correlation matrix on variables

Variable	Hedonism	Materialism	Conspicuous	Status	Quality	Uniqueness	Gifting	Self-gift	Purchase intention
Hedonism	1								
Materialism	0.488***	1							
Conspicuous	0.357***	0.418***	1						
Status	0.440***	0.415***	0.412***	1					
Quality	0.363***	0.354***	0.354***	0.263***	1				
Uniqueness	0.254***	0.273***	0.233**	0.010	0.229**	1			
Gifting	0.334***	0.360***	0.216**	0.392***	0.216***	0.273***	1		
Self-gift	0.615***	0.406***	0.383***	0.417***	0.361***	0.272***	0.382***	1	
Purchase Intention	0.406***	0.386***	0.372***	0.387***	0.403***	0.247***	0.341***	0.475***	1

Notes: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

4.4 ANALYSIS OF VARIANCE – ANOVA

Analysis of variance (ANOVA) is used to assess the statistical differences between the mean score of two or more groups. One-way ANOVA is also used since there is only one independent variables (Hair *et al.*, 2007).

One-way ANOVA was conducted in order to test the differences for purchase intention as an independent variable. There are three demographic groups which are age, income, and purchasing frequency used to test hypotheses 7, 8 and 9.

4.4.1 ANOVA – Age group

As shown in Table 4.6, Hypothesis 7 is rejected since there is no difference between ages in luxury purchase intention. Only conspicuous ($p < 0.05$) has significantly difference among each age group, where consumer aged more than 40 years old focused more on conspicuous value than other age ranges with mean score of 3.97, while consumers aged less than 20 years old have less conspicuous value with the mean score of 3.15.

Hence, looking for each items as shown on Table 4.7, there are only 4 items demonstrated the difference between age ranges. The first item is Hedonism construct which is “I go shopping for luxury goods to see what new products are available ($p < 0.05$)”. It can be demonstrated that consumer who aged more than 40 years old usually purchase luxury brand in order to look for the new arrival luxury brands products with the mean score of 4.17. However, respondents in age of 30-34 has less interest in new product when go shopping for luxury brands compared to other groups.

Two items are materialism construct; “I would feel embarrassed if I was around people and did not look my best ($p < 0.05$)” and “Looking my best is worth the effort ($p < 0.05$)”. It can be interpreted that respondents who aged more than 40 years old focused the highest in their self-image with the mean score of 3.67 for “I would feel embarrassed if I was around people and did not look my best” and 4.50 for “Looking my best is worth the effort”. In contrary, the youngest group of respondents; less than 25 years old focuses less in their materialism aspect with the mean score of 2.68 and 3.26 respectively.

Despite that, there is also another significant difference in each age ranges which is “I place emphasis on the quality assurance over prestige when considering the

purchase of a luxury brand ($p < 0.05$)". The result also demonstrated that the highest mean score of 4.17 is aged more than 40 years old in which considered that quality of a product over other attributes. However, the lowest mean score of 3.43 is consumers who aged between 30-34 years old considered less on product quality.

Table 4.6 Difference in luxury purchase intention among age range

Age	<25	25-29	30-34	35-39	>40	F
	n = 31	n = 127	n = 23	n = 18	n = 6	
	Mean	Mean	Mean	Mean	Mean	
Hedonism	3.45	3.46	3.47	3.62	3.67	0.51
Materialism	3.23	3.43	3.32	3.59	3.50	1.72
Conspicuous Status	3.15	3.55	3.48	3.45	3.97	3.13*
Uniqueness	2.44	2.83	2.68	2.94	2.69	1.54
Quality	3.21	3.41	3.43	3.43	3.47	0.55
Gifting	3.89	3.96	3.93	3.94	4.19	0.43
Self-gift	3.64	3.66	3.82	3.71	3.53	0.55
Purchase intention	3.27	3.53	3.72	3.42	3.54	1.19
	3.29	3.09	3.51	3.21	3.17	1.60

Notes: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 4.7 Difference in luxury purchase intention among age range by items

Age	<25	25-29	30-34	35-39	>40	F
	n = 31	n = 127	n = 23	n = 18	n = 6	
	Mean	Mean	Mean	Mean	Mean	
I go shopping for luxury goods to see what new products are available.	3.42	3.27	3.09	3.83	4.17	3.18*
I would feel embarrassed if I was around people and did not look my best.	2.68	3.31	2.91	3.11	3.67	3.37*
Looking my best is worth the effort.	3.26	3.63	3.70	3.72	4.50	2.95*
I place emphasis on the quality assurance over prestige when considering the purchase of a luxury brand	4.06	4.02	3.43	3.83	4.17	2.85*

Notes: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

4.4.2 ANOVA – Income group

As shown in Table 4.8, there is no significant difference between each income range for luxury purchase intention which can be interpreted that income does not impact on purchase intention, only conspicuous ($p < 0.05$) and quality ($p < 0.01$) value have significant differences among each income ranges. The findings demonstrated that respondents with income more than 100,001 baht have more conspicuous value than other groups with the mean score of 3.80. Meanwhile, respondents with income 80,001-100,000 Baht have less conspicuous value with the mean score of 3.10. Apart from that, respondents with income more than 100,001 baht also pay the most attention on quality value with mean score of 4.26, while, respondents with income 60,001-80,000 baht have less quality value with the mean score of 3.70. Hence, Hypothesis 8 is rejected.

However, as shown in Table 4.9, there are 13 items which have significant difference between each income group on luxury purchase intention. The first three items are hedonism value which are “When I am in a down mood, I go shopping to make myself feel better ($p < 0.05$)”, “I go shopping for luxury goods to see what new products are available ($p < 0.05$)” and “I go shopping for luxury goods when I want to treat myself to something special ($p < 0.05$)”. The result indicated that respondents with income 80,001-100,000 Baht would purchase luxury brands in order to make themselves feel better when they are in a down mood more than other groups with the mean score of 3.88, yet 60,001-80,000 Baht considered less on their feelings with the lowest mean score of 2.58. Additionally, respondents who have income higher than 100,001 baht per month usually purchase luxury brands as hedonism value in order to see what new products are available and they want to treat themselves to something special than other income groups with the mean score of 3.96 and 4.43 respectively. However, the lowest mean score of 3.08 is for respondents who have income between 60,001-80,000 baht per month and the lowest mean score of 3.75 is for respondents who have income less than 20,000 baht respectively.

Furthermore, the next three items are conspicuous value which are “I would feel embarrassed if I was around people and did not look my best ($p < 0.05$)”, “Looking my best is worth the effort ($p < 0.05$)”, and “It is important that I always look good ($p < 0.05$)”. The result showed that respondents with income between 60,001-80,000 have the

highest mean score of 3.54 on “I would feel embarrassed if I was around people and did not look my best.”, while respondents with income less than 20,000 baht has the lowest mean score of 2.60. Interestingly, respondents with income over than 100,001 baht concerned more on their look compared to other groups on “Looking my best is worth the effort.”, and “It is important that I always look good.” with the mean score of 4.17 and 3.74 respectively. On the other hands, respondents with income 80,001-100,000 baht concerned less on their look and image.

Despite that, the next two items are uniqueness which are “I actively seek to develop my personal uniqueness by buying special luxury products or brands ($p < 0.05$)” and “I’m often on the lookout for new luxury products or brands that will add to my personal uniqueness ($p < 0.05$)”. The result showed respondents with income more than 100,001 per month are seeking for uniqueness more than others group with the highest mean score of 3.91 and 3.87 respectively. In contrary, the lowest mean score of 2.80 and 3.60 is respondents with income less than 20,000 baht and respondent with income between 40,001-60,000 baht per month respectively.

Moreover, one of quality value which has significant difference among groups is “I incline to evaluate myself the substantive attributes and performance of a luxury brand rather than listening to others’ opinions ($p < 0.01$)”. The result demonstrated that respondents with income more than 100,001 baht had motivation to purchase luxury brand with quality attributes than other groups with the highest mean score of 4.52, while the lowest mean score of 3.60 is 40,001-60,000 baht group who had less interest in quality of a product.

Additionally, gift giving items also indicated the significant differences between each income group which are “Gift giving always accompanies special occasions ($p < 0.01$)” and “Gift giving is part of special occasions and tradition ($p < 0.05$)”. The highest income group; more than 100,001 baht consider gift giving as part of occasions with the mean score of 4.26 for both items. However, income group of 60,001-80,000 baht did not have impact on gift giving with the lowest mean score of 3.58 and 3.65 respectively.

Lastly, the last items is “Purchasing luxury brands can be seen as giving myself gifts to celebrate something I do and feel excited about ($p < 0.01$)” which is self-gift construct. The result implied that respondents with income more than 100,001 baht

with mean score of 3.87 purchase luxury brand for self-gift in order to celebrate than other income groups, while group of respondents less than 20,000 baht considered less on luxury brand as self-gift with mean score of 3.05.

Table 4.8 Difference in luxury purchase intention among income ranges.

Income	<20,000	20,001- 40,000	40,001- 60,000	60,001- 80,000	80,001- 100,000	> 100,001	F
	n = 20 Mean	n = 77 Mean	n = 49 Mean	n = 26 Mean	n = 8 Mean	n = 25 Mean	
Hedonism	3.30	3.43	3.56	3.37	3.58	3.73	2.038
Materialism	3.28	3.40	3.44	3.35	3.35	3.51	0.521
Conspicuous	3.17	3.46	3.46	3.65	3.10	3.80	2.91*
Status	2.52	2.69	2.86	2.88	2.90	2.78	0.680
Uniqueness	3.10	3.32	3.42	3.42	3.40	3.74	2.078
Quality	3.91	3.99	3.92	3.70	3.75	4.26	3.24* *
Giftng	3.70	3.66	3.69	3.46	3.65	3.91	1.676
Self-gift	3.10	3.49	3.57	3.46	3.44	3.78	1.804
Purchase intention	3.18	3.04	3.16	3.25	3.44	3.53	1.696

Notes: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 4.9 Difference in luxury purchase intention among income ranges by items.

Income	< 20,000 n = 20 Mean	20,001 - 40,000 n = 77 Mean	40,001 - 60,000 n = 49 Mean	60,001 - 80,000 n = 26 Mean	80,001 - 100,000 n = 8 Mean	> 100,001 n = 25 Mean	F
When I am in a down mood, I go shopping to make myself feel better.	3.10	2.64	2.81	2.58	3.88	2.65	2.31*
I go shopping for luxury goods to see what new products are available.	3.30	3.26	3.38	3.08	3.25	3.96	2.66*
I go shopping for luxury goods when I want to treat myself to something special.	3.75	4.19	4.33	3.81	4.25	4.43	2.90*
I would feel embarrassed if I was around people and did not look my best.	2.60	3.16	3.13	3.54	2.88	3.39	2.48*
Looking my best is worth the effort.	3.30	3.51	3.60	3.85	3.13	4.17	3.58**
It is important that I always look good.	2.90	3.32	3.31	3.46	2.75	3.74	2.50*
I actively seek to develop my personal uniqueness by buying special luxury products or brands	3.30	3.19	3.53	3.50	3.63	3.91	2.55*
I'm often on the lookout for new luxury products or brands that will add to my personal uniqueness	2.80	3.42	3.31	3.35	3.50	3.87	2.99*

Table 4.9 Difference in luxury purchase intention among income ranges by items.**(cont.)**

Income	<	20,001	40,001	60,001	80,001	>	F
	20,000	40,000	60,000	80,000	100,000	100,001	
	n = 20	n = 77	n = 49	n = 26	n = 8	n = 25	
	Mean	Mean	Mean	Mean	Mean	Mean	
I incline to evaluate myself the substantive attributes and performance of a luxury brand rather than listening to others' opinions	3.80	3.92	3.60	3.77	4.00	4.52	3.69**
The luxury brand preferred by many people but that does not meet my quality standards will never enter into my purchase consideration	4.00	4.16	4.02	3.64	4.00	4.78	5.92***
Gift giving always accompanies special occasions.	3.75	4.18	4.23	3.58	3.75	4.26	4.19**
Gift giving is part of special occasions and tradition.	3.90	4.11	4.00	3.65	3.75	4.26	2.61*
Purchasing luxury brands can be seen as giving myself gifts to celebrate something I do and feel excited about	3.05	3.71	3.56	3.65	3.38	3.87	3.93**

Notes: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

4.4.3 ANOVA – Purchasing frequency group

As shown in Table 4.10, there are significant differences between each purchasing frequency group on hedonism ($p < 0.01$), Self-gift ($p < 0.05$), and also luxury purchase intention ($p < 0.05$) which can be interpreted that purchasing frequency has an impact on luxury fashion brands' purchase intention. Interestingly, consumers who purchase luxury brand quarterly and twice a year have intention to purchase with hedonism value the most with the mean score of 3.62. On the other hand, consumers who purchase weekly have less hedonism value when purchase luxury brand. Furthermore, consumers who purchase quarterly will likely to purchase luxury brand for their self-gift with the mean score of 3.78 than others, while consumers who purchase weekly will purchase less for their self-gift with the mean score only 2.79. Specifically, consumers who purchase luxury brand monthly will have intention to purchase more than other groups with the mean score of 3.36, meanwhile, consumers who purchase luxury brands weekly will have less purchase intention toward luxury brands with the mean score of 2.94. However, the result demonstrated that the higher the purchasing frequency of global luxury brands did not impact the higher the purchasing intentions toward global luxury brands. Thus, Hypothesis 9 is partially supported.

Hence, as shown in Table 4.11, there are 9 items which has significant difference between each purchasing frequency group on luxury purchase intention. The first two item are hedonism value which are “When I am in a down mood, I go shopping to make myself feel better ($p < 0.05$)” and “I go shopping for luxury goods to keep up with the new fashions ($p < 0.01$)”. The result indicated that respondents who purchase luxury brand yearly would purchase luxury brand in order to make themselves feel better when they are in down mood more than other groups with the mean score of 21, while weekly group considered less on their feeling when purchase luxury brand with the lowest mean score of 2.39. Apart from that, respondents who has purchase quarterly usually purchase luxury brands in order to keep up with the new trend than other income groups with the mean score of 3.57. However, the lowest mean score of 2.44 is respondents who purchase luxury brand less than once a year.

Additionally, the next two item is materialism value which are “I like a lot of luxury in my life ($p < 0.05$)”, “Looking my best is worth the effort ($p < 0.01$)”, and “I'd be happier if I could afford to buy more thing ($p < 0.01$)”. The result showed that

twice a year group like to have a lot of luxury in their life with mean score of 3.52, while respondents who purchase less than once a year has the lowest mean score of only 2.60. Interestingly, respondents who purchase yearly will be happy if they can afford things than others with the mean score of 3.88. On the other hands, respondents who purchase luxury brands weekly will have less interest in affording more stuffs.

Despite that, the next two items are uniqueness which are “I actively seek to develop my personal uniqueness by buying special luxury products or brands ($p < 0.01$)” and “The luxury products and brands that I like best are the ones that express my individuality ($p < 0.05$)”. The result showed respondents who purchase luxury brand twice a year are seeking for uniqueness more than others group with the highest mean score of 3.61 and 4.03 respectively. In contrary, the lowest mean score of 2.33 and 3.00 are respondents who purchase luxury fashion brands less than once a year.

Moreover, two items of self-gift also has significant difference among groups is “When in bad mood, I may buy luxury brands as self-given gifts for alleviating the emotional burden ($p < 0.001$)” and “On the whole, I may regard luxury brands as gifts I buy for treating myself ($p < 0.05$)”. The result demonstrated that respondents who purchase luxury brands twice a year had motivation to purchase luxury brand for themselves as a gift more than others with the highest mean score of 3.67 and 4.07 respectively, while the less than once a year group concerned less on their luxury brand self-gift with lowest mean score of 2.00 and 3.00 respectively.

Lastly, the last items is “If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high ($p < 0.05$)” which is purchase intention construct. The result implied that respondents who purchase luxury brands yearly had purchase intention to purchase luxury brands with mean score of 3.42 than other groups, while monthly group considered less on luxury brand as self-gif with mean score of 3.87.

Table 4.10 Difference in luxury purchase intention among purchasing frequency groups

Purchasing frequency	Weekly	Monthly	Quarterly	Twice a year	Yearly	Less than once a year	F
	n = 9	n = 43	n = 31	n = 53	n = 53	n = 25	
	Mean	Mean	Mean	Mean	Mean	Mean	
Hedonism	3.00	3.57	3.62	3.62	3.43	3.29	3.35**
Materialism	3.11	3.49	3.48	3.51	3.33	3.31	1.73
Conspicuous	3.15	3.48	3.65	3.48	3.40	3.58	1.08
Status	2.81	2.73	2.81	2.88	2.75	2.56	0.27
Uniqueness	2.83	3.38	3.52	3.46	3.38	3.35	1.44
Quality	3.85	3.87	4.04	4.04	3.91	3.92	0.71
Gifting	3.48	3.78	3.71	3.74	3.63	3.56	0.89
Self-gift	2.89	3.42	3.78	3.67	3.40	3.33	2.79*
Purchase intention	2.94	3.36	3.28	3.33	2.97	2.98	2.34*

Notes: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 4.11 Difference in luxury purchase intention among purchasing frequency groups by items

Purchasing frequency	Weekly	Monthly	Quarterly	Twice a year	Yearly	Less than once a year	F
	n = 9	n = 43	n = 31	n = 53	n = 53	n = 25	
	Mean	Mean	Mean	Mean	Mean	Mean	
When I am in a down mood, I go shopping to make myself feel better.	2.39	2.60	2.75	3.00	3.21	2.22	2.75*
I go shopping for luxury goods to keep up with the new fashions.	2.87	3.17	3.57	3.48	3.30	2.44	3.39**
I like a lot of luxury in my life.	2.91	3.23	3.00	3.52	3.19	2.67	3.48**

Table 4.11 Difference in luxury purchase intention among purchasing frequency groups by items (cont.)

Purchasing frequency	Weekly n = 9 Mean	Monthly n = 43 Mean	Quarterly n = 31 Mean	Twice a year n = 53 Mean	Yearly n = 53 Mean	Less than once a year n = 25 Mean	F
I'd be happier if I could afford to buy more things.	3.09	3.38	3.85	3.81	3.88	3.33	3.85**
I actively seek to develop my personal uniqueness by buying special luxury products or brands	3.39	3.32	3.56	3.61	3.53	2.33	3.30**
The luxury products and brands that I like best are the ones that express my individuality	3.74	3.62	3.92	4.03	3.70	3.00	2.76*
When in bad mood, I may buy luxury brands as self-given gifts for alleviating the emotional burden	2.52	2.75	2.98	3.57	3.33	2.00	5.21** *
On the whole, I may regard luxury brands as gifts I buy for treating myself	3.52	3.75	3.96	4.07	3.63	3.00	3.13*
If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high	2.95	2.87	3.38	3.20	3.42	3.00	2.38*

Notes: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

4.5 Multiple Regression

A multiple regression analysis is used for a single independent variable to predict a single dependent (Hair *et al.*, 2007).

A multiple regression was conducted in order to identify the relative importance of each factors on gift-giving, self-gift, and purchase intention as a dependent variable. The regression model was performed to test Hypotheses 1a, 1b, 2a, 2b, 3a, 3b, 4a, 4b, 5a, 5b, 6a, and 6b which proposed the significance of personal values; hedonism and materialism, social values; conspicuous and status, functional values; quality and uniqueness in predicting purchase intention for gift-giving and self-gift with the following equation.

$$y = constant + (b_1x_1 + b_2x_2)$$

As shown in Table 4.12, all variables explained 26 percent of the variance for gift-giving as an independent variable. Status ($\beta = 0.22, p < 0.001$), quality ($\beta = 0.26, p < 0.001$), and hedonism ($\beta = 0.15, p < 0.05$) are the determinants that showed significantly related to gift giving. For self-gift as an independent variable, a total 46 percent of the variance in purchase intention for self-gift was explained. Hedonism ($\beta = 0.67, p < 0.001$), status ($\beta = 0.16, p < 0.01$), quality ($\beta = 0.19, p < 0.05$) and materialism ($\beta = 0.15, p < 0.05$) are constructs that showed significantly related to self-gift. Lastly, result showed 34 percent of variance for luxury brand purchasing intention. Conspicuous ($\beta = 0.28, p < 0.001$), uniqueness ($\beta = 0.23, p < 0.01$), status ($\beta = 0.18, p < 0.001$), and quality ($\beta = 0.21, p < 0.05$) had significant relationship with luxury brand purchase intention. Thus, hypotheses 1b, 2b, 3a, 4a, 4b, 5a, 5b, and 6a are supported as shown in table 4.13.

Table 4.12 Multiple regression analysis

Independent Variables	Purchase intention for gift-giving				Purchase intention for Self-gift				Purchase intention toward luxury brand			
	β	t	F	r^2	β	t	F	r^2	β	t	F	r^2
Personal value												
Hedonism	0.15*	2.19			0.67***	7.81			0.11	0.11		
Materialism	-0.05	-0.07			0.15*	2.1			0.09	0.9		
Social value												
Conspicuous	0.09	1.2	23.668***	0.26	0.1	1.46	42.421***	0.46	0.28***	3.8	25.566***	0.34
Status	0.22***	4.86			0.16**	2.76			0.18**	2.98		
Functional value												
Quality	0.26***	4.04			0.20*	2.42			0.21*	2.4		
Uniqueness	0.03	0.46			0.09	1.54			0.23**	3.45		

Notes: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

4.6 Hypotheses testing summary

Hence, there are 8 accepted hypotheses and 1 partially accepted hypotheses out of 16 proposed hypotheses as shown in Table 4.13.

Table 4.13 Summary of Hypotheses testing

Hypotheses	Test statistics	Results
H1a: Hedonism has significantly impact on customer purchase intention toward luxury brands.	Multiple regression	Rejected H1a
H1b: Consumers with high levels of hedonism will be more likely to have stronger intention to purchase luxury fashion products for self-gift than other-gift giving.	Multiple regression	Accepted H1b
H2a: Materialism has significantly impact on customer purchase intention toward luxury brands.	Multiple regression	Rejected H2a
H2b: Consumers with high levels of materialism will be more likely to have stronger intention to purchase luxury fashion products for self-gift than other-gift giving.	Multiple regression	Accepted H2b
H3a: Conspicuous has significantly impact on customer purchase intention toward luxury brands.	Multiple regression	Accepted H3a
H3b: Consumers with high levels of conspicuous will be more likely to have stronger intention to purchase luxury fashion products for both other-gift giving and self-gift.	Multiple regression	Rejected H3b
H4a: Status has significantly impact on customer purchase intention toward luxury brands.	Multiple regression	Accepted H4a
H4b: Consumers with high levels of status will be more likely to have strong intention to purchase luxury fashion products for both other-gift giving and self-gift.	Multiple regression	Accepted H4b

Table 4.13 Summary of Hypotheses testing (cont.)

Hypotheses	Test statistics	Results
H5a: Quality has significantly impact on customer purchase intention toward luxury brands	Multiple regression	Accepted H5a
H5b: Consumers with high levels of quality value will be more likely to have strong intention to purchase luxury fashion products for both self-gift and other-gift giving.	Multiple regression	Accepted H5b
H6a: Uniqueness has significantly impact on customer purchase intention toward luxury brands.	Multiple regression	Accepted H6a
H6b: Consumers with high levels of uniqueness value will be more likely to have stronger intention to purchase luxury fashion products for self-gift than other-gift giving.	Multiple regression	Rejected H6b
H7: The higher the age, the higher the purchasing intentions toward global luxury brands.	ANOVA	Rejected H7
H8: The larger the income or allowance, the higher the purchasing intentions toward global luxury brands.	ANOVA	Rejected H8
H9: The higher the purchasing frequency of global luxury brands, the higher the purchasing intentions toward global luxury brands.	ANOVA	Partially Accepted H9

4.7 Discussion

The aim of this study is to generate contemporary insight and a meaningful understanding into the main key dimensions regarding to the concept of luxury purchase intention and demographically aspects, as well as exploring the comparison of purchase intention between self-gift and others-gift giving. While only eight of the fifteen proposed hypotheses were accepted and one was partially accepted. the findings also showed interesting similarities and differences from previous empirical studies.

Empirical studies have proposed that personal value perceptions reflecting the expressive dimension of impression management (i.e. hedonism and materialism) play a crucial role in consumers' purchase decisions for luxury goods (Tsai, 2005; Wiedmann *et al.*, 2007). However, the significant relationships between personal values and purchasing intention toward global luxury fashion brands indicated that Thai consumers express their values through purchasing such luxury brands. The result showed that hedonism has no impact on Thai consumers' luxury brands purchase intention, which is **contradicting and rejecting H1a**. Consequently, the findings also disagreed to studies of Shukla (2012) in which personal pleasure seeking and the symbolic benefits relating to hedonism are important to consumers, but not for Thai consumers. Furthermore, as from Chen and Kim (2013)'s study suggested that hedonism has been found to positively influence intention to purchase luxury fashion brands for self-use. This finding suggested that people who are more strongly motivated by hedonic value are more likely to purchase luxury fashion products for self-use. The results of this study also indicated the same significantly relationship between hedonism and purchase intention toward self-gift. Surprisingly, hedonism also have a significant impact on intention to purchase luxury products for gift giving, but less than self-gift. Hence, consumers with high levels of hedonism will be more likely to have stronger intention to purchase luxury fashion products for self-gift than other-gift giving, **supporting and accepting H1b**.

The finding relating to materialism differs from Sharma (2010) who suggested an increasing role played by materialism in emerging markets and Park *et al.* (2007) who suggested that materialism on purchasing intentions toward global luxury fashion brands was positive. It was observed that materialism did not have significantly impact on customer purchase intention toward luxury brands, which is **not supporting**

and rejecting H2a. Despite that, Study of Chen and Kim (2013) revealed that materialism was not a significant predictor of purchase intentions for either self-use or gift giving. This contradicted with the result of this study in which H2b is supported since there is significant relationship between materialism and self-gift, but not between gift-giving. Thus, consumers with high levels of materialism will be more likely to have stronger intention to purchase luxury fashion products for self-gift than other-gift giving, **supporting and accepting H2b.**

Earlier studies demonstrated high correlation between conspicuousness and luxury consumption (O’Cass and McEwan, 2004; Shukla, 2008). This study, supported that, conspicuous have significantly impact on customer purchase intention toward luxury brands. Consequently, Park *et al.* (2008)’s empirical study supported the result of this study that the conspicuousness dimension is influencing consumers’ consumption, where it is **not supporting and accepting H3a.** Interestingly, the result also reflects that there is no significant relationship between conspicuousness and either self-gift or gift giving, The findings fits with the regression results also showed that social connection was not a significant predictor of intention to purchase luxury products for either self-use or gift giving. However, it is disagreeing with previous study where gift-giver or consumer who purchase luxury good for gift giving relatively cares about their public image for both themselves and others (Liu *et al.*, 2010). Hence, this is **not supporting and rejecting H3b** which consumers with high levels of conspicuous will not be more likely to have stronger intention to purchase luxury fashion products for both other-gift giving and self-gift.

The results show that status value has significantly impact on customer purchase intention toward luxury brands. This is similar to the observation by Shukla (2012) that status value, associated with consumers’ desire to gain prestige from the acquisition of status-laden products, is much stronger for consumers, **supporting and accepting H4a.**In particular, the perception of high symbolic values (as prestige) may lead to the development of a positive relationship among consumers and brands (Choo *et al.*, 2012). Additionally, Gift-giving motives among consumers is to define one’s place in the social hierarchy (Segev *et al.*, 2014), The findings also suggested the same with previous empirical study that consumers with high levels of status will be more

likely to have strong intention to purchase luxury fashion products for both other-gift giving and self-gift, **supporting and accepting H4b**.

Researchers have proposed that quality was an important indicator to consumers (Vigneron and Johnson, 2004; Christodoulides *et al.*, 2009). Functional value perceptions are significantly important to consumers in developed markets who are increasingly seeking to purchase unique products which have high price quality perceptions (Shukla, 2012). Hence, the result supported with previous studies as quality has significantly impact on customer purchase intention toward luxury brands, **supporting and accepting H5a**. Despite that, for gift giving, consumers with high levels of quality value will be more likely to have strong intention to purchase luxury fashion products for both self-gift and other-gift giving, **supporting and accepting H5b**. This result showed similarity to Wolfenbarger and Yale (1993) that a practical gift-giving motivation is reflected in the giver's perception that especially useful gifts that receivers need are the best kind to buy.

This uniqueness aspect is dominant in the luxury goods market, and especially in the fashion industry (Shukla, 2012). The need for uniqueness on consumers' purchasing intentions toward global luxury fashion brands was positive and most of consumers purchase luxury fashion brands for what they symbolize (Park *et al.*, 2007) is relating to the result of this study that uniqueness has significantly impact on customer purchase intention toward luxury brands, **supporting and accepting H6a**. However, previous studies indicated that as luxury fashion brands are perceived as something exclusive and unique – unreachable for most consumers in accordance with the definition of luxury fashion brand (Kauppinen-Raisanen *et al.*, 2014). Customer states that the kind of products that are not all over the place, like generally, they are more like unique products so they would rather buy for themselves. The result contradicted with previous research that consumers with high levels of uniqueness value will not be more likely to have stronger intention to purchase luxury fashion products for self-gift than other-gift giving, **not supporting and rejecting H6b**.

In addition, the results demonstrated that there is no significant relationship between age and purchase intention since consumers do not purchase luxury brands more as they have higher age. This results are related with Park (2007)'s empirical study that the correlation between age and purchasing intention was negative, **supporting and**

rejecting H7. In particular, income is positively related to luxury goods purchases in which income induces people to acquire luxury goods (Dubois and Duquesne, 1993). Also, the correlations between pocket money and purchasing intentions were found to be positive (Park *et al.*, 2007). Nevertheless, the results disagree with previous studies that larger the income or allowance, there is no impact on the purchasing intentions toward global luxury brands, **not supporting and rejecting H8.** Interestingly, purchasing frequency was the most influential variable on purchasing intentions toward luxury fashion brands (Park *et al.*, 2007). Study results revealed that the correlations between purchasing frequency and purchasing intentions were found to be positive. The results showed there is significant between purchase intention and purchasing frequency, however, the higher purchasing frequency did not impact on higher purchase intention, **partially supporting and partially rejecting H9.**

4.8 Summary

In this chapter, all data were analyzed using SPSS tools. Descriptive, correlation, One-way ANOVA, and multiple regression analysis were conducted. As well as, analyzed results with previous studies was discussed.

CHAPTER V

CONCLUSION AND LIMITATION

This chapter demonstrated the conclusion of this study along with implication for both theoretical and managerial. Furthermore, limitation and recommendation for further studies is mentioned in this chapter as well.

5.1 Conclusion

This study had identified factors contributing to luxury brands consumption. Specifically, this study had filled the gap by exploring how Thai consumers' attitudes toward gift giving influence their intention to purchase luxury fashion products as gifts. The key main factors influencing Thai consumers to purchase luxury fashion brands are conspicuous, uniqueness, status, and quality value. Consequently, Thai consumers tend to purchase luxury fashion brands because of both social value and functional value. As Thai culture is more collectivism, they are concerned about the impression they make on others. Consumers might have wanted to show others that they own luxury products, and to gain approval from the society that they wanted to be in as well. Additionally, Thai consumers are considering the functional of luxury products. Consumers expect a luxury product to be usable, of good quality and unique enough to satisfy their need since quality and uniqueness are the main reasons which motivated Thai consumers to purchase luxury brands. Luxury fashion brands then could be able to offer the uniqueness a distinguish styles along with good quality to last longer than typical good. In contrary, personal value; hedonism and materialism is not the key main attribute that Thai consumer would purchase luxury fashion brands. This is because Thai consumers do not purchase to achieve their own happiness and self-esteem which is evidently from the findings that Thai consumers preferred to impress others than to satisfy their self-interest. Despite that, the results on the demographics; age and income also demonstrated that each demographics group does not have any influence on purchase

intention. However, only purchasing frequency has significant difference among each group, but not this finding did not shown the evident on the more purchasing frequency will result in more purchase intention. Hence, each demographic group is not the factors that impact Thai consumers' purchase intention.

Interestingly, the key main factors towards luxury brand purchase intention for gift giving and self-gift are hedonism, materialism, status, and quality. Thai consumers purchase luxury fashion brands for their self-gift and gift to others as to treat themselves with luxury in order to be accepted and gained approval by the high social group. Additionally, quality value is another variable that impact on Thai consumers' purchase intention on gift because Thai consumers who purchase because the quality of products and they also wanted to give a gift with good quality to others as well. Despite that, Thai consumers also purchase luxury fashion brands as a gift with their hedonism value where they purchase in order to treat themselves as a reward and to feel good, they also purchase for others in order to achieve their happiness as well. While materialism is the only factor influencing on self-gift since consumers purchase luxury fashion brands as to have a feeling in owning luxury brand and proud with it. However, there is no difference on Thai consumers' purchase intention between self-gift and others-gift giving for conspicuous and uniqueness. This could be implied that Thai consumers do not purchase luxury brands as a gift to show others and to have a unique style.

5.2 Implication

5.2.1 Theoretical Implication

This study demonstrated the conceptualization of a customer values for luxury fashion brands on gift giving, extending the study carried out by Park *et al.* (2008) and Chen and Kim (2013). There were some differences in terms of the relative influence of each value dimension on outcomes as suggested in a previous study (Wiedmann *et al.*, 2009). Hence, this study had identified the key main factors regarding to luxury brands consumption in term of gift-giving; self-gift and other-gift. Also, this study had identified the value of Thai consumers in which Thai cultural values have

different effect on purchasing intention which is related with the gift-giver's image and the recipient's image.

5.2.2 Managerial Implication

A key managerial implication of this study relates to how examination of Thai consumers' value perceptions can enhance strategic decision making for luxury brand managers, marketers, and investors in Thailand and Southeast Asia. This study indicated that managers should avoid associating their luxury brands with conspicuous and materialism signaling as they are non-significant predictor of purchase intentions. Managers should associate strongly with the conspicuous value laden messages which highlight consumers' desire to gain prestige in acquisition luxury brands. Also, associated with uniqueness is essential by highlighted the uniqueness attribute in media or any marketing campaign. This implications may help international marketers in approaching developed and emerging markets based on important consumer value perceptions. A strategic campaign which customizes the important value perceptions based on the specific market will help marketers retain existing customers as well as gain new customers in a specific region.

5.3 Limitation and further research

First of all, this study conducted non probability sampling technique which is appropriated to the purpose of this study. The sample was selected from Thai consumers who live in Bangkok, metropolitan area which is limit the sampling location. Also, the number of respondents was low. Hence, they cannot be used to represent the whole scale of Thai consumers in term of purchase intention, attitude towards luxury brands, and demographic aspects. Consequently, further researches could increase sample sizes to involve more diversity on the demographic and geographic attributes to improve the validity of the results. Secondly, this study examined luxury brand products as a whole, did not distinguish type of luxury brand products for analysis. Further researches could be able to explore the key main factors toward purchase intention into each type of products such as clothing, bags, shoes, jewelry, or accessories in order to

gain more understanding products since there might be the differences motivation towards each type of products' category. Thirdly, this study has conducted only a questionnaire. However, some scale items such as materialism value, status value might be interpreted into negative way. It might occur bias questions and may distorted respondents' answer. Accordingly, further researches may combine both quantitative and qualitative techniques such as in depth interview in order to avoid bias answer and offer more understanding in consumers' behavior.



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APPENDIX A

No. _____



Questionnaire of key factors in purchasing intention toward fashion luxury designer brands among Thai consumers: comparison between self-gift and other-gift giving

This questionnaire is conducted by a thesis student from College of Management Mahidol University in order to identify factors influencing luxury brand consumption and the comparison between gifts to yourself vs gifts to others on purchase intention. Filled-in information will be kept confidential and also will be used for this thesis only. Please kindly answer all the questions; it will take you only 5-7 minutes. Thank you for your collaboration.

Part I : General Information

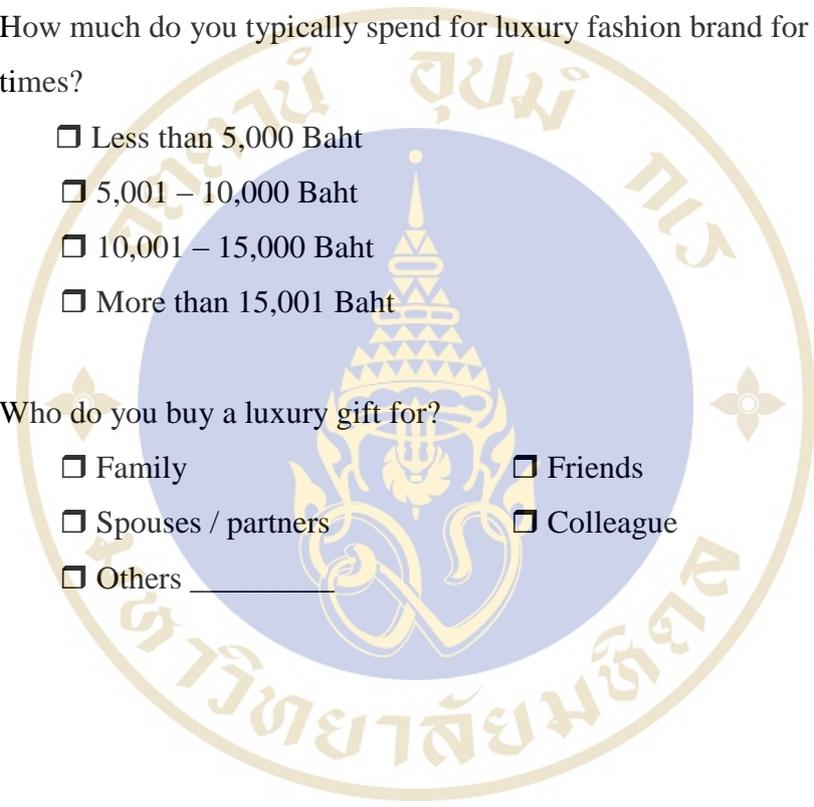
Instruction: Please mark a ✓ next to your choice and fill in the gap

- 1) Do you purchase luxury fashion brand such as Versace, Armani, Gucci, Chanel, Prada, Calvin Klein, Dolce Gabbana, Fendi, Christian Dior, Ralph Lauren, Valentino, etc?

<input type="checkbox"/> Yes	<input type="checkbox"/> No, Thank you
------------------------------	--

- 2) What type of luxury fashion brand do you usually purchase?

<input type="checkbox"/> Bags	<input type="checkbox"/> Shoes
<input type="checkbox"/> Clothes	<input type="checkbox"/> Jewelries & Accessories
<input type="checkbox"/> Cosmetics & Perfumes	

- 3) How often do you purchase luxury fashion brand?
- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Weekly | <input type="checkbox"/> Monthly |
| <input type="checkbox"/> Quarterly | <input type="checkbox"/> Every 6 months |
| <input type="checkbox"/> Once a year | <input type="checkbox"/> More than once a year |
- 4) Do you purchase luxury fashion brand as a gift?
- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|
- 5) How much do you typically spend for luxury fashion brand for a gift per times?
- | |
|--|
| <input type="checkbox"/> Less than 5,000 Baht |
| <input type="checkbox"/> 5,001 – 10,000 Baht |
| <input type="checkbox"/> 10,001 – 15,000 Baht |
| <input type="checkbox"/> More than 15,001 Baht |
- 6) Who do you buy a luxury gift for?
- | | |
|---|------------------------------------|
| <input type="checkbox"/> Family | <input type="checkbox"/> Friends |
| <input type="checkbox"/> Spouses / partners | <input type="checkbox"/> Colleague |
| <input type="checkbox"/> Others _____ | |
- 

Part II : Evaluation of Related Questions

Instruction: Please indicate to what extent you agree or disagree with each of the following statements.

Description	Low				High
	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Hedonism (Babin <i>et al.</i> , 1994; Kang and Park-Poap, 2010)					
While shopping for luxury goods, I feel the excitement of the hunt.					
When I am in a down mood, I go shopping to make myself feel better.					
I go shopping for luxury goods to see what new products are available.					
I go shopping for luxury goods to keep up with the new fashions.					
I go shopping for luxury goods when I want to treat myself to something special.					
While shopping for luxury goods, I feel like I am in my own universe.					
Materialism (Richins and Dowson, 1992)					
The things I own say a lot about how well I'm doing in life.					
The things I own aren't all that important to me.					
I don't pay much attention to the material objects other people own.					
I like a lot of luxury in my life.					
I have all the things I really need to enjoy life.					
I'd be happier if I could afford to buy more things.					

Description	Low			High	
	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Conspicuous value (Netemeyer, 1995)					
The way I look is extremely important to me.					
I am very concerned about my appearance.					
I would feel embarrassed if I was around people and did not look my best.					
Looking my best is worth the effort.					
It is important that I always look good.					
People notice how attractive I am.					
Status value (Bearden, 1989)					
It is important that others like luxury products and brands I buy.					
When buying luxury products, I generally purchase those brands that I think others will approve of.					
If other people can see me using a luxury product, I often purchase the brand they expect me to buy.					
I achieve a sense of belonging by purchasing the same luxury products and brands that others purchase.					
If want to be like someone, I often try to buy the same brands that they buy.					

Description	Low			High	
	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Status value (Bearden, 1989)					
I often identify with other people by purchasing the same luxury products and brands they purchase.					
Uniqueness (Tian <i>et al.</i>,2001)					
I often look for one-of-a-kind products or brands so that I create a style that is all my own					
I actively seek to develop my personal uniqueness by buying special luxury products or brands					
The luxury products and brands that I like best are the ones that express my individuality					
I'm often on the lookout for new luxury products or brands that will add to my personal uniqueness					
When luxury products or brands I like become extremely popular, I lose interest in them					
When a product I own becomes popular among the general population, I begin using it less					
Quality (Tsai, 2005; Shukla, 2012)					
I believe luxury goods are of superior quality					
In my mind, the higher price charged by luxury goods indicate higher quality					

Description	Low		High		
	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Quality (Tsai, 2005; Shukla, 2012)					
The product quality superiority is my major reason for buying a luxury brand					
I place emphasis on the quality assurance over prestige when considering the purchase of a luxury brand					
I incline to evaluate myself the substantive attributes and performance of a luxury brand rather than listening to others' opinions					
The luxury brand preferred by many people but that does not meet my quality standards will never enter into my purchase consideration					
Self-gift giving (Tsai, 2005)					
When in bad mood, I may buy luxury brands as self-given gifts for alleviating the emotional burden					
Purchasing luxury brands can be seen as giving myself gifts to celebrate something I do and feel excited about					
Purchasing luxury brands can be seen as giving myself gifts to celebrate an occasion that I believe significant to me					
On the whole, I may regard luxury brands as gifts I buy for treating myself					

Description	Low			High	
	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Gift giving (Qian <i>et al.</i> , 2007; Dubois <i>et al.</i> , 2005).					
Gift giving always accompanies special occasions.					
Gift giving is part of special occasions and tradition.					
I think luxury gift giving during special occasions is important					
I look for well-known luxury brands when choosing a gift.					
I think that luxury brand name gift is important					
I buy luxury products because they make good gifts.					
Purchase intention (Dodds <i>et al.</i> , 1991)					
If I were going to purchase a luxury product, I would consider buying this brand.					
If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high					
My willingness to buy this luxury brand would be high if I were shopping for a luxury brand					
The probability I would consider buying this luxury brand is high.					

Part III : Personal information

Instruction: Please mark a ✓ next to your choice and fill in the gap

- 7) Please select your gender
 Male Female
- 8) Please select your age range
 20-24 years old 25-29 years old
 30-34 years old 35-39 years old
 40 years old above
- 9) Please select your occupation
 Full-Time Employee Self-Employed
 Government Officer Unemployed
 Others, please indicate _____
- 10) Please select your income range
 20,000 Baht or less
 20,001 – 40,000 Baht
 40,001 – 60,000 Baht
 60,001 – 80,000 Baht
 80,001 – 100,000 Baht
 more than 100,000 Baht

---- Thank you very much for your cooperation ----