FACTORS INFLUENCING LUXURY PRODUCT CONSUMPTION IN THAI CONSUMERS AGED 22 TO 30 YEARS OLD

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ABSTRACT

The aim of this study was to find out the factors that influence luxury product consumption in Thai young-adult consumers (age 22 to 30). It aimed to examine the relationship between five independent factors (financial, functional, individual and social values and salesperson) and consumer's purchase intention of fashion luxury goods.

This research was designed as explanatory research. Quantitative research method was chosen because it is best appropriate for proving a relationship between focused factors. Questionnaire survey was distributed through online to 180 Thai young-adult consumers aged 22-30 years old. The sample was selected using convenience sampling technique as a means to ease time and budget constraints. The data were analyzed using descriptive (mean, frequency and standard deviation) and inferential statistics (regression).

The hypothesis testing showed that two forms of value (financial and individual value) were significant in the purchase intention for fashion luxury goods, but two (functional and social value) were not. Salesperson influence was also not significant. The results were contradicted with many studies regarding the influence of functional and social values and salesperson on luxury goods' purchase intention (Borges, et al., 2013; Cevellon & Coudriet, 2013; Hennings, et al., 2012; Monkhouse, et al., 2012). One obvious reason is that perceptions of the value of luxury goods are not consistent across cultures as noted by Hennigs, et al. (2012) as well as Wiedmann, et al. (2007).

Marketers should focus on the financial value and hedonic aspects of the luxury purchase, rather than placing a heavy emphasis on its functional or utilitarian value and social value. Future research may focus on cultural preferences of Thai luxury product consumers and non-consumers in order to develop further understanding of cultural norms and their influence on luxury products.

KEY WORDS: Luxury Goods / Value Perception / Salesperson Influence / Consumer Purchase Intention

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CHAPTER I
INTRODUCTION

1.1 Background of the Study

This research examines luxury brand purchases. Luxury brands are product brands that are characterized by exclusivity, scarcity, and high cost, as well as high utilitarian and hedonic value (Hennigs, et al., 2012). This means, in short, that luxury brand products are expensive, but this expense is justified because of the high value of the product. Luxury products may also be characterized by other differentiating factors compared to non-luxury products. For example, they may be highly original and creative in design, creating a strong aesthetic sense and appeal to consumers (Dion & Arnould, 2011). Luxury retailing, which is commonly done in brick and mortar stores (particularly boutiques, high-end department stores and flagship stores), may also be highly original and highly personalized (Dion & Arnould, 2011). This creates a feeling of uniqueness and personal relationship with the brand.

Luxury products are not fundamentally different from their non-luxury substitutes (Hennigs, et al., 2012). Instead, the main benefit of the luxury product is that it provides social and psychological benefits. For example, these benefits could include social status and prestige or positive emotional feelings (such as a hedonic feeling of indulgence or experiential value). Some brands have a highly valuable heritage or origin story, which creates a sense of historicism and increases the value of the brand (Wuestefeld, Hennigs, Schmidt, & Wiedmann, 2012). There are also other factors that play a role in the luxury brand, such as country of origin, designers, aesthetics, and functional aspects such as construction quality (Teimourpour, Hanazee, & Teimourpour, 2013). These factors create a difference between the luxury brand and its non-luxury replacement even though the products may have the same functionality.

Despite its foundation in exclusivity and scarcity, the luxury retail segment is growing worldwide (Kapferer, 2012). The emergence of ‘masstige’ luxury brands, which retain the social importance of luxury brands while being priced for the mainstream market, and the popularity of brand extensions such as perfumes have meant that there is a high rate of growth in the international market (Kapferer, 2012). In part, this growth in the market has been driven by an increase in consumer affluence around the world, particularly in rapidly growing emerging markets (Michman & Mazze, 2006). However, increasing accessibility and different social positions of luxury brands are also likely to play a role.

One explanation for the popularity of luxury goods despite their price differential is that they have a different level of perceived value compared to other products (Hennigs, et al., 2012; Jiang & Nagasawa, 2015; Shukla & Purani, 2012; Teimourpour, Hanazee, & Teimourpour, 2013; Wiedmann, Hennigs, & Siebels, 2007; Wuestefeld, Hennigs, Schmidt, & Wiedmann, 2012). Under this model, various types of value of the luxury goods may be perceived by the consumer, which serve to justify the purchase. The model presented by Weidmann, et al. (2007) and further developed by other authors including Hennings, et al. (2012), Teimourpour, et al. (2013) and Wuestefeld, et al. (2012) rejects the idea that the purchase of luxury goods is driven solely by social status-seeking or conspicuous consumption. Instead, the luxury goods may be perceived as having different types of value, such as financial, functional, or individual value. For example, the luxury product may be viewed as being a good investment, having high quality or functionality, or being particularly aesthetically or hedonically pleasing (Weidmann, et al., 2007).

Despite political instability, the Thai luxury sector is growing and there are an increasing number of locations to purchase luxury products in Bangkok. EmQuartier, a luxury shopping complex, was opened on March 25, 2015, with an estimated overall investment of 10 billion Baht. It joined its sister mall the Emporium, both owned by the Mall Group, as a major Bangkok luxury shopping destination (Jitpleecheep, 2015). To rival this, Central Pattana opened Central WestGate – a 'super-regional mall' with 14 billion Baht invested – in August 2015 (Changsorn, 2015). Some reports suggest Thailand to have slow but solid growth luxury market in the long run (Canadean, 2014; Euromonitor, 2015). Euromonitor (2015) estimated that the Thai luxury goods market reached USD2.5 billion as of 2014. This is relatively high compared to other economies of its size, which the report attributes to the relatively low living costs in Thailand

(Euromonitor, 2015). It is also the largest market in Southeast Asia, and is expected to continue growing through at least 2019 (Euromonitor, 2015).

The young adult market segment (aged 22 to 30) has been identified as a key market segment in emerging markets previously (Hoffmann & Hoffmann, 2013). While the biggest market for luxury goods is the 30-40 age bracket, the 22-30 age bracket is growing as incomes grow (Euromonitor, 2015). Previous research into Thai women in this age group has suggested that personal values, including materialism, conformity, need for uniqueness, and vanity, play a role in the consumer purchase decision for luxury fashion goods (Tovikkai & Jirawattananukool, 2010). Brand experience also plays a role in Thai luxury makeup consumption (Ueacharoenkit, 2013). However, previous research into consumer purchases of fashion goods suggests that there are multiple types of value perceptions that influence the consumer choice of luxury goods (Hennigs, et al., 2012; Hoffmann & Hoffmann, 2013). Thus, this research examines what the appeal of luxury items are to young adults in this age group. There has been little research into this age group in Thailand's luxury market. Thus, this research will fill a research gap and provide more information for future studies.

1.2 Research questions

What are the factors that influence luxury product consumption in Thai consumers aged between 22 and 30?

1.3 Significance of the study

This study is important because there is an increasing, though still relatively small, market for luxury goods in Thailand (Canadean, 2014; Euromonitor, 2015). In order to enter this market, firms will need to understand what drives Thai consumers to purchase luxury goods. However, cross-cultural studies have shown that there are cultural differences in purchase intentions and motivations for luxury goods (Hennigs, et al., 2012; Shukla & Purani, 2012). There has been limited research into Thai luxury goods purchase, particularly in the young adult consumer market. One study has shown that personal values such as materialism and vanity play a role in the consumer purchase decision for female undergraduate students (Tovikkai & Jirawattananukool, 2010). Another study in Thailand, which focused on luxury cosmetic products, showed that positive brand experience influences consumer loyalty, but did not identify the role of value perceptions (Ueacharoenkit, 2013). However, these studies have not identified the role of perceived value as a potential factor in the purchase decision in young adults (including both genders). This information will be vital to luxury marketers whose products are entering the Thai market. It is also important for academic researchers, since it will provide more information about luxury value perceptions in different cultures.

CHAPTER II
LITERATURE REVIEW

This chapter presents the literature review that was conducted for the study. The literature review summarizes and critiques the existing literature and sets out the known information on the research topic. This helps explain the research and makes sure it is not repeating existing studies. This chapter begins by discussing the luxury goods market in Thailand. It then examines the concept of consumer purchase intention. Factors in consumer purchase intention for luxury goods are then discussed. These include value perceptions and influence of salespeople. An operational definition of each of the factors is discussed. The conceptual framework is then presented.

2.1 Luxury Goods Market in Thailand

The luxury goods market in Thailand persists and continues to grow slowly despite the continuing political instability in the country (Euromonitor, 2015). It is expected to grow to USD2.2 billion in 2019, despite the drop in luxury sales that occurred during 2014 and is expected to continue through 2015 (Euromonitor, 2015). The luxury market is concentrated in and around Bangkok and its cluster of high-end retail stores. Although the country's e-commerce opportunities for luxury retail are growing slowly, they are hampered by the generally slow adoption of online retail in Thailand (Euromonitor, 2015). Sales are driven by high incomes in relatively young adult segments of the Thai population, paired with low living costs (especially rent and home ownership). It can also be expected that younger consumers will play a role in the developing luxury market as incomes continue to rise (Euromonitor, 2015). Thus, although growth in the luxury market has been slowed by political instability, the market is still growing.

According to Canadean (2014), the Clothing, Footwear, Accessories and Luxury Goods Specialists channel in Thailand was accounted for 22.4% of the Specialist Retailers market, second to Food and Drinks Specialists which gained 36.8% share in

2012. The According to Canadean (2014), the Clothing, Footwear, Accessories and Luxury Goods Specialists channel in Thailand was accounted for 22.4% of the Specialist Retailers market, second to Food and Drinks Specialists which gained 36.8% share in 2012. The report further forecasted the Clothing, Footwear, Accessories and Luxury Goods Specialists to expand from US$8.9 billion in 2012 to US$10.7 billion in 2017. (This figure is substantially higher than that given by Euromonitor (2015), but it also includes non-luxury textiles and footwear, so it is not directly comparable.) Euromonitor (2015) found the slow growth in Thai luxury goods market but its demand remained positive and overall market performance and future growth are speculated to improve after economic and political recovery. Thus it could be concluded that luxury goods market in Thailand has a growth potential and is a relatively strong segment.

2.2 Consumer Purchase Intention Concept

This research is concerned with consumer behavior, which can be defined as the set of activities and responses that an individual goes through in the process of making a purchase decision (Kardes, Cronley, & Cline, 2011). Consumer activities include evaluation and assessment of products and services, followed by purchasing, consumption, and disposal of these services (Kardes, et al., 2011). Consumer responses can be cognitive (thought-based), affective (emotion-based), or social. External stimuli and perceived internal needs lead to the set of consumer activities, which in turn, influence different stimuli. This is why consumer behavior is the best considered as a process rather than a state or standalone activity.

In this research the main concern is the purchase intention. The purchase intention for a given product or service precedes the actual purchase (Kotler & Keller, 2011). It consists of the formation of an intention (or decision) to purchase particular goods or service because it is perceived to meet a particular need (Kotler & Keller, 2011). Consumers do not always formulate conscious purchase intentions in advance of a purchase (Kardes, et al., 2011). For example, impulse purchase decisions occur near the point of actual purchase, and may include items that the consumer had no conscious intention to buy before being exposed. However, luxury items are highly involved items, meaning that they are both expensive and have a heavy social and emotional meaning (Michman & Mazze, 2006). This means that consumers do often spend time assessing the luxury purchase and determining, for example, whether they can afford it, whether it is superior to associated purchases, and what social implications it will have (Michman & Mazze, 2006). Thus, studying the consumer purchase intention is appropriate for luxury goods, since most consumers will have formulated these intentions (or not).

2.3 Influential Factors in Consumer Purchase Intention

There are two factors in consumer purchase intention for luxury goods studied in this research. These include value perceptions and salesperson influence. These factors were selected because they represent consumer assessments of the product itself and its sales context.

2.3.1 Value perception

The first factor studied is value perceptions. Hennings, et al. (2012), following previous work by Wiedmann, et al. (2007), identified consumer value perceptions as the subjective view of the consumer about the value or meaning of the product. These authors, who conducted a cross-cultural study of the value of luxury goods, identified four dimensions of value (see Figure 2.1) (Hennigs, et al., 2012; Wiedmann, Hennigs, & Siebels, 2007). The financial dimension relates to the price and financial value of the product. The functional value of the luxury product relates to its utility, including features like quality, usability, reliability, durability and uniqueness. The individual dimension is the internal value of the product to the consumer; for example, its hedonistic (enjoyment) appeal or its use in construction of self-identity. Finally, the social dimension of value is the conspicuous consumption nature of the product and the prestige associated with their use (Hennigs, et al., 2012). These four dimensions of value combine in order to create an overall perception of the value of the luxury goods. Studies have shown that consumer value perceptions do play a role in whether they will purchase luxury goods (Hennings, et al., 2013; Wiedmann, et al., 2007). However, not all consumers will have the same value of a given product or luxury goods, even when they purchase the same products.

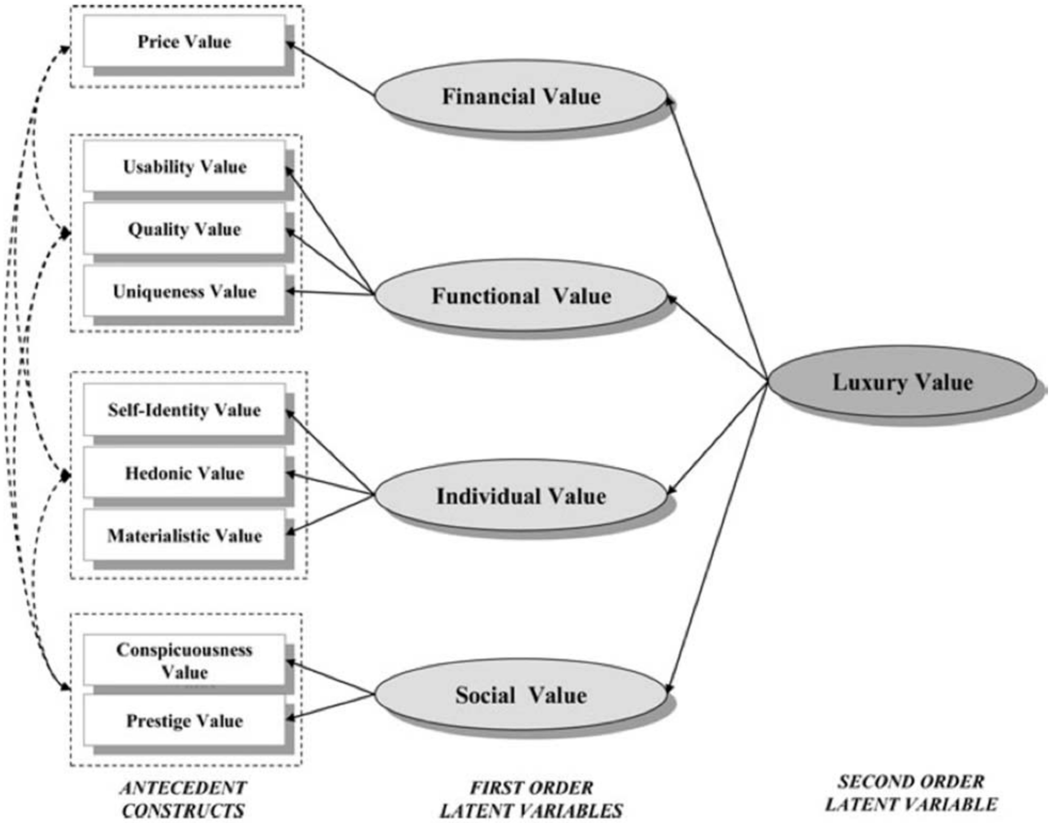

Figure 2.1 Model of luxury goods value perception (Hennigs, et al., 2012)

A number of studies have addressed the value perception of luxury goods in various contexts, which have largely supported the Hennings, et al. (2012) four-dimensional model of perceived value of luxury goods. These studies emphasize the idea that consumers perceive value of luxury goods differently. One study examined consumption of luxury goods in India (Srinivasan, Srivastava, & Bhanot, 2014). This study found that there were distinct consumer segments who emphasized different elements of perceived value, including those interested in quality and functionality (“value”); those interested in the social meaning (“snobs”); and those interested in social and financial value (“prestige”). The authors noted that their study proved that even though consumers may purchase the same or similar brands, they have different reasons for the purchase depending on their attitudes and preferences (Srinavasan, et al., 2014). A study in Iran (n = 1,097 consumers) identified four different segments of luxury consumers, which had different value perceptions (Teimourpour, Hanazee, & Teimourpour, 2013). This study determined that while some consumers were concerned about the financial and utility value, others were concerned about the social status implied by the products.

This study also identified a non-luxury consumer, who did not perceive enough value of any type to purchase luxury goods (Teimourpour, et al., 2013).

There are some additional influences on perceived value. A study in East Asian countries showed that cultural tendencies such as face and group orientation influenced different dimensions of perceived value (Monkhouse, Barnes, & Stephan, 2012). This is consistent with another study, which has shown that the importance of various value perceptions varies by culture (Shukla & Purani, 2012). Similarly, the sales environment can influence value perceptions (Borges, Babin, & Spielmann, 2013). Borges, et al. (2013) found that hedonic sales environments (those that encouraged fun) increased sales and willingness to pay, as well as increased value perceptions. Thus, perceived value is not purely an internal or individualistic phenomenon. Instead, it may be influenced by many different factors in the environment and individual differences. A further study showed that brand characteristics, like brand heritage, influence consumer value perceptions of the luxury goods (Wuestefeld, Hennigs, Schmidt, & Wiedmann, 2012). A study of consumers in India examined only the social value and quality (functional value) perceptions relevant to luxury purchases in India (Eng & Bogaert, 2010). The authors examined cultural dimensions, product perceptions (including quality perceptions and social prestige) and individual characteristics. They used a qualitative approach based on consumer interviews. They found that perceived quality was not viewed as a reason to buy luxury consumer goods; however, it was perceived as an inherent characteristic of luxury goods. The more important value was the social or prestige value of luxury goods, as luxury goods were viewed as communicating and enhancing status and prestige (Eng & Bogaert, 2010).

It is important to note that not all consumers will show the same value perceptions for luxury goods. For example, consumers show individual variations in preferences for different value perceptions, as well as group variations based on culture (Shukla & Purani, 2012). Gender also makes a difference in value perceptions for luxury goods (Stokburger-Sauer & Teichmann, 2013). These authors compared value perceptions and purchase antecedents for luxury goods. They found that female consumers perceived the hedonic and uniqueness (individual) value of luxury goods more highly than male consumers. They also found that female consumers were more likely to identify social status meanings for luxury consumer goods compared to similar non-luxury goods

(Stokburger-Sauer & Teichmann, 2013). Thus, it is expected that there will be some degree of variation in the responses regarding value in different consumer demographics. More broadly, these studies demonstrate that perceived value is inherently subjective, and cannot be measured using an objective study.

Other authors have also identified the importance of consumer value perceptions in the selection of luxury goods specifically in developing and emerging markets, such as Thailand. One study compared value perceptions using a tri-dimensional model (including social, individual, and functional dimensions) between developed markets (US and UK) and emerging markets (India and Malaysia) (Shukla, The influence of value perceptions on luxury purchase intentions in developed and emerging markets, 2012). The authors found that there were some differences in the value perceptions of consumers in these markets. While consumers in the developed markets were more concerned generally with individual values (like hedonism and materialism), the social values (status) were more important in emerging markets (Shukla, The influence of value perceptions on luxury purchase intentions in developed and emerging markets, 2012). A similar study compared American and Chinese college students and their luxury brand perceived value and brand equity (Jung & Shen, 2011). This study showed that, contrary to Wiedmann, et al. (2007) there were some differences in perceived value for luxury brands. Although American consumers showed a higher level of perceived quality and other brand equity dimensions, Chinese consumers actually showed higher brand equity (Jung & Shen, 2011). This study reinforces the idea that relationships cannot simply be assumed, but instead must be tested, since there are a number of differences that may be observed.

There have been some contradictory findings regarding the relative importance of value perceptions. For example, one study only partially supported the value perception model of luxury consumption (Hung, Chen, Peng, Hackley, Tiwsakul, & Chou, 2011). These authors examined the factors in luxury product consumption in the Chinese market. The authors studied luxury brand perceptions, along with social influence and vanity traits, as antecedents. Perceived functional and experiential value had a high correlation with luxury value purchase. However, social value did not have a strong connection (Hung, et al., 2011). The significance of this study is that all dimensions of perceived value are not always important. Thus, it cannot just be assumed that all dimensions of value will be significant. Instead, they must be tested individually.

2.3.2 Influence of salespeople

Another factor in the consumer decision for luxury goods is the influence of salespeople, or people who help consumers make purchases. One author explains that salespeople are brand ambassadors for luxury goods (Cevellon & Coudriet, 2013). This means that the salespeople model the *type* of consumer the brand is for. They also have an intimate knowledge of the brand and products, which allows the consumer to feel they are making an informed choice (Cevellon & Coudriet, 2013). Salespeople are also a source of customer engagement and experience for the brand (Kim & Kim, 2014). Salespeople are the personal face of the brand and the main source of interaction with the brand for consumers. As a result, a positive, pleasant and engaging customer interaction can make a difference in the consumer interaction (Kim & Kim, 2014). This is particularly true for luxury goods, where consumers have a heightened requirement for positive experience because of the cost of the product (Michman & Mazze, 2006). Thus, the salesperson has a number of potential influences on the consumer purchase intention for luxury goods. These include providing knowledge and information, engaging and interacting with the consumer, and modeling the brand and its values.

2.4 Summary of Influential Factors

Table 2.1 defines the operational variables identified in this research. The independent variables are value perceptions and salesperson influence. The dependent variable is purchase intention for luxury goods. The next section explains the relationships between these variables.

Table 2.1 Summarize of literature review

Factor	Description	Sources
Value perceptions	The consumer's subjective assessment of the value of the product in four areas (financial, or monetary value; functional, or utilitarian value; individual, or hedonic value; and social, or prestige value). Value perceptions play different roles in purchase decisions for different consumers. (Independent)	Borges, et al. (2013) Eng and Bogaert (2010) Hennings, et al. (2012) Hung, et al. (2011) Jung and Shen (2011) Monkhouse, et al. (2012) Shukla (2012) Shukla and Purani (2012) Srinavasan, et al. (2012) Stokburger-Sauer and Teichmann (2013) Wiedmann, et al. (2007) Wuestefeld, et al. (2012)
Salesperson influence	Influence of salespeople, who provide information, engagement and interaction, and brand modeling. Salespeople influence consumers in multiple ways. (Independent)	Cevellon and Coudriet (2013) Kim and Kim (2014) Michman and Mazze (2006)
Purchase intention	Stated intention of purchasing a luxury product or item. The purchase intention for luxury products is made prior to purchase. (Dependent)	Kardes, et al. (2011) Kotler and Keller (2012) Michman and Mazza (2006)

2.5 Conceptual framework

The conceptual framework of the study is explained in Figure 2.2 The conceptual framework states that there are two factors in the consumer purchase intention for luxury goods. The main factor is value perceptions, which include financial, functional, individual and social dimensions (Hennings, et al., 2012; Wiedmann, et al., 2007; Wuestefeld, et al., 2012). The consumer value perception can be viewed as a subjective, individual assessment of the value of the luxury good (Wiedmann, et al., 2007; Hennings, et al., 2012). Various studies have addressed the importance of the value perception in the consumer purchase decision for luxury goods, although these studies have also reinforced the fact that value perceptions are subjective and do vary across cultures and consumer groups (Borges, et al., 2013; Eng & Bogaert, 2010; Hung, et al., 2011; Jung and Shen, 2011; Monkhouse, et al., 2012; Shukla, 2012; Shukla & Purani, 2012; Stokberger-Sauer & Teichmann, 2013; Wuestefeld, et al., 2012). The hypothesis that addresses this dimension is:

Hypothesis 1: Consumer value perceptions of luxury goods will influence purchase intentions for luxury goods.

Hypothesis 1a: Financial value will influence purchase intentions for luxury goods.

H*ypothesis 1b:* Functional value will influence purchase intentions for luxury goods.

Hypothesis 1c: Individual value will influence purchase intentions for luxury goods.

Hypothesis 1d: Social value will influence purchase intentions for luxury goods.

The second relationship addressed is the relationship between the influence of salespeople and the consumer purchasing decision. Studies have shown that the salesperson plays many roles in the consumer purchase experience, including providing interaction, modeling the brand's values, and offering product knowledge and information (Cevellon & Coudriet, 2013; Kim & Kim, 2014; Michman & Mazze, 2006). In this study, the impact of salesperson influence on the purchase decision will be explored using the following hypothesis:

Hypothesis 2: Salesperson will influence purchase intentions for luxury goods.

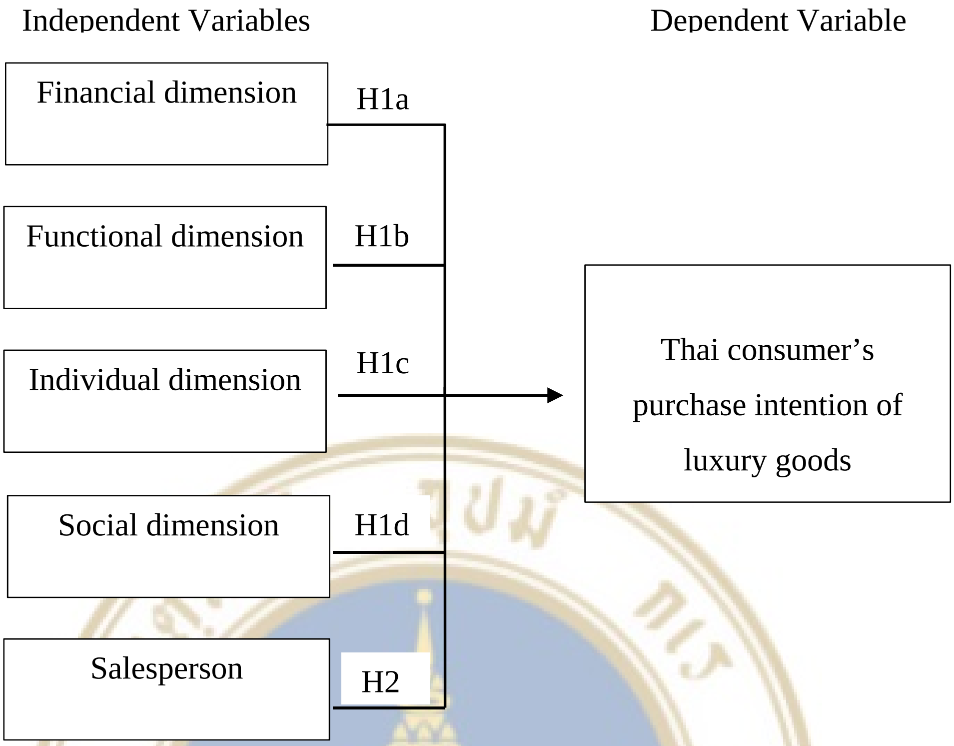

Figure 2.2 Conceptual framework of the study

Both hypotheses will be tested using a quantitative questionnaire survey. The next chapter explains the methodology used in the study.

CHAPTER III
RESEARCH METHODOLOGY

The research methodology of this study is a descriptive quantitative study of Thai consumers (aged 22 to 30). The questionnaire, which is adapted from three studies by Wiedmann, et al., (2007) for four factors of consumer value perception, Ahearne, et al., (1999) for sales person factor and Hung, et al., (2011) for purchase intention factor, will measure the importance of value perception and salespeople in the purchase intention for luxury goods. This chapter describes the research methodology used in the study. It first explains the research method. Then, it describes the data collection and data analysis processes selected. The purpose of this chapter is to allow for reproduction of the study if necessary and to explain how the research was conducted and what considerations the researcher took into account.

3.1 Research Method

Research may be classified as exploratory, descriptive or explanatory (Saunders, Lewis, & Thornhill, 2009). Exploratory research examines an area that has been studied relatively little, while descriptive research provides information about the frequency or nature of a given phenomenon. Descriptive research describes situations or characteristics of the sample. Explanatory or causal research identifies relationships between variables and helps to explain the factors contributing to the outcomes (Saunders, et al., 2009). This research was designed as explanatory research. The reason for this was because the study was intended to identify reasons that the target population chose to buy luxury goods.

Common research methods include quantitative, qualitative and mixed methods (Zikmund, Babin, Carr, & Griffin, 2013). Quantitative research was chosen for this study because it is most suitable for explanatory research (Zikmund, et al., 2012). Only quantitative research can adequately prove relationships between factors and support hypothesis testing. The research was conducted using a survey approach. Surveys measure a standard set of operationalized variables from all participants in a fixed order (Brace, 2013). The research was conducted using a questionnaire, which was selected based on the ability to rapidly measure standard variables from all participants. This makes the best use of researcher time while maximizing the use of resources (Brace, 2013). The questionnaire was adapted from the studies by Hennigs et al. (2012), Hung et al. (2011) and Ahearne et al. (1999).

The population of interest for the study was Thai consumers aged 22 to 30. The precise number of members of this population is not known, but given the size of the Thai population it is more than one million members. A standard sample size calculation table was used in order to select the appropriate sample size (Figure 3.1). The minimum sample size for this population size is n = 385 (Krejcie & Morgan, 1970).

The sample for the study was selected using convenience sampling. Convenience sampling is a non-probability sampling technique where the researcher selects participants based on availability (Saunders, et al., 2009). Convenience sampling is not the scientifically best method to use, because it can result in a non-representative sample. However, it is commonly used in business and consumer research because of its advantages of simplicity, time and optimization of resource use (Zikmund, et al., 2012). The convenience sampling method was used in this research because there is no demographic description or listing of the population. As a result, random sampling techniques such as SRS or stratified random sampling would not be possible.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: “N” = population size, “S” = sample size.

Figure 3.1 Standard sample size calculation table (Krejcie & Morgan, 1970)

3.2 Data Collection

Data collection began with collection of secondary research, or research conducted by others (Zikmund, et al., 2012). Secondary research is used to develop a conceptual framework and hypotheses, and to make sure the research has not been previously conducted (Saunders, et al., 2009). The literature review (Chapter 2) is a summary and critique of the literature that emerged from the secondary research process.

Primary research (conducted directly for this study) was undertaken using an online questionnaire survey. The researcher sent online questionnaire to approach the target survey group through Facebook. The questionnaire is attached in the Appendix.

3.3 Data analysis

Data analysis was conducted using descriptive statistics and multiple regression testing in SPSS. Descriptive statistics were calculated so that general attitudes toward luxury consumption behaviors in the sample could be described. Additionally, attitudes and consumer purchase intentions could be identified using descriptive statistics. However, this does not say anything about the population, and the sample is unknown in terms of its representative power. Because of this limitation, further testing was required to prove hypotheses.

Multiple regression was used to identify relationships between the proposed causal factors (value perceptions and salespeople) and consumer purchase intentions for luxury goods. This technique was selected because it is the best choice to prove the hypotheses. Regression is a test that assesses the mathematical relationship between two or more variables, with one variable positioned as an outcome (dependent) variable and one or more variables positioned as a predictor (independent) variable (Zikmund, et al., 2012). The reason for using regression is that it is one of the main ways that hypotheses that propose relationships between variables can be tested. The multiple regression test is a more realistic test for real-world situations, although it still does not model all possible relationships (Zikmund, et al., 2012).

CHAPTER IV
DATA FINDINGS AND ANALYSIS

The objective of this research is to find factors influencing luxury products consumption in Thai consumers aged between 22 to 30 years old. This chapter presents the data findings and analysis from the primary research. The results were generated from the questionnaires collected from the sample (n = 180) in SPSS. The results were then compared to the existing literature.

The presentation below includes tables, charts and narrative discussion of the findings. The first section presents the descriptive data findings, including demographic information, luxury consumption behavior, and attitude variables. This is followed by the hypothesis testing results. The second section of the chapter discusses the results and compares them to the previous studies discussed in the literature review.

4.1 Data Findings

Data findings are arranged in four sections, including demographic information, luxury consumption behavior, attitudes about luxury quality, and hypothesis testing.

4.1.1 Demographic information

Tables 2 through 6 show the frequency distributions of the demographic factors collected (gender, age, education level, occupation, and monthly income). Respondents were primarily female (72.2%). All respondents were either 26 to 29 years old (51.1%) or 22 to 25 years old (48.9%). The group was highly educated, with all but one participant having a Bachelor degree (54.4%) or Master degree (45%). Participants had a range of occupations, but the most common were private sector employees (43.9%) and business owners (22.8%). Almost all participants had income of over 15,000 baht. Most had income of either 30,001 to 45,000 baht (28.3%) or 45,001 to 60,000 baht (25%). A further 25.6% had income over 60,000 baht. Thus, the respondents to this study were generally female and aged 22 to 29. They were educated at least to degree level, commonly private sector employees or business owners, and had relatively high incomes.

Table 4.1 Gender

Gender	Frequency	Percentage
Male	50	27.80
Female	130	72.20
Total	**180**	**100**

Table 4.2 Age

Age	Frequency	Percentage
22-25 years old	88	48.9
26-29 years old	92	51.1
30 years old or above	-	-
Total	**180**	**100**

Table 4.3 Education level

Education level	Frequency	Percentage
High school	-	-
Diploma	1	0.6
Bachelor degree	98	54.4
Master degree	81	45.0
Doctoral degree	-	-
Total	**180**	**100**

Table 4.4 Occupation

Occupation	Frequency	Percentage
Students	25	13.9
Private sector's employee	79	43.9
Public sector's employee	28	15.6
Business owner	41	22.8
Freelancer	7	3.9
Housewife	-	-
Total	**180**	**100**

Table 4.5 Monthly income

Monthly income	Frequency	Percentage
15,000 THB or below	5	2.8
15,001-30,000 THB	33	18.3
30,001-45,000 THB	51	28.3
45,001-60,000 THB	45	25.0
60,001-75,000 THB	21	11.7
More than 75,000 THB	25	13.9
Total	**180**	**100**

4.1.2 Luxury consumption behavior

Table 4.6 and Figure 4.1 show the popularity of different types of luxury purchases. Respondents chose an average of 2.15 item types each. The most common luxury purchases included bags (48.3%) and handbags (40%). Accessories (33.9%), watches (25%), sunglasses (23.3%), and perfumes (18.9%) were also common choices.

Table 4.6 Favorite types of luxury goods

Favorite types of luxury goods	Frequency	Percentage
Accessories (i.e. ring, earrings, belt and bracelet)	61	33.9
Bags	87	48.3
Handbags	72	40.0
Belts	1	0.6
Clothes	14	7.8
Cosmetics	3	1.7
Perfumes	34	18.9
Shoes	22	15.6
Sunglasses	42	23.3
Wallets	6	3.3
Watches	45	25.0

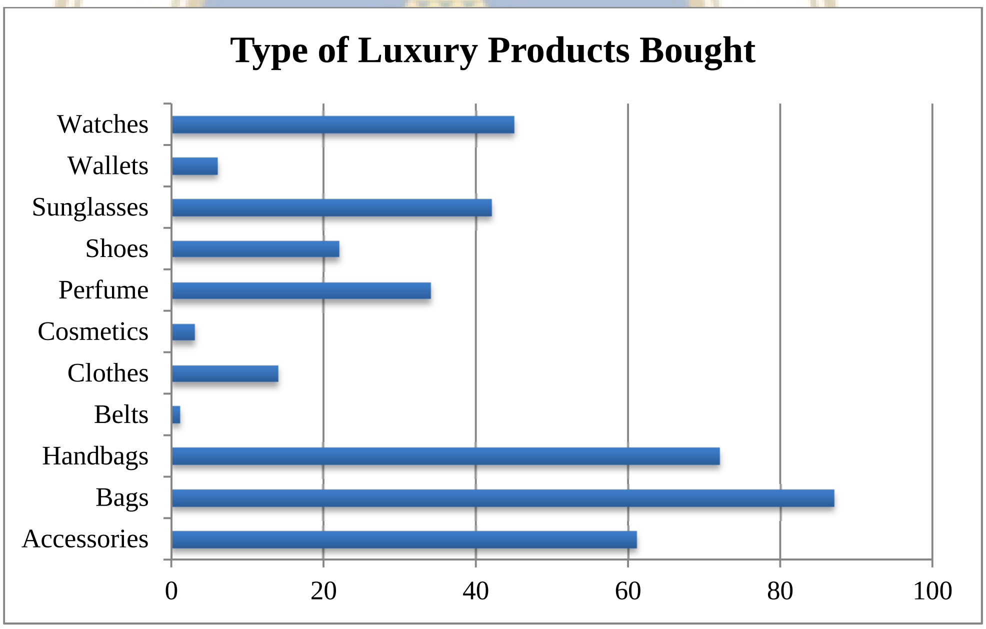

Figure 4.1 Types of luxury goods bought

Table 4.7 shows the most popular luxury brands selected by participants. There was a wide range of brand preferences shown. The most common brands selected included Louis Vuitton (26.7%), Chanel (13.3%), and Gucci (12.2%).

Table 4.7 Favorite brands of luxury goods

Favorite brands of luxury goods	Frequency	Percentage
Armani	3	1.7
Burberry	12	6.7
Calvin Klein	2	1.1
Cartier	5	2.8
Chanel	24	13.3
Christian Dior	8	4.4
Dolce & Gabbana	2	1.1
Gucci	22	12.2
Hermes	9	5.0
Prada	16	8.9
Hugo Boss	1	0.6
Louis Vuitton	48	26.7
Marc Jacobs	2	1.1
Michael Kors	1	0.6
Ralph Lauren	3	1.7
Rolex	7	3.9
Versace	1	0.6
Ray Band	1	0.6
Coach	3	1.7
Bottega Veneta	7	3.9
Freitag	2	1.1
Tag Heuer	1	0.6
Total	**180**	**100**

Table 4.8 shows the frequency of luxury goods purchase in a year. Most participants bought only one to three luxury items per year (79.4%). Thus, even though the sample is wealthier than average for Thailand, luxury purchases are still relatively rare. This is due to their expense, which as Table 4.9 shows is relatively high. Most participants (93.3%) expect to spend more than 10,000 baht, and 8.9% expect to spend more than 100,000 baht per purchase.

Table 4.8 Frequency of luxury goods purchase a year

Frequency of luxury goods purchase a year	Frequency	Percentage
Less than 1 item	-	-
1-3 items	143	79.4
4-6 items	29	16.1
7-10 items	6	3.3
More than 10 items	2	1.1
Total	**180**	**100**

Table 4.9 Average spending for one item of luxury goods

Average spending for one item of luxury goods	Frequency	Percentage
1,000-10,000 THB	12	6.7
10,001-20,000 THB	32	17.8
20,001-30,000 THB	49	27.2
30,001-40,000 THB	16	8.9
40,001-50,000 THB	31	17.2
50,000-100,000 THB	24	13.3
More than 100,000 THB	16	8.9
Total	**180**	**100**

The final question was where people got information about luxury goods (Table 4.10, Figure 4.2). As this shows, social media (53.3%) and friends (50%) are the most common sources of information. However, respondents selected on average 2.11 information sources, indicating they had diverse sources.

Table 4.10 Channels for gathering information about luxury goods

Channels for gathering information about luxury goods	Frequency	Percentage
Colleague	22	12.2
Family	34	18.9
Friends	90	50.0
Magazine	46	25.6
Online forum (i.e. Pantip or other forum for a specific luxury brand)	66	36.7
Social media (i.e. Facebook or Instagram)	96	53.3
Sales representative	27	15.5

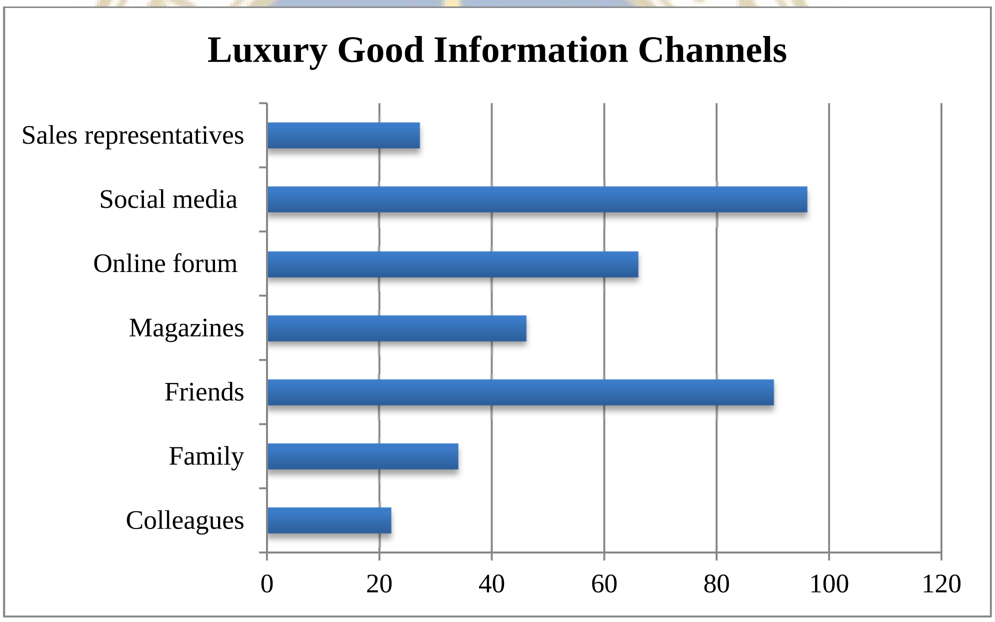

Figure 4.2 Information channels for luxury goods

4.1.3 Attitudes about luxury purchase factors and intentions

Tables 4.11 through 4.16 show means and standard deviations for the luxury purchase factors identified (financial, functional, individual, social and sales personnel), while Table 4.16 shows the behavioral intentions. Responses were classified based on the original Likert scale as follows:

1) 1.00 to 1.79 = Strongly disagree
2) 1.80 to 2.59 = Disagree
3) 2.60 to 3.39 = Neutral
4) 3.40 to 4.19 = Agree
5) 4.20 to 5.00 = Strongly agree

Respondents generally agreed with the financial dimension (M = 3.96, SD = 0.69), the sales personnel dimension (M = 3.90, SD = 0.84), the functional dimension (M = 3.75, SD = 0.78), the individual dimension (M = 3.61, SD = 0.96), and the social dimension (M = 3.42, SD = 0.76). They also generally agreed they were likely to purchase luxury goods again (M = 3.99, SD = 0.81).

Table 4.11 Mean of financial

Items	Mean	Standard Deviation	Interpretation
Q2.1 Luxury goods are unavoidably expensive.	4.02	.96	Agree
Q2.2 Not many people can afford a true luxury goods.	3.37	1.27	Neutral
Q2.3 Luxury goods is not available in supermarket.	4.50	.94	Strongly agree
Total mean for financial dimension	**3.96**	**.69**	**Agree**

Table 4.12 Mean of functional dimension

Items	Mean	Standard Deviation	Interpretation
Q2.4 I purchase luxury goods because its superior quality.	3.88	.83	Agree
Q2.5 I consider quality of luxury goods over prestige value it gives.	3.43	1.03	Agree
Q2.6 I will not purchase luxury goods if the quality does not meet my standard.	3.97	1.10	Agree
Total mean for functional dimension	**3.76**	**.78**	**Agree**

Table 4.13 Mean of individual dimension

Items	Mean	Standard Deviation	Interpretation
Q2.7 I gain self-satisfaction from purchasing luxury goods.	3.69	1.08	Agree
Q2.8 I feel good when I purchase luxury goods.	3.52	.99	Agree
Q2.9 I purchase luxury goods to treat myself.	3.62	1.14	Agree
Total mean for individual dimension	**3.61**	**.96**	**Agree**

Table 4.14 Mean of social dimension

Items	Mean	Standard Deviation	Interpretation
Q2.10 I want to know brands of luxury goods that others think they are good.	3.53	.98	Agree
Q2.11 Perception of my friend/family on certain luxury brands is important.	3.34	.90	Neutral
Q2.12 I would consider others' opinion on brand of luxury goods that I want to purchase.	3.40	1.03	Agree
Total mean for social dimension	**3.42**	**.76**	**Agree**

Table 4.15 Mean of sales personnel

Items	Mean	Standard Deviation	Interpretation
Q2.13 It is important that sales person listens to my needs and concerns	3.41	1.15	Agree
Q2.14 It is important that sales person can give accurate information about the product.	4.17	1.00	Agree
Q2.15 It is important that sales person can be trusted.	4.12	1.14	Agree
Total mean for sales personnel dimension	**3.90**	**.84**	**Agree**

Table 4.16 Mean of purchase intention

Items	Mean	Standard Deviation	Interpretation
2.16 I am likely to purchase luxury goods in the future.	4.19	.83	Agree
2.17 I have high intention to purchase luxury goods.	3.83	.98	Agree
2.18 I have a strong possibility to purchase luxury goods.	3.94	.91	Agree
Total mean for purchase intention	**3.99**	**.81**	**Agree**

4.1.4 Hypothesis testing results

Hypothesis 1 stated that product dimensions (financial, functional, individual and social dimensions) would influence purchase decision for luxury goods. Hypothesis 2 stated that sales personnel would influence purchase intention. The hypotheses of the research were tested using multiple regression. Results are shown in Table 4.17 The ANOVA test outcome ($p < 0.05$) confirms that the result is significant. The goodness of fit test ($R^2 = 0.361$) indicates a moderate but interesting relationship, with 36.1% of the variance in buying intentions attributable to the five factors tested. However, the ttests showed that only two of the dimensions (the financial and individual dimensions) were significant at $p < 0.05$. The equation of this test is:

$$Y_{buying\ intention} = 1.216 + 0.633X_{1(Financial)} - 0.094 + 0.112\ X_{3(Individual)} + 0.14\ X_{4(Social)} - 0.069\ X_{5(Sales\ personnel)}$$

This analysis allows hypotheses H1a and H1c to be accepted, as financial and individual dimensions were significant for buying intention. However, H1b and H1d must be rejected, as must H2, as functional and social dimensions and sales personnel were not shown to be significant.

Table 4.17 Hypotheses testing

Model	B	Std. Error	Beta	p-value
Financial dimension (H1a)	.633	.097	.539	.000**
Functional dimension (H1b)	-.094	.079	-.090	.237
Individual dimension (H1c)	.112	.054	.133	.041*
Social dimension (H1d)	.141	.078	.132	.071
Sales personnel (H2)	-.069	.062	-.071	.265

Noted: R^2=. 361, Constant = 1.216, *P<0.05, **P<0.01

4.2 Discussion

The demographics of the study were consistent with demographics identified by Euromonitor (2015), with high-income young adults being the main concentration. However, there were some important variances from the literature review in this research.

Some factors, including financial and individual factors, were consistent with the literature review. Financial value and individual value (or hedonic value) were part of the cluster of value perceptions identified for the luxury product in previous studies (Borges, et al., 2013; Hennings, et al., 2012; Monkhouse, et al., 2012; Shukla & Purani, 2012; Srinavasan, et al., 2012; Wiedmann, et al., 2007; Wuestefeld, et al., 2012). However, it is important to note that functional (utilitarian) value and social (prestige) value were also part of this cluster, but these factors were not found to be significant. This raises the question of why some of the factors of luxury consumption were significant and others were not. One obvious reason is that perceptions of the value of luxury goods are not consistent across cultures. Hennigs, et al. (2012), as well as Wiedmann, et al. (2007) found that while the four factors identified as dimensions of luxury value were commonly found in different cultures, they did not have consistent or equal standing. For some cultures, for example, the social implications of luxury goods were far more important than their functional or financial values. In contrast, other cultures showed a strong preference for the utilitarian or financial aspects of luxury goods. Furthermore, individual consumers have different preferences and values for luxury goods, even when they choose the same product (Hennigs, et al., 2013; Srinavasan, et al., 2014; Teimourpour, et al., 2013; Wiedmann, et al., 2007). This could extend to generational differences, with the relatively young sample in this study having different value perceptions than older consumers. Thus, it is not surprising that individual consumers had different values for luxury goods. The characteristics of the brand itself and the sales environment, along with related cultural norms like face, can also affect the perception of different types of value of luxury goods (Borges ,et al., 2013; Monkhouse, et al., 2012; Shukla & Purani, 2012; Wuestefeld, et al., 2012). Thus, there may be cultural reasons such as value preferences, as well as individual and generational preferences, that could limit the type of value perceived in luxury goods.

The influence of the salesperson was predicted in the literature to be important in the choice of luxury goods (Cevallon & Coudriet, 2013; Kim & Kim, 2014; Michman & Mazze, 2006). There were a number of ways that the salesperson was predicted to influence the consumer decision for luxury goods. For example, they were suggested to be brand ambassadors, both providing knowledge of the product and modeling what type of person might use the brand or product (Cevallon & Coudriet, 2013). Salespeople were also suggested to provide customer engagement, improving the experience of the luxury brand purchase, which is particularly important in the purchase of a luxury good (Kim & Kim, 2014; Michman & Mazze, 2006). The high cost of the luxury product increases the level of consumer involvement, which increases demand both for knowledge and interaction and leads to consumer expectations of a pleasant experience (Michman & Mazze, 2006). Given this clear importance of the salesperson in representing the brand and providing a strong experience, it is surprising that the salesperson was not a significant factor in the consumer decision for luxury goods. There are some potential reasons for this based in cultural preferences and practices (Kardes, et al., 2011; Kotler & Keller, 2011). For example, Thai consumers may have different preferences for salesperson interaction than Western consumers (where most consumer research used for this study took place). It is also possible that the consumer group surveyed do not view salespeople as important sources of information about the brand. Given that participants showed relatively high use of online sources like forums and social media as an informational channel about luxury goods, they may consider themselves to be more educated about the goods and thus not need additional information about the product. It is also possible that this difference is related to cultural preferences in salesperson interaction. However, there is no available research in Thai salesperson interaction preferences for luxury goods.

CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

The final task of the research is to conclude the paper. This chapter presents a conclusion. It then discusses the implications of the study for luxury retailers; examines the research limitations; and presents some opportunities for future research projects.

5.1 Conclusion

This research was undertaken with the goal of identifying factors that influence luxury consumption in the Thai aged 22-30 demographic group. This research was undertaken because market reports from Euromonitor (2015) and other sources indicate that luxury consumption in Thailand is growing, largely driven by high income in this demographic. The research question of this study was: *What are the factors that influence luxury product consumption in Thai consumers aged between 22 and 30?*

The first stage in answering the research question was conducting a literature review. This literature review was directed to identifying potential factors in luxury product consumption. A four-dimensional value framework was identified for luxury goods, including financial, functional, individual and social value. These perceived values are subjective perceptions that set the luxury good apart from its non-luxury counterpart. The literature review identified these four dimensions as being major factors in the consumer choice. It also identified that there are differences in the perceived value of different goods. Salesperson influence was added as a factor based on research indicating their importance. The evidence for salesperson influence was limited, but it was suggested that salespeople do serve as an important aspect of the research. All the literature had gaps, as there was no research in Thailand. Most emerging market studies were conducted in larger countries such as China, India and Malaysia.

The gap in the academic literature meant that the research question could not be answered fully using a literature review. Primary research was conducted, following the method described in details in Chapter 3. The research question was studied using a consumer survey of Thai luxury product purchasers (aged 18 to 30). The findings showed that consumers had relatively high education and income. They bought between one and three products a year. The hypothesis testing showed that two forms of value (financial and individual value) were significant in the purchase intention for luxury goods, but two (functional and social value) were not. Salesperson influence was also not significant. The conclusion of this research is that, at least in this age group, financial value and individual value are the most important factors for Thai consumers buying luxury goods. In contrast, the sales experience, functional value and social value may not be as consistently important. In conclusion, financial value and individual value influenced the consumer choice of luxury goods in the target consumer group in Thailand.

5.2 Research Implications

The main implications of this research are for retailers of luxury products in Thailand. The results indicate that emphasis should be placed in the financial value and hedonic aspects of the luxury purchase, rather than placing a heavy emphasis on its functional or utilitarian value and social value. This is a change from some nearby markets such as China, which have shown a high importance of social value (Hennigs, et al., 2012; Wiedmann, et al. 2007). These findings demonstrate the importance of considering each market on its own terms, rather than assuming that regional influences and preferences will be consistent. Individual preferences and values are likely to be particularly important, given the extent of variation in preference for luxury brands. This showed that Thai consumers do not all have the same opinions and preferences, and that luxury purchases may be more oriented toward individual expression than group membership or social signaling. However, the results should not be used as a total guide to the most effective marketing strategy for all consumers in the Thai market. Individual consumers have different preferences, as do different age cohorts. Thus, older consumers and consumers with different preferences will also be a significant part of the market. These consumers may have more traditional approaches to luxury goods, justifying their purchase through the functional or social dimensions. Thus, retailers should look carefully at the preferences not just of Thai people generally, but of the specific market they are targeted to, to achieve the best results

5.3 Research Limitations

There are some limitations on the generalization of these results that should be considered. As implied by the difference between these findings and the literature review, there are variations not just between cultures but also within cultures in terms of values and preferences for luxury goods. Just as with the literature review studies this implies that the findings of the current study may not be generalizable across cultures. However, the findings do provide interesting information for comparison and analysis of luxury product values and their influence on buying intentions. There may be limited generalization of the findings within the Thai population as well. This study ignored non-luxury buyers, and thus does not reflect any reasons why consumers do *not* buy luxury goods. It also only focused on a single age demographic, which is generally relatively limited in terms of its buying power and social focus. Thus, these findings may not apply to older Thai luxury consumers, who may be more likely to purchase goods routinely as well as more driven by factors like functional or social value. These results do not mean that the present study is not useful, however, as it provides insight into consumer behaviors of the target market.

5.4 Recommendations for Future Research

There are several recommendations for future research resulting from this study. One recommendation is that more research should be done on the importance of salesperson interaction for luxury goods, both in Thailand and elsewhere. There were relatively few studies on this topic in the literature and none of them had taken place in Thailand. This meant that there was no insight into cultural preferences for salesperson interaction or its influence on consumer purchase intentions. Another recommendation for future research is into cultural preferences of Thai luxury product consumers and non-consumers. There has been some market segmentation research performed in other markets that identified differences between consumer groups. This research could be extended to include Thai consumers, in order to understand some of the different reasons why consumers buy (or do not buy) luxury goods and products. This would help to develop further understanding of cultural norms and their influence on luxury products, as well as identifying differences between generational cohorts or other demographic groups. These studies would help provide more information about Thai luxury product consumer preferences and market segments. This could be used to develop marketing campaigns as well as for academic research.

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APPENDICES

Appendix A: Questionnaire

This is a questionnaire survey which aims to identify influential factors of luxury goods consumption among Thai consumers aged between 22-30 years old. The questionnaire is developed by a Master's degree student at College of Management, Mahidol University in order to fulfill a degree certification. All the data provided by the respondents will not be shared to any third parties and will be used for academic purposes only.

Part 1 Luxury consumption behavior

Please √ in the box where it mostly suits your answer.

1.1 Have you ever purchased luxury goods? (if yes, please continue the questionnaire below)

( ) Yes ( ) No

1.2 What is your favorite brand of luxury goods? (please choose only 1 answer)

( ) Armani	( ) Burberry	( ) Calvin Klein	( ) Cartier
( ) Chanel	( ) Christian Dior	( ) Dolce & Gabbana	( ) DKNY
( ) Escada	( ) Fendi	( ) Gucci	( ) Hermès
( ) Prada	( ) Hugo Boss	( ) La Perla Lingerie	( ) Louis Vuitton
( ) Mark Jacobs	( ) Michael Kors	( ) Ralph Lauren	( ) Rolex
( ) Tom Ford	( ) Versace	( ) Others (please specify) ________	

1.3 What is your favorite luxury goods? (can choose more than 1 answer)

( ) Accessories (i.e. ring, earrings, belt and bracelet)		( ) Bag
( ) Clothes	( ) Handbag	( ) Perfumes
( ) Shoes	( ) Sunglasses	( ) Watches
( ) Other (please specify) ________________		

1.4 How many items of luxury goods do you purchase a year?

( ) Less than 1 item ( ) 1-3 items ( ) 4-6 items

( ) 7-10 items ( ) More than 10 items

1.5 How much do you averagely spend for 1 item of luxury goods?

( ) 1,000-10,000 baht ( ) 10,001-20,000 baht ( ) 20,001-30,000 baht

( ) 30,001-40,000 baht ( ) 40,001-50,000 baht ( ) 50,000-100,000 baht

( ) More than 100,000 baht

1.6 Where do you usually find information about luxury goods?

( ) Colleague ( ) Family ( ) Friends

( ) Magazine ( ) Online forum (i.e. Pantip or forum for a specific luxury brand)

( ) Sales representatives ( ) Social media (i.e. Facebook and Instagram)

( ) Others (please specify) ____________

Part 2 Influential factors of luxury goods' purchase intention

Scale indicator: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly agree

Statements	Scale				
	1	2	3	4	5
Financial dimension					
2.1 Luxury goods are unavoidably expensive.					
2.2 Not many people can afford a true luxury goods.					
2.3 Luxury goods is not available in supermarket.					
Functional dimension					
2.4 I purchase luxury goods because its superior quality.					
2.5 I consider quality of luxury goods over prestige value it gives.					
2.6 I will not purchase luxury goods if the quality does not meet my standard.					

Statements	Scale				
	1	**2**	**3**	**4**	**5**
Individual dimension					
2.7 I gain self-satisfaction from purchasing luxury goods.					
2.8 I feel good when I purchase luxury goods.					
2.9 I purchase luxury goods to treat myself.					
Social dimension					
2.10 I want to know brands of luxury goods that others think they are good.					
2.11 Perception of my friend/family on certain luxury brands is important.					
2.12 I would consider others' opinion on brand of luxury goods that I want to purchase.					
Sales person					
2.13 It is important that sales person listens to my needs and concerns					
2.14 It is important that sales person can give accurate information about the product.					
2.15 It is important that sales person can be trusted.					
Purchase intention of luxury goods					
2.16 I am likely to purchase luxury goods in the future.					
2.17 I have high intention to purchase luxury goods.					
2.18 I have a strong possibility to purchase luxury goods.					

Part 3 Demographic information

Please √ in the box where it mostly suits your answer

3.1 Gender

( ) Male	( ) Female

3.2 Age

( ) 22-25 years old	( ) 26-29 years old	( ) 30 years old or above

3.3 Education level

( ) High school or below	( ) Diploma	( ) Bachelor degree
( ) Master degree	( ) Doctoral degree	

3.4 Occupation

( ) Students	( ) Private sector's employee	
( ) Public sector's employee	( ) Business owner	( ) Freelance
( ) Housewife	( ) Others (please specify) ______________	

3.5 Personal monthly income

( ) 15,000 baht or below	( ) 15,001-30,000 baht	( ) 30,001-45,000 baht