

**LUXURY JEWELRY PURCHASING INTENTION
IN THAI MARKET**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULLFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF A MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2015**

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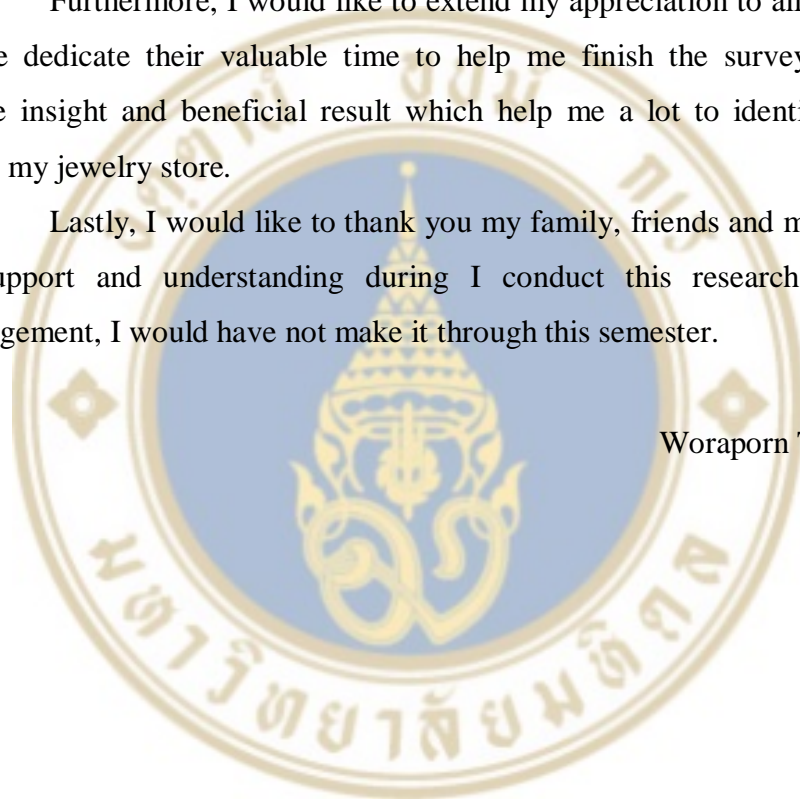
ACKNOWLEDGEMENTS

I would also like to express my gratitude to Assoc. Prof. Roy Kouwenberg, my advisor, for his guidance, support, and encouragement throughout this paper. His support and patience enables me to see a path to complete this research.

Furthermore, I would like to extend my appreciation to all my respondents who are dedicate their valuable time to help me finish the survey and provide a valuable insight and beneficial result which help me a lot to identify a strategy to develop my jewelry store.

Lastly, I would like to thank you my family, friends and my colleagues for their support and understanding during I conduct this research. Without their encouragement, I would have not make it through this semester.

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LUXURY JEWELRY PURCHASING INTENTION IN THAI MARKET

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M.M. (ENTERPRENUERSHIP MANAGEMENT)

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ABSTRACT

The purpose of this study is to find out factors which could influences Thais, especially women, to make purchasing decision toward fine jewelry items. This research is conducted to gather information from female customers in jewelry stores, aged around 25-40 years and semi-structured interviews has been adopted in the study. Social Status has a positive relationship with luxury jewelry consumption. All respondents agree that it is important to own a luxury jewelry as it is a good investment and help them to leverage the image of success in social group. However, the band wagon effect has a negative relationship in this case. Most of the respondents refuse to follow the trend from the celebrity or star. Both cognitive attitude and affective attitude have a positive relationship in purchasing a luxury jewelry. For the affective attitude, most of interviewees have the same agreement that they buy a luxury jewelry items because it gives them pleasure. The cognitive attitude, especially self-presentation attitude, seems to have a stronger impact than a self-expression attitude and affective attitude. The reason is that all of the respondents seem to be very confident to respond that they select the style of luxury jewelry by themselves.

KEY WORDS: Luxury Jewelry, Luxury brand, Luxury goods, Purchasing intention, Social recognition

33 pages

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CHAPTER I

INTRODUCTION

Introduction

A Luxury Jewelry” is defined as a precious object with a composition of gold, platinum, palladium, titanium, and silver. Moreover, it can be with or without gemstone, and it may differ from other luxury products because of the uniqueness of the gemstones, such as diamond and color stone in the setting (<http://en.wikipedia.org/wiki/Jewellery>).

In Thailand, there are variety of luxury jewelry brands, both family brand and international brand in the market, growing with the expansion of shopping malls into various areas. The purpose of this study is to find out factors which could influences Thais, especially women to make purchasing decision toward fine jewelry items. Moreover, the author also aims to identify the determinant of Thai women’ purchasing intentions toward luxury jewelry by using social recognition and the power of attitude as a variable factors.

1.1 Problem statement

Previous research and past literature reflected only on luxury jewelry purchasing trend and consumer insight of foreigners (BAIN&COMPANY, 2014). There are almost no articles and research about the consumer insight and factors which motivate luxury jewelry purchasing intention for consumers in Thailand. Therefore, this research aims to find out the insights and factors that influence luxury jewelry purchasing intention of Thai consumers.

1.2 Research Objective

Findings of this study will be used to formulate enhancement strategies to improve the author's jewelry business. Furthermore, results are expected to deliver outcomes that can be used to develop a luxury jewelry brand that able to meet with consumer's satisfaction, the consumer preferences over branded and traditional jewelry (family brand), and identify distribution channel that will enhance the trust toward the brand and encourage a repeat purchase.

1.3 Research Question

To fulfill the aim and purpose of this study, the author has formulated the research question as follows;

- What factors influence Thai consumers to purchase luxury jewelry in the Thai jewelry market?

1.4 Research Scope

This research is conducted to gather information from Thais, especially female customers of jewelry stores aged around 25-40. The reason that the author decided to select this group to use in this study because they are the majority customer in her own jewelry store. A new customer are usually come to make a purchase the product from the content which spreading from the old customer. Moreover, most of them are in a working age and tend to have a high purchasing power to spend on luxury jewelry.

1.5 Expected Outcome

The result of this study would help the author to develop her own jewelry brand in this upcoming period and find out more ideas to expand her own jewelry store in an effective way in the future. Moreover, this study can also be a part of the study on international consumer behavior toward jewelry brands consumptions and marketing strategy in Thailand as well.

CHAPTER II

LITERATURE REVIEW

Literature review

In this chapter, the author defines the definition and meaning of each keyword. Furthermore, frameworks which related to the theories were mentioned in this research in order to display clearly the description of the factors that motivate the luxury jewelry purchasing intention among Thai consumer. The author has studied and collected information, concept and theory which mainly divided into two major areas that able to express the motivation behind the purchasing intention on luxury in Thai market which are

1. Social Recognition from luxury jewelry consumption
 - The Bandwagon Effect
 - Social Status
2. Luxury Jewelry purchasing intention
 - The Power of Attitude
 - Cognitive Attitude
 - Affective Attitude

2.1 Social Recognition from jewelry consumption

2.1.1 The Bandwagon Effect

The bandwagon effect is defined as an increasing of demand toward a specific product because of others are consuming the product in the market. This effect occurs when consumer see others consume the product and they do not want to be left behind. Moreover, this phenomenon may be driven by the need to be part of the group and to be perceived as fashionable or stylish (Kastanakis and Balabanis, 2012). As a

result, the bandwagon effect can be used as one of the factors driving the motivation behind the luxury jewelry consumption in Thai market.

2.1.2 Social Status

Social Status is the level of honor or prestige given to one's position in a society (<http://www.beyondintractability.org/essay/social-status>, 2004). Regarding to social status, owning a luxury jewelry can represent owner's status which also can portrait the image of success and prestige in their social group. From this reason, social status can be a factor in influencing Thai consumer to purchase luxury jewelry product (Nueno and Quelch, 1998).

As Bearden and Etzel (1982, page 1396) have concluded that “luxury goods consumed in public were more likely to be conspicuous goods than privately consumed luxury goods and still, conspicuous consumption plays a significant part in shaping preferences for many products which are purchased or consumed in public contexts.” Thus, the luxury consumption is maybe significant to individual in searching for social status and representation in a society. The higher the status an individual wants to be, the higher conspicuous consumption they expose.

Moreover, Thai women perceive that owning a luxury jewelry product can publicize them in term of social status as they are belong to the high society groups or being a rich people. From being in the high society groups, they will be more recognized and admired by others. Therefore, they tend to have higher purchasing intention when they believe that purchasing and possessing a luxury jewelry will lead others to recognize them.

Proposition 1: Social recognition has a positive relationship with a luxury jewelry consumption.

2.2 Luxury Jewelry Purchasing Intention

2.2.1 The Power of Attitude

Attitude gives a direct effect on purchasing intention toward a human behavior (Eastlick & Lotz, 1999; Penz & Stottinger, 2005; Szymanski & Hise, 2000).

The power of attitude can be shown in both cognitive and affective responses. Cognitive attitude refers to the way we think and what we believe while Affective attitude refers to what we feel and experience toward the world we live (Keller, 2001; Morris, Wood, 2000; Petty, Wegener, & Fabrigar, 1997).

2.2.2 Cognitive Attitude

Both self-expression and self-presentation attitudes reveals the cognitive attitude toward luxury products, given that consumers attempt to communicate both their central beliefs and social status through luxury product (Sweeny & Soutar, 2001).

As attitude gives a direct effect on purchasing intention toward a human behavior (Eastlick & Lotz, 1999; Penz & Stottinger, 2005; Szymanski & Hise, 2000), thus self-expression and self-presentation attitude toward luxury products can be perceived as a factor to predict the purchase intention on luxury jewelry. Consumers with a significant self-expression attitude are likely to purchase real luxury products and real luxury materials rather than fake ones because it can display their individuality (e.g. Need for uniqueness), values, and able to communicate their intrinsic belief (Wilcox et al., 2009). Because luxury product are naturally scarce regarding to an expensive price, limited number, and restricted distribution, so it is perceived as a tool for people in both Western and Eastern cultures that use to express their identities and social standing (Nueno & Quelch, 1998; Vigneron & Johnson, 2004).

On the other hands, self-presentation consumers are people who pay more attention on their image. These groups of people are trigger to purchase a luxury products because it expresses their social image, prestige, and social hierarchy. (Shavitt, 1989; Wilcox et al., 2009). Several researchers confirm that people with self-presentation attitude are likely to show and share their purchase intention on luxury products in order to express their social status and wealth (Park & Young, 1986; Van Kempen, 2004).

Proposition 2a: Self-expression attitude positively influence purchasing intention on luxury jewelry

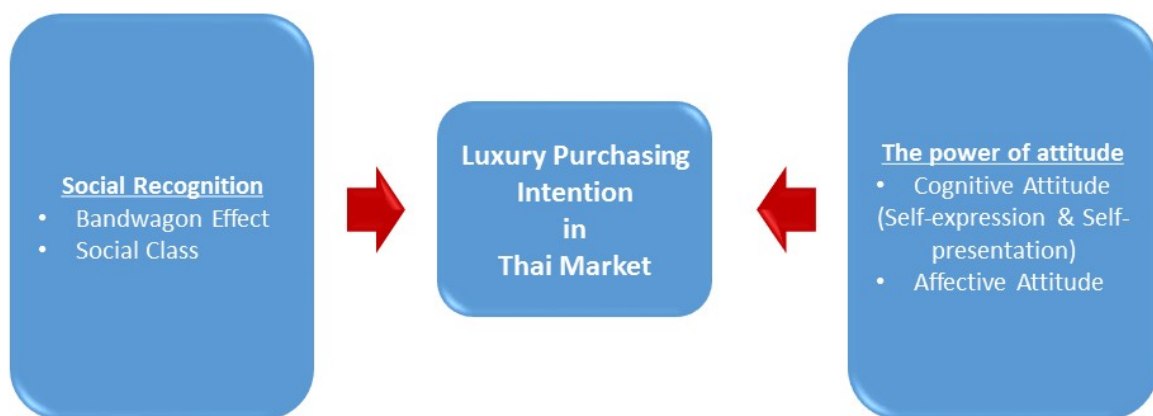
Proposition 2b: Self-presentation attitude has a stronger positive impact than (a) self-expression attitude and (b) affective attitude in the Thai luxury jewelry market

2.2.3 Affective Attitude

According to Qin Bian and Sandra Forsythe, 2012, 1444) “Affective attitudes are a powerful predictor of behavior because they involves in consumer’s feelings and emotions such as pleasure and joy”. As luxury jewelry can satisfy the social functions of attitude (self-expression and self-presentation), as a result, it can stimulate an affective attitude. Moreover, consumer makes a decision to purchase a luxury items because they provides a sensory fulfillment and hedonic rewards. Thus, we can say that affective attitude has a positive influence toward the purchasing intention for luxury products.

Proposition 3: Affective attitude has a positive relationship with luxury jewelry consumption.

2.3 Conceptual model



CHAPTER III

RESEARCH METHODOLOGY

3.1 Methodology

This research is conducted to gather information from female customers of jewelry stores, aged around 25-40 years. This group is chosen because they are the majority customer in the author's own jewelry store. A new customer are usually comes to make a product purchase based on the recommendation which is spreading from the old customer. Moreover, most of them are in the working age and tend to have a high purchasing power to spend on luxury jewelry.

As a result, it would be an another opportunity for the author to find out the motivation factors and insights from this group about purchasing luxury jewelry in order to developing her own jewelry store and seek for a new ideas to expand the author's brand in the future.

3.2 Sample size and data collection

Qualitative research has been adopted in the study in order to provide broad and in-depth understanding of the factors that influence Thai consumers to purchase a luxury jewelry in the Thai jewelry market.

This research approach is mainly based on a semi-structured interviews. For the data collection, the author decide to use a semi-structured interview both in focus group and face to face interview with her target customer from her store around 6-7 persons. The interviewee will divide in a different age range around 25-40 years old. This is because the author want to achieve understanding of their perception in various age groups and to compare their thoughts about generation overlapping and its impact on decision making in luxury jewelry consumption.

The interview question will separate into 3 topics which are 1. Question about social recognition 2. Question about cognitive attitude 3. Question about the

store. The result will be interpreted from the interview in order to see a key finding in each topic, then, use a key finding to compare with the author propositions to see whether the proposition is correct or incorrect.

By this method, it will help the author to explore deeply on what motivation drives consumer to purchase luxury jewelry in the Thai market. Furthermore, the semi-structured interviews will allow the author to find out more tools and strategies which will help to increase the brand recognition and number of customers as well.



CHAPTER IV

DATA ANALYSIS

4.1 Interview Summary of each company

After the interview, the recorded voice file will be transcript with key ideas of each questions. The results are presented in two parts. The first part is to summarize the interview. The second part is to compare key findings for each topic with the propositions in order to prove whether the proposition is correct or incorrect.

4.1.1 Person A

Age: 32 Income: 78,000 THB
Career: Food Stylist Birthplace: Bangkok

Basic Question

I normally purchase a luxury jewelry 4-5 times per year. Mostly, I buy it regarding to a fashion and trend in order to match up with my new dressing style.

Social Recognition Question

I think it is important to own a good piece of luxury jewelry. I own it because I think I am old enough and it is important for me to wear a valuable product on myself apart from bag and watch.

I prefer to select jewelry items by myself even I go shopping with friends as I believe that jewelry accessories is one of the items that could present my own identity and my style, so friends would not have any effect on me.

The Power of Attitude

The style of purchasing jewelry is based on me. I prefer to buy a jewelry items which able to match up with my dressing style so it is more individual. I can buy both jewelry collection with an affordable price and one of kind with an expensive

price if I like that jewelry piece, thus, price is not a big factor for me when purchasing a luxury jewelry items.

In one jewelry collection, the first jewelry items I would consider to buy is an earring. The reason is that I can wear it every day and also my career as a food stylist does not allow me to wear ring or bracelet as it is not convenient for me when I have to work on preparing a food for shooting.

Questions to improve the shop satisfaction

The reason I made a purchase of a product at your shop on the first time because of the design of your product was unique and not ordinary like other stores. One of the service I like about your shop is “A made to order service and also delivery by the store owner. I would recommend you to have a store official website instead of having only pages on Instagram or Facebook.

4.1.2 Person B

Age: 29

Income: 55,000 THB

Career: Career Advisor Birthplace: Bangkok

Basic Question

I purchase a luxury jewelry 2-3 times per year as a reward for myself. When I get an extra money from my career such as bonus and commission fee, I will plan to buy a luxury products such as luxury jewelries, bags, or shoes because I think it is one of a good investment for women.

Social Recognition Question

I think it is important to own a good piece of luxury jewelry. I think it is one of a good investment because you can resell it like a brand name bag.

I prefer to select a jewelry items by myself because I have a different taste of selection comparing to friend surrounding me. So, I mostly use my inner feeling and taste in selecting a luxury fashion products. Both celebrities and stars have no influenced on me in the way to choose the luxury jewelry items as I think each person

has a different characteristic and selecting a good luxury jewelry piece is just like the way you buy a good shoes to match up with you style and taste.

The Power of Attitude

The style of purchasing jewelry is based on me. I prefer to buy a jewelry items which has a unique design rather than just like anyone else. Most of my unique bracelet has an expensive price because of the details of material and design.

I like to buy a bracelet. The reason is that it is easy to wear and it seemed to be my identity to express myself now thus I have to wear a good and unique bracelet in every day.

Questions to improve the shop satisfaction

The reason I made a purchase of a product at your shop on the first time because of the heritage of your store which has opened for 3 generations. I like the way you design the jewelry accessories which put your style and identities in every items. Moreover, you have a customized service or made to order to design a jewelry accessories for the customer which is quite hardly find in a typical tradition jewelry store. I would recommend you to have a store front of your product line at a city center, so customers will be more convenient to visit your shop.

4.1.3 Person C

Age: 35

Income: 150,000 THB

Career: Group Account Director Birthplace: Bangkok

Basic Question

I purchase a luxury jewelry more than 10 times per year as I like fashion so my jewelry will also change based on fashion and trend at that period of time.

Social Recognition Question

For me luxury jewelry is one of the must-have items that I have to wear in every day of my working life. I have lots of meetings during a day so the first step to prepare myself ready is to dress up well in order to make you look professional and the luxury jewelry help can help me a lots in completing the look of that day.

I prefer to select a jewelry item by myself because I have to wear it every day so selecting by myself should be the best.

The Power of Attitude

The style of purchasing jewelry is based on me. I prefer to buy a jewelry items which can match with me character and personality. I prefer to select a jewelry item by myself and ring is the first thing that I will consider to make a purchase. Because I can wear it every day and it able to express the product to more people comparing to earring.

For me I can buy both jewelry in a collection with an affordable price and one of a kind with an expensive price if I like it.

Questions to improve the shop satisfaction

I like the design of your store product. Most of them are unique and worth for money to spend. Moreover, you can telemeter the design of jewelry to match with personality of that individual. In my point of view, everyone is selling a luxury jewelry in the market so I think you can uplift your brand by having a guarantee card to make it more premium. Or having a CRM program to make your loyal customers proud to be a top spender and impress.

4.1.4 Person D

Age: 28

Income: 100,000++ THB

Career: Business Owner

Birthplace: Ayutthaya

Basic Question

I purchase a luxury jewelry around 5 times per year and I buy them because of a reward for myself.

Social Recognition Question

I own a luxury jewelry which has an expensive gemstone because it is valuable and it is better than buying a luxury bag.

I like to buy a luxury jewelry but sometimes friends do have an influence on me in selecting a design of the accessories. However, star and celebrity have no effect on me in choosing a luxury jewelry item.

The Power of Attitude

I select a jewelry accessories by myself. For me I can buy both jewelry in a collection with an affordable price and one of a kind with an expensive price if I like it. Mostly, I would buy a ring for the first thing as it is easy to wear and suit with my lifestyle.

Questions to improve the shop satisfaction

I buy a jewelry from your store for the first time because of everyone in my group wear your jewelry brand so it gives me trust on your store. However, the design in your shop is also one of the reason which I make a decision to purchase your product as well. I like the made to order and delivery service from your store. Moreover, I think it would be better if you have a store front to make it more convenient for visiting and try to put on the product.

4.1.5 Person E

Age: 27

Income: 45,000 THB

Career: Freelancer

Birthplace: Phatumthani

Basic Question

I purchase a luxury jewelry 2-3 times per year. I purchase it because of it has a better value than purchasing other typical jewelry so I think it is a good investment.

Social Recognition Question

I like a luxury jewelry items because it is valuable and it makes me feel more confident so you might not have to change it so often.

I think friend has a lot of effect on me in selecting a design of jewelry accessories when we go shopping in a big group. I do care their critics and often buy the design which they say it suit on me. Celebrities and Stars have no influence on my, but, friends do.

The Power of Attitude

I usually a simple design that is match on my look rather follow the trend. The items I like to buy is ring because it has a simple design and easy to wear in everyday life. Also, I often select an affordable price items for myself.

Questions to improve the shop satisfaction

The reason I buy a product from your store is because my friend recommended me to go to your shop. Your store has a variety of design from simple until one of a kind items. Moreover, I think I can trust that you sell an authentic gemstone because your store front is a diamond shop. However, it would be better if you open a store front at center city so it would be more convenient for me to visit your shop.

4.1.6 Person F

Age: 37

Income: 200,000++ THB

Career: Lawyer

Birthplace: Bangkok

Basic Question

I purchase a luxury jewelry 2-3 times per year. I purchase a luxury jewelry as a reward and gift for myself.

Social Recognition Question

I believe that it is important to wear a luxury jewelry accessories as people nowadays usually judge the trustworthiness from people on the way they groom themselves from accessories until clothes.

Friend has no influence on me in selecting a luxury jewelry. I usually select a jewelry that has simple style but have a unique detail to match with my characteristic.

The Power of Attitude

As my career is a lawyer, it is impossible for me to follow the fashion trend, celebrities, and stars. I wear a dress or accessories which help me uplifting my professional look. I always consider to buy a ring as the first item as it is easy for

noticeable and can wear for working in every day. The price of product is not matter for me, I would buy either one of a kind items with an expensive price or repeatable items with fair price depends on which design I like the most.

Questions to improve the shop satisfaction

Your shop interior is different and pretty outstanding compare to other brands surrounding you. This is the reason I decided to walk into your store at first time. I like the delivery service and your recommendation which very sincere to the customer when selecting the product from your store. I like the way you recommend the design which really suit to the customer even this piece is cheaper than another one. For the recommendation, I suggest you to have an official website as people in my age rarely play on Instagram.

4.1.7 Person G

Age: 35

Income: 250,000 – 300,000 THB

Career: Business Owner Birthplace: Bangkok

Basic Question

I purchase a luxury jewelry 3-4 times per year. I purchase a luxury jewelry as a reward for myself and I think it is one of a good investment like buying a luxury watch and bag.

Social Recognition Question

I think collecting a luxury jewelry is like an investment that you can pass these items to your daughter and son.

Friends or celebrity have no influence on me in selecting a luxury jewelry. I know what my style is so I think I myself is a person who can best selecting the suitable item for myself.

The Power of Attitude

I buy lots of luxury jewelry items by myself and I always look for something unique and different than others. Price of the product has no effect on me because I like to collect a valuable items.

Questions to improve the shop satisfaction

I know your store and make a purchase on the first time as a recommendation from my friend to visit your shop. And you product items did not make me feel regret regarding to the design and quality. I like the way you recommend the product and design which suit on me. I will suggest you to have more one of a kind items in your store and also put more valuable gemstone or big karat of diamond on the setting.



4.2 Discussion

4.2.1 Social Recognition

4.2.1.1 Social Status

When discussing about social status in luxury jewelry topic, the respondents seem to have a same agreement that they think it is important to own a luxury jewelry accessories. Most of them said the reason they would own a luxury jewelry items because it is a valuable products and it is also a good investment, apart from brand name bags and shoes which you can pass to your heir or resell it.

Apart from that some of the respondents such as a respondent C, E, and F said having a luxury jewelry item helps them to leverage the image of success and prestige in their social group. As a result, social status has a positive relationship with a luxury jewelry consumption.

Respondent A said “I think it is important to own a luxury jewelry because it is a valuable items and I think it is a right time for me to have a valuable accessories for myself”

Respondent B said “I think it is important to own a good piece of luxury jewelry as I think it is one way of a good investment”

Respondent C said “Luxury jewelry is one of the must items that I have to wear in every day of my working life. I have lots of meetings during a day so the first step to prepare myself ready is to dress up well in order to make you look professional and the luxury jewelry help can help me a lots in complete the look of that day.”

Respondent D said “I own a luxury jewelry because it is a valuable products and it is better than spending your money on bags and clothes”

Respondent E said “I think I must to have a luxury jewelry items for myself because when wearing a luxury jewelry accessories in public it helps me to uplift my confident to hang out with my friends”

Respondent F said “I believe that it is important to wear a luxury jewelry accessories as people nowadays usually judge the trustworthiness from people on the way they groom themselves from accessories until clothes.”

Respondent G said "I think collecting a luxury jewelry is like an investment that you can pass these items to your daughter and son.”

4.2.1.2 The bandwagon effect

However, the result of bandwagon effect appear to be a negative in this case. Most of the respondents said they select a luxury jewelry by themselves because they believe in their own style in selecting a luxury jewelry which able to portrait the best image for themselves. Only two persons which are respondents D and E said friends do have a lot of influence on their decisions when go shopping together, especially when buying an expensive item like luxury jewelry or brand name bag. Moreover, it is very interesting to notice that both of respondent D and E are Non-Bangkok residents and one of them has the lowest income of all of the interviewees.

Respondent D said “I like to buy a luxury jewelry but sometimes friends do have an influence on me in selecting a design of the accessories.”

Respondent E said “I think friend has a lot of effect on me in selecting a design of jewelry accessories when we go shopping in a big group. I do care their critics and often buy the design which they say it suit on me.

4.2.2 The power of attitude

The result from this interview suggest that both cognitive attitude and affective attitude have a positive relationship in purchasing a luxury jewelry.

For the affective attitude, most of interviewees have the same agreement when purchasing a luxury jewelry that they buy a luxury jewelry items because it gives them pleasure, or they like it. So, when asking whether price of product have any effect in making a purchase decision between one of a kind item with an expensive price and repeatable items with fair price most of the answer appear to be that they can consume both items depending on which design they like the most. However, the respondent E is the only person who said she would select the affordable product for herself. Respondent E has the lowest income among others.

Self-expression also has a positive relationship with the luxury jewelry consumption because when they were asked about the first jewelry items that they would buy, it appears that most of them would say ring, earring, bracelet, or other items which they can wear every day, have a good design, match with their dressing style, and able to express their identities. Thus, it appears that the luxury jewelry items consumption is varies depends on the taste of people and the need for uniqueness.

The cognitive attitude, especially self-presentation attitude, seems to have a stronger impact than a self-expression attitude and affective attitude. The reason is that all of the respondents seem to be very confident when asking about the style to select the luxury jewelry that is it more individual or trend, all of them would say they select the style of luxury jewelry by themselves. Especially the respondent F, who is a lawyer, saying that “As my career is a lawyer, thus, I have to wear a dress or accessories which help me uplifting my professional look.” As a result, it can portrait that self-presentation is a factor that generates a willing to purchase luxury jewelry as it express the preferred social image.

Respondent A said “The style of purchasing jewelry is based on me. I prefer to buy a jewelry items which able to match up with my dressing style and make myself not being alike like other people so it is more individual.”

“In one jewelry collection, the first jewelry items I would consider to buy is an earring. The reason is that I can wear it every day and also my career as a food stylist does not allow me to wear ring or bracelet as it is not convenient for me when I have to work on preparing a food for shooting.”

“I can buy both jewelry collection with an affordable price and one of kind with an expensive price if I like that jewelry piece, thus, price is not a big factor for me when purchasing a luxury jewelry items”

Respondent B said “The style of purchasing jewelry is based on me. I prefer to buy a jewelry items which has a unique design rather than just like anyone else. Most of my unique bracelet has an expensive price because of the details of material and design.”

“I like to buy a bracelet. The reason is that it is easy to wear and it seemed to be my identity to express myself now thus I have to wear a good and unique bracelet in every day.”

Respondent C said “The style of purchasing jewelry is based on me. I prefer to buy a jewelry items which can match with me character and personality.”

“I prefer to select a jewelry item by myself and ring is the first thing that I will consider to make a purchase. Because I can wear it every day and it able to express the product to more people comparing to earring.”

“For me I can buy both jewelry in a collection with an affordable price and one of a kind with an expensive price if I like it.”

Respondent D said “I select a jewelry accessories by myself. For me I can buy both jewelry in a collection with an affordable price and one of a kind with an expensive price if I like it.”

“Mostly, I would buy a ring for the first thing as it is easy to wear and suit with my lifestyle.”

Respondent E said “I usually select a simple design that is match on my look rather follow the trend. The items I like to buy is ring because it has a simple design and easy to wear in everyday life. Also, I often select an affordable price items for myself.”

Respondent F said “As my career is a lawyer, it is impossible for me to follow the fashion trend, celebrities, and stars. I wear a dress or accessories which help me uplifting my professional look.”

“I always consider to buy a ring as the first item as it is easy for noticeable and can wear for working in every day. The price of product is not matter for me, I would buy either one of a kind items with an expensive price or repeatable items with fair price depends on which design I like the most.”

Respondent G said "I buy lots of luxury jewelry items by myself and I always look for something unique and different than others. Price of the product has no effect on me because I like to collect a valuable items.”

CHAPTER V

DISCUSSION AND CONCLUSION

The result from this qualitative research indicates that the age group of the purchaser does not influence the purchase of luxury jewelry. Rather, personal income and occupation are the two most important factors. As luxury jewelry heavily represents an emotional purchase, buyers who can afford it will make the decision to buy when the opportunity arises.

On the other hand, if the price of an item is too high but the buyer is emotionally attached, they will save the money and buy at the right time. Many people also related purchasing intention with their occupation. It was found that if a person's job is related to fashion or being a business owner, luxury jewelry becomes a necessary item to have and will keep on changing depending on the required occasions. For another group of customers, such as office workers, the purchase intention will be related with price and everyday usability.

Currently, the customer satisfaction came from the quality of unique product designs that gain the advantage of word of mouth and the reputation of the family business. Respondents also advise that offering made to order service is a clear differentiation from competitors. Repeat purchasers also gain trust each time the product is delivered to them in person by the owner.

In order to improve the brand satisfaction, the respondents suggested that the seller should focus on purchasing convenience and continue building trust to the customers. Since the owner already use Instagram as a way to communicate product updates, a store website should be active as much as other social media.

Having a website will provide greater exposure to potential buyer and it can also become another selling channel. In this connected society, having a website would also create a trust worthy image to the public as well as having a store front where customer can try the product. Customers also prefer to have a guarantee card or

certificate for high valued items as it will also help adding the value and strong brand reputation.



CHAPTER VI

LIMITATION AND RECOMMENDATION

The interviews conducted for this study were limited to a group of repeat purchasers of the store. While some of the customers are from different provinces, the number still may not represent the behavioral pattern and mindset for the rest of Thailand.

It is recommended that further study should be conducted with a bigger sample to ensure data accuracy and realistic implementation of the study result. Other than looking at expanding the target interview group to cover many provinces in Thailand where people have purchasing power, it will also be beneficial to interview non-current customers to identify key ideas to influence trial purchases.

Another key area that requires further evaluation is to identify the return on investment to establish a shop front at a centrally located shopping mall, frequently mentioned by interviewees. While it is true that an offline presence will increase the brand awareness and create trust for purchasers, the implementation costs and long-term running costs may affect the overall strategy and pricing model of the current business. City center malls usually collect as much as 40% of gross profit or rental fee for a small stall could be as high as 80,000 THB per month plus taxes, making it difficult to run a profitable business unless sales volume is large.

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APPENDIX A: Interview Guides

Interview Guides

The interview will be conducted as a discussion based on 12 questions.

The questions will be categorized into 4 groups based on the different objectives.

The question guidelines are as following:

Age.....

Income..... (Per month)

Occupation.....

Birthplace in Thailand.....

Basic question:

The objective of these basic question is to ensure that the same general areas of information are collected from each interviewee. These questions also provide more focus than the conversational approach, but still allows a degree of freedom and adaptability in getting information from the interviewee.

- Do you make purchase of luxury jewelry? (If not, is there any family member that buy luxury jewelry for you?)
- How often do you make purchases in one year?
- What are the reasons for purchasing? (Investment, Gift, Special Occasion, Reward, Fashion and Trend, Pleasure)

Main question:

Social Recognition

The expected results are that the interviewee will expose their ideas about the reason why they would like to obtain and purchase a luxury jewelry. The insight from these questions will help the author to lead to more discussion on jewelry items which most of the individual would like to purchase and also find out the reason behind it.

- Is it important for you to own a luxury jewelry? Why is it important?

- Normally, you make a decision to buy a luxury jewelry items by yourself or follow others (can be friend, celebrity, and star)

The Power of Attitude

The questions in this part aims to obtain key ideas from the respondents regarding to the attitude in owning a luxury jewelry and also how the attitude gives a direct effect on purchasing intention toward a human behavior

- Talk about your style to select the luxury jewelry. Is it more based individual taste or to follow the trend?
- What kind of jewelry would you prefer to buy first and why?
(*Kind of jewelry: ring/earring/ Necklace/ Bracelet/ Chain/ Pendant/ Brooch/Others*)
- Do you prefer to buy a jewelry collection set that able to repeat and has a fair price, or do you prefer to buy a one of a kind design which unable to repeat and has an expensive price?

Questions to improve the shop satisfaction

This section aims to identify the strength and weakness of the store that the author could be used to further developed her own shop. This part would help the author perceives more ideas on how customer feel after they experienced the product and service of the brand.

- Why would you decide to buy luxury jewelry from our shop in the first time?
- What do you like or dislike about us?
- Any recommendation you can give us to improve our store?