

**FACTORS THAT INFLUENCE THE PURCHASE INTENTION OF  
THAI CONSUMERS ON LOCAL AUTHENTIC LEATHER  
GOODS**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2017**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

Thematic paper  
entitled  
**FACTORS THAT INFLUENCE THE PURCHASE INTENTION OF THAI  
CONSUMERS ON LOCAL AUTHENTIC LEATHER GOODS**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management

on  
January 7, 2017



.....  
Mr.Nattapol Sittisasisorn  
Candidate

.....  
Assoc. Prof. Vichita Ractham,  
Ph.D.  
Advisor

.....  
Asst. Prof. Randoll Shannon,  
Ph.D.  
Chairperson

.....  
Duangporn Arbhasil ,  
Ph.D.  
Dean  
College of Management  
Mahidol University

.....  
Worapong Janyangyuen,  
D.B.A.  
Committee member

## ACKNOWLEDGEMENTS

This Thematic Paper would not have been completed without helps and supports from generous people around me.

First and foremost, I would like to express my sincere thanks to my thematic paper advisor, Ph.D. Vichita Ractham who consistently gave valuable advice, generous support and devoted her time to guide me throughout this thematic paper course. I truly appreciate her attention, patience and encouragement. This thematic paper could not have been completed without all the supports that I have always received from her.

Additionally, I would like to acknowledge the academic and technical support of the College of Management, Mahidol University (CMMU), especially the staffs who had provided several necessary information and IT supports.

Finally, I would like to extend my special thank to my family and friends who always provide full while conducting this paper.

Nattapol Sittisatitorn

**FACTORS THAT INFLUENCE THE PURCHASE INTENTION OF THAI CONSUMERS ON LOCAL AUTHENTIC LEATHER GOODS**

NATTAPOL SITTISASITORN 5849002

E.N. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. VICHITA RACTHAM, Ph.D., ASST. PROF. RANDALL SHANNON, Ph.D., WORAPONG JANYANGYUEN, D.B.A.

**ABSTRACT**

Throughout the years, leather has been an important material for almost everything in this world. Leather products are everywhere around us. Undeniably, everyone must have at least one leather goods on them, therefore the purpose of this research is to study product related factors (Product Quality and Price) and people related factors (Attitude, Country of Origin, Reference Group, Ethics, and Social Benefits) that have direct impacts towards the purchasing intention of local authentic leather goods of Thai consumers via interview methodology.

The findings have shown that price and quality are the most influential factors towards purchase intention of Thai authentic leather goods followed by reference group especially word of mouth and country of origin respectively. While social benefits have an impact on few respondents as Thai leather goods seem to be lacking of value and uniqueness, ethics affect only one respondent's purchase intention. Besides, positive or negative attitude towards Thai authentic leather goods does not impact any Thai consumers as all respondents have bought the product at least once.

Furthermore, there are some answer patterns or themes founded in this research. Firstly, two designers with different ages and sexes have the same influential factors which are only price and quality. Besides, the research has found three other themes that refer to the groups of respondents that answer in the pattern and set the names for each. Believer is those who have price, quality, and reference group as their influencing factors. Believer Plus is affected by the same three factors and country of origin as additional factor. Finally, Social Lady is who have social benefits with reference group together as affecting factors.

**KEY WORDS:** Leather Good/ Thai Product/ Local Product/ Purchase Intention/ Thai's

45 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>vii</b>
<b>LIST OF FIGURES</b>	<b>viii</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Problem Statement	2
1.2 Research Objectives	5
1.3 Scope of Study	5
1.4 Expected Benefits	5
<b>CHAPTER II LITERATURE REVIEW</b>	<b>6</b>
2.1 Theoretical Foundation	
2.1.1 Purchase Intention	6
2.1.2 Relationship of Attitude towards Purchase Intention	7
2.1.3 Relationship of Social Benefits toward Purchase Intention	7
2.1.4 Relationship of Country of Origin towards Purchase Intention	8
2.1.5 Relationship of Reference Group towards Purchase Intention	8
2.1.6 Relationship of Ethics toward Purchase Intention	9
2.2 Previous Research Study	9
2.3 Study Framework	13
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>14</b>
3.1 Research Design	14
3.2 Population and Sampling	15

## CONTENTS (cont.)

	<b>Page</b>
3.3 Data Collection	15
3.4 Research Instrument	15
3.4.1 Interview Questions	16
3.4.2 Potential Probing Questions	16
<b>CHAPTER IV RESEARCH FINDINGS</b>	<b>18</b>
4.1 Data Analysis	18
4.1.1 Price	21
4.1.2 Quality	23
4.1.3 Attitude	23
4.1.4 Country of Origin	25
4.1.5 Reference Group	25
4.1.6 Ethics	26
4.1.7 Social Benefits	27
4.1.8 Other Interesting Findings	27
4.2 Discussion	31
<b>CHAPTER V CONCLUSION</b>	<b>36</b>
5.1 Conclusion	36
5.2 Managerial Implication	37
5.3 Limitation	39
5.4 Future Research	40
<b>REFERENCES</b>	<b>41</b>

**CONTENTS (cont.)**

	<b>Page</b>
<b>BIOGRAPHY</b>	<b>45</b>



## LIST OF TABLES

Tables	Page
4.1 Interview result	18
4.2 Themes	30





## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
1.1 Leather goods exporting trends of Thailand	2
1.2 The total household debt	4
2.1 The General Model of Perceived Value and Purchase Intention	6
2.2 Conceptual framework of factors influencing purchase intention of Thai people toward local authentic leather goods	13
4.1 Findings conclusion	21



## CHAPTER I

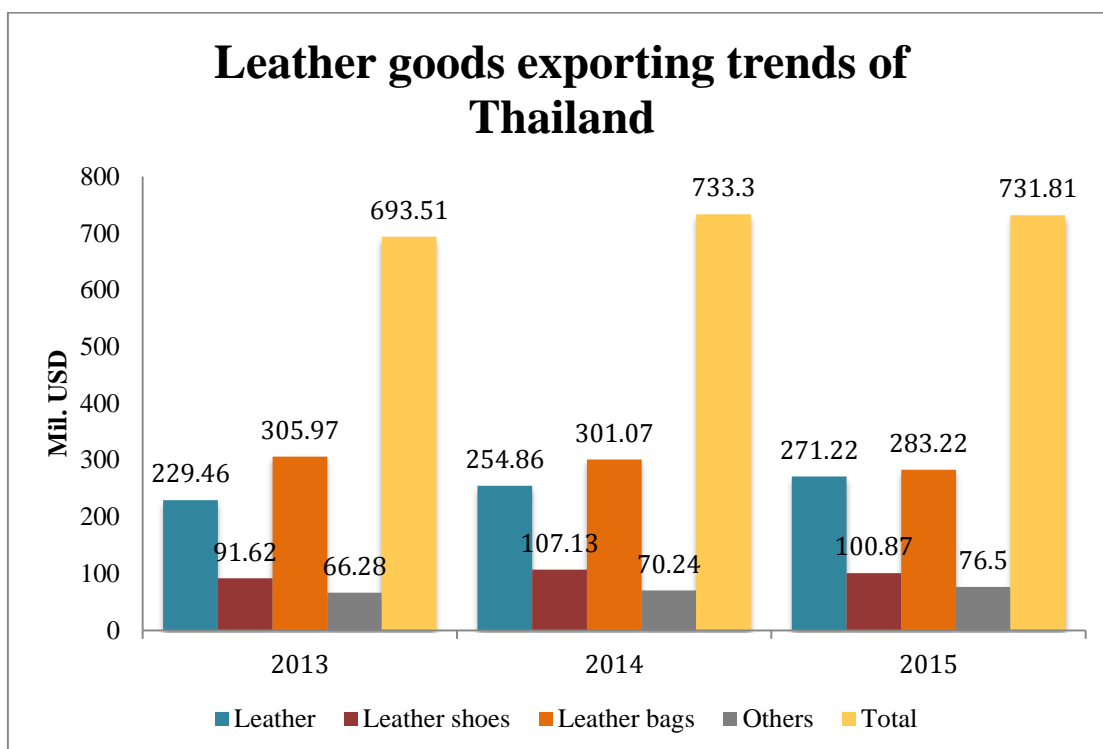
### INTRODUCTION

Throughout the years, leather has been an important material for almost everything in this world. It has been used to produce things such as clothes, shoes, bags, belts, wallets, sofas, book covers, and even mobile phone cases. Leather products are everywhere around us. Undeniably, everyone must have at least one leather goods on them. Mostly, leather can be made from cows, buffaloes, pigs, goats, sheep, alligators, ostriches, horses, and kangaroos. (The Leather Industry, 2016) However, the most popular leather among Thais is from cows because it is quite available, economical, and suitable for most products.

Furthermore, for the world's point of view, Thailand is known as good animal farming place and the world-class leather manufacturer with good quality, exclusive color, and unique identity. Hence, Thai leather products are demanded for the international market. In addition, Thailand is also among the world's largest exporter of leather and related products. This industry itself has exporting value up to 1.4 Billion USD each year which can be divided into leather bags for 207.46 Million USD, leather shoes for 568.39 Million USD, and other leather goods for 672.65 Million USD. (Harnhirun, 2015)

Thailand Textile Institute (THTI) has revealed the interesting statistics about the Thailand exporting value of leather goods including leather itself, leather shoes, leather bags, and other kinds of leather goods. In Figure 1.1, the data has shown that Thai leather has been increasingly exported every year from 229.46 Million USD in 2013 to 271.22 Million USD in 2015. As well, the value of exporting other kinds of leather goods has risen, except leather shoes and bags that have slightly dropped in year 2015. However, the total value of exporting leather goods has marginally surged about 10 Million USD from 2013 to 2014 but has dropped a little a year later. These

statistics have shown that the leather industry of Thailand plays an important role not only inside Thailand but also in the world market. The mentioned statistics have sharpened the importance of this study to understand more on the purchase intention of Thai leather goods.



**Figure 1.1 Leather goods exporting trends of Thailand**

(Thailand Textile Institute, 2015)

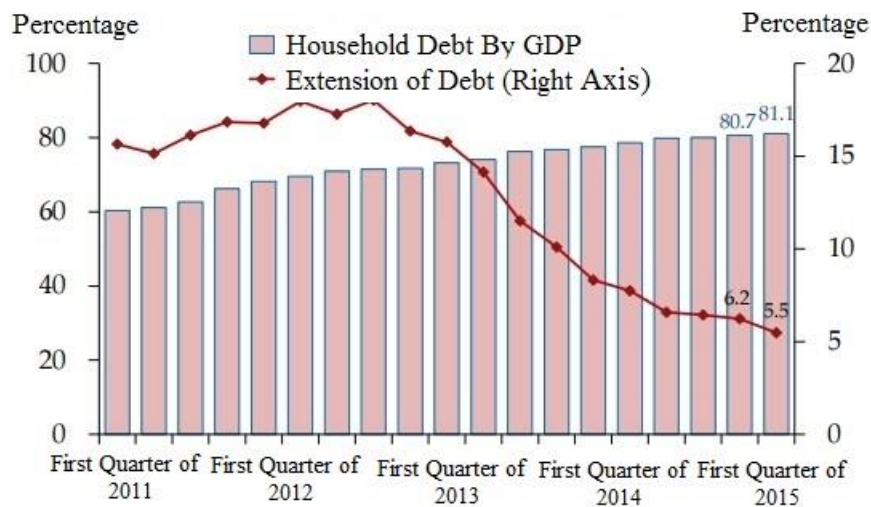
## 1.1 Problem Statement

These days, the competitions for every business in all industries seem to be more intense. Hence, knowing what indeed influence customers is vital for every entrepreneur in order to survive and compete in the market nowadays. As mentioned by Torlini (2015) that knowing your purchasers in depth with inside out understanding is the decisive key for success of the business. Knowing their needs alone is only one part, but perceiving their decision drivers is also crucial.

Notoriously, Thailand has known as the country for trading in counterfeit and pirated goods. According to many reliable published news, articles, and reports, unfortunately, it is the ugly truth. Bangkok.com by Hotels.com, one of the most

popular websites for booking hotels rooms globally has stated that trading counterfeit goods is the country's culture because Thai people have been doing this for long time. Once, Thai people normally utilized their specialized in craftsmanship to work with stone and woods into Buddhist images or tribal accessories. Today, they use the same gift for mimicking the precision the very latest luxury brand must-haves including bags and shoes to respond to the huge market demand for both tourists and Thais themselves. The main reason definitely is about the price. The buyers do not care whether the goods are illegal, low-quality, or will break too soon (Bangkok's Counterfeit Culture, 2015). Consequently, as people tend to buy low priced products, consumption of local authentic leather goods has dropped due to its high selling prices.

Frequently, the leather goods are widely perceived as luxury goods or sometimes they are seen as unnecessary products for people in many countries worldwide including Thailand. Therefore, an economic situation does have an impact on purchase intention towards them. Especially during this time, when Thailand household debt has increased, a large proportion of consumers began looking for some ways to receive the same or similar consumers' goods at lower selling price, while maintaining their consumer behavior. The report of Thailand financial stability assessment from Bank of Thailand (BOT) last year has shown that the total household debt in 2015 increased to 81.1% to GDP, the highest point in years as shown in Figure 1.2. The continuously increasing of Thailand household debt has impacted the country for on increasing of demand for illegal goods or counterfeits as well as lowering authentic leather goods consumption of Thai people.



**Figure 1.2 The total household debt (Bank of Thailand, 2015)**

This trend also has heavy effects on overall leather industry including tanneries, leather store owners, leather goods composition sellers, and leather goods makers and sellers. They are all sufferably affected by the changing financial trend for years and it seems to be worse and endless.

The researcher also considers the problem that Thai people consume less on authentic leather goods is about opportunity. Actually, there are plenty of opportunities for everyone in the leather industry especially for leather goods seller, the principle of the rests' well-being, to generate better sale performance if they can attract more Thai people and influence them to purchase their authentic leather products. However, the problem is that they might not know how to do so. Apart from price which is correlated with the economic situation, there might be some other factors that Thai consumers might take into their consideration before purchasing local authentic leather goods.

Consequently, this brings the researcher a good opportunity to conduct an interesting research topic to study the key factors that influence purchasing intention of Thai consumers on local authentic leather goods.



## **1.2 Research Objectives**

The researcher would like to conduct this research to serve 2 main objectives;

1. To study product related factors (Product Quality and Price) that have direct affects with purchasing intention of local authentic leather goods of Thai consumers.

2. To study people related factors (Attitude, Country of Origin, Reference Group, Ethics, and Social Benefits) that have direct affects with purchasing intention of local authentic leather goods of Thai consumers.

Hopefully, the researcher believes that the results of this research can help everyone in the leather industry including both manufacturing side and Thai consumer side to obtain the best benefits and satisfactions.

## **1.3 Scope of Study**

There are many leather products provided in the market. This study only focuses on leather bags, shoes, wallets, and belts which tend to have higher selling price, resulting requirement of higher buying decision involvement from consumers. While other leather products such as mobile cases and book covers tend to have lesser selling price which make consumers can quickly purchase without thinking much about it.

## **1.4 Expected Benefits**

Nowadays, there are plenty of researches talking about purchasing intention of many products already, but surprisingly, there is no research conducting on intention to buy authentic leather goods topic. This research aims to help the world to understand one more important aspect of authentic leather goods and purchasing intention of Thai citizen. The outputs of this research could help everyone from top to bottom in the leather industry to somehow plug the leak in doing related business of leather as well as the leather business itself.

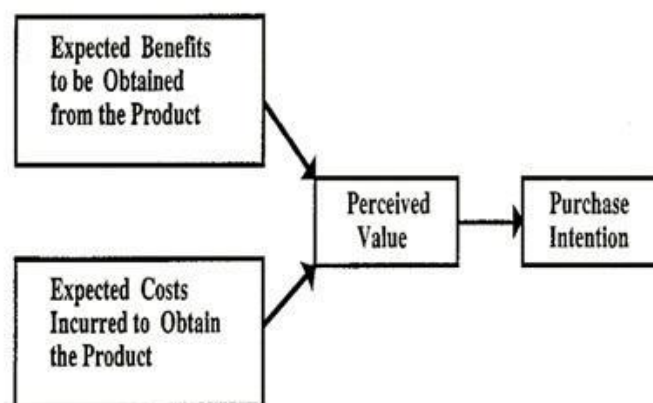
## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Theoretical Foundation

##### 2.1.1 Purchase Intention

Dodds and Monroe (1984) have stated about the general model of perceived value and **purchase intention**. The model is explained that the willingness to buy or purchase intention is relied on perceived value which is affected by both expected benefits such as quality, functional and social benefits and expected costs refer to time cost, monetary sacrifice, and other costs that customers need to pay for obtaining a product or service incurred to obtain a product or service as shown in Figure 2.1. For clear understanding, the expected benefits and costs will be analyzed by the buyers then the value of each product and service will be perceived. Finally, they will be in the stage to compare whether the perceived value intense enough to make the purchase intention or not.

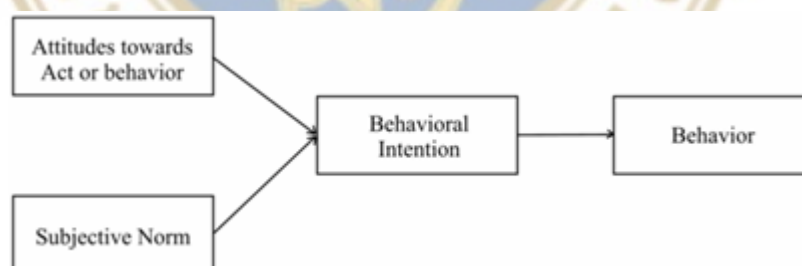


**Figure 2.1 The General Model of Perceived Value and Purchase Intention**  
(Dodds and Monroe, 1985)

### 2.1.2 Relationship of Attitude towards Purchase Intention

An insightful understanding on the customers' attitude is importantly required since it straight influences their behaviors. Interestingly, in the book *Information Seeking Behavior and Technology Adoption: Theories and Trends* by Ajzen and Fishbein (1980) originally talks about Theory of Reasoned Action (TRA) quite simply but fascinating. According to the Theory of Reasoned Action (TRA), an attitude towards things including products and service is an internal evaluation for each person based on ones' own beliefs. It consequently impacts humans' intentions which in result affect their behaviors. Besides, behavior can mainly be foreseen by a person's attitude towards behavioral actions, through the intervening effect of behavioral intention. The theory also states that the individuals' intentions about performing a behavior (which ultimately determine whether they will do so) are influenced by subjective norms or social pressures, which derive from their individual's perceptions on how others think and feel about them when performing the behavior. The original TRA model is very straightforward. It is simply stated that human behavioral intention is affected by only 2 factors which are attitude and subjective norm, nothing else.

Noted: TRA (Original Model)



### 2.1.3 Relationship of Social Benefits toward Purchase Intention

Social benefits or social status in accordance with Eastman et al. (1999) is the dominant factors from encircled people towards individuals in the process of making decision when purchasing. As human aims to promote their outstanding point in the social through obvious consumption of some products that symbolize or communicate the status to those encompassing people and individuals, social benefit is one factor that they likely to consider while buying decision process occurs. Because



of branded products help consumers to convey a social image to those who enclosing them, there is no surprise that the inclination to purchase counterfeits is corresponded with social benefits or social status.

#### **2.1.4 Relationship of Country of Origin towards Purchase Intention**

In the perspective of this study, Country of Origin (COO) can also influence the consumers' purchase intentions. The country of origin can be defined as the country that a product or brand is produced and originated and it is also called the home country (Saeed, 1994). For example, McDonald's and IBM belong to the U.S. as Toyota and SONY belong to Japan and Louis Vuitton is from France. Furthermore, Saeed (1994) also discloses that country of origin refers to the last place that manufacturing or assembling a product in terms of location or country. Besides, Country of origin (COO) can also be described as the influences that the country which originates or produces has an impact on the customers' perception towards the product or service whether positive or negative (Cateora and Graham, 1999). For instance, perfumes from France would have better quality comparing to others and the made-in-China products would have poor performance. In addition, the impact of country of origin on product evaluation and purchase intention has become one of the main prominent issues. There are numerous researchers who consider that country of origin and purchase intention are correlated. One of them is Hsieh (2004) who believes that the perspective of consumers towards the product manufacturer countries is related to the intention of purchasing. When the customers becomes aware of the country of origin, it is possible that the place of manufacturer will impact the product or brand image itself.

#### **2.1.5 Relationship of Reference Group towards Purchase Intention**

Reference group are those who have influencing power to others which can come in many forms. Qualls (1984) analyzes the old and new approaches of spouse pressure. Regarding with sex-role, husbands have further influencing power than wife in traditional sex-role or old family concept. While the new family concept, husbands still have higher power of influencing, but compromising conversation will be more used. This indicates that spouse plays more roles in decision making in

family. As well, nowadays parents want to emphasize on the democracy within a family. Children therefore involve in various purchasing decision stages relying on the seriousness of the products and services. Even their children can engage in the process of decision making, the last decision will be judged by the parents (Levy and Lee, 2004). Many times, parents can also be the influencers. Ward (1974) discloses that parents can influence buying decision of children in two ways. Firstly, children illustrate the parents spending behavior from daily life. Secondly, parents can force spending control to the children as an instruction for them to follow. According to the study's result, children follow the influential parents until being teenagers. Moreover, friends are also be one of the reference groups. Being a part of a group or social needs can cause pressure to humans. Joining a group, the individuals would have to, intentionally or unintentionally, modify or change their own nature to match with the group. Influence of friends will affect the individuals' normative attitudes and values (Childers and Rao, 1991).

### **2.1.6 Relationship of Ethics toward Purchase Intention**

Consumers could have another aspect that affects their intention to purchase the leather goods such as cruelty to animals. According to Smith and Craig, (1990), ethical purchase behavior is the humans' moralistic judgment of consumers when making their purchasing decisions. Importantly, the attitude or perception towards brand and the organization can be influenced by the ethical concern as well. Hence, the concern has a direct effect with the purchase intention at the end.

## **2.2 Previous Research Study**

Leather product has different meanings for different people's perspectives. Some may think of its durability but some may think that leather products are kind of luxury items due to the price. A luxury brand is a premium priced brand that consumers purchase not for economic or functional value but rather for their psychological values or hedonic needs. The consumers may prefer luxury products due to the status and social prestige (social benefits). As well, numerous consumers consider high priced products refer to high quality which cause a more expensive good

can be classified as a premium or luxury good. Besides, consumers may also use the characteristics of luxury goods which exclusive and expensive in order to differentiate themselves from others. The mentioned attributes can help the consumers to build their identity as they need to separate themselves from an ordinary lifestyle caused their luxury-seeking behavior (Doss and Robinson, 2013).

In terms of social benefits, another study by Boguslaw (2015) from University of Twente, Netherlands on the topic of Predicting consumers' purchase intention towards luxury fashion brands shows the similar result as the previous one. It is conducted by using both interviews and online survey last year. The researcher finds that self-identity and self-uniqueness have a strong relationship with purchase intention of luxury products. The consumers who weight high score in need for uniqueness are more likely to purchase high priced products to show their individuality. In addition, apart from self-identity, it is found that price, quality, design, and image of the brand are the most relevant product related factors.

However, social status or social benefit does not always impact the purchase intention. In the study 'The determinants of purchase intention of consumers towards counterfeit shoes in Pakistan', conducting by questionnaire survey in 2014, it finds out that the attitude of purchasing counterfeit shoes is insignificantly linked with social benefit or status. The researcher uses 3 questions for asking about the correlation between social status and buying decision that have been proved by Lassar et al., 1995 and Eastman et al., 1999, therefore, its result is somehow reliable (Chaudary et al., 2014).

Since attitudes can influence behavioral intention including purchasing things, there are many researches conducting about the relationship between attitude and many products including this study. Predicting purchase intention of a controversial luxury apparel product research that studies about affluent female consumers' purchase intention of the controversial luxury product, apparel made with American alligator leather, using the Theory of Reasoned Action (TRA), is conducted on 430 respondents. The analysis reveals that purchase intention is significantly involved with attitude of social acceptance, subjective norm, and behavior performed. It has further mentioned that the Theory of Reasoned Action is utilized to foresee the luxurious goods purchase intention as well (Teresa et al., 2006).

In the aspect of attitude towards purchase intention, Ha and Tam (2015) produce a study named Attitudes and Purchase Intention towards Counterfeiting Luxurious Fashion Products in Vietnam which conducts by face-to-face interviews with 10 consumers and quantitative research through data from 585 individuals, mentions that attitude towards price-quality correlation is believed widely in the country. The consumers believe that high priced equals to high quality while low priced refers to low quality, similarly to many previous studies. According to its result, people tend to prefer the products with quality matches to their income which practice with both genuine products and counterfeits as well. However, even most consumers prefer to own the best quality products, counterfeits are still acceptable since they are more affordable to their income.

The Effect and Influence of Country of Origin on Consumers' Perception of Product Quality and Purchasing Intentions, studies on several empirical studies conducted over several years, discloses that consumers are aware of the characteristics of a particular country. The study finds that people measure a product quality by using Country of Origin as an external hint. They also use it to guide their purchasing decision process. Further, the study reveals that in some countries, consumers prefer products manufactured locally, owing to ethnocentrism and patriotism (Kalicharan, 2014).

Similarly, Yanus and Rashid (2016) conduct the research on The Influence of Country of Origin on Consumer Purchase Intention: The Mobile Phones Brand from China. It investigates at how Country of Origin which refers to image of a certain country influences consumer's perception towards product quality. The questionnaire to 200 respondents in Malaysia is used as the research instrument. The study has confirmed the Country of Origin do influence consumer purchase intention, in this case, towards Chinese mobile phones manufacturer. In addition, the result is different from the previous studies. Perceptions of consumers toward Chinese originated products have changed from the past. The country's economic development and technology advancement bring the positive perceptions to the customers regarding the product quality and the country's image.

Furthermore, there is another study from Canada on the topic Determinants to the Consumption of The Leather Products using questionnaires



distributed to 1,145 respondents. The paper's results reveal similarly to the previous study. It shows that in the 16-34 age group, ecological impact, ethics, and the country-of-origin of goods are important determinants in the consumer's decision process when they apparel especially of leather goods. People also often see leather products as the high price or luxury products in apparel or accessories segment, consumers are more concerned with ensuring that they have the quality of product that they pay for (Carrier et al., 2015).

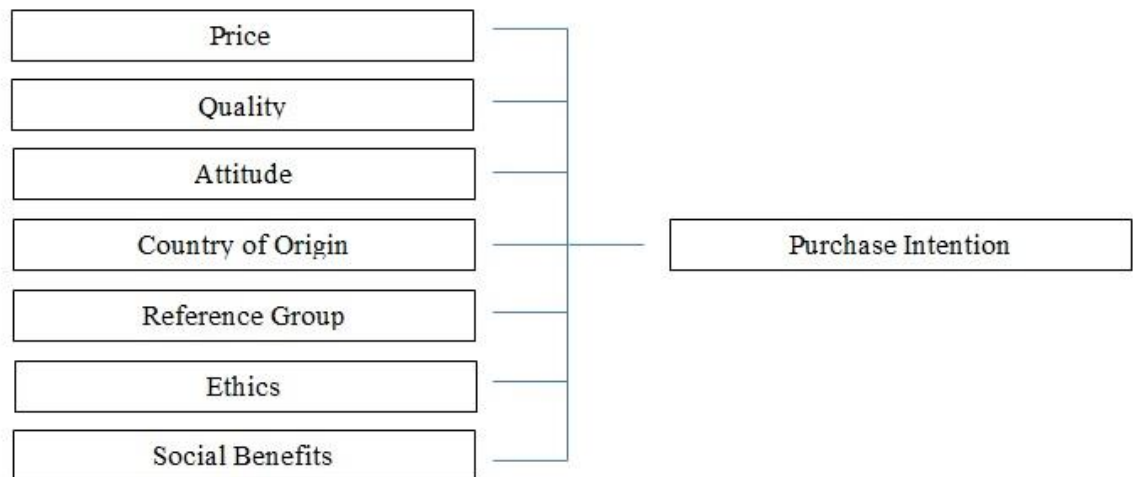
Similar to the previous study, there is study named "The myth of the ethical consumer: do ethics matter in purchase behavior?", conducting by interview method studies about the relationship between marketing ethics and social responsibility towards consumers purchase intention which analyses whether consumers care about ethical issues or not. The result of this study is interesting. Even there are those studies which have suggested that we live in the ethics era where purchase intention of consumers has become more socially responsible, the result shows that most people pay little attention on ethical considerations in their purchase decision-making behavior. The study also states that the respondents only care for some particular ethic issues. Human related issues such as bad working conditions are less heed on their list of ethical priority, however, animal related issues does matter more on their purchase intention (Carrigan and Attalla , 2014) .

Moreover, there is also a study on the influence of purchase intentions on repurchase decisions, conducting about the moderating effects of reference groups, using 1,200 distributed questionnaires to Taiwanese in Taiwan. This paper finds that the higher the informational and value-expressive reference group influence, the greater moderating effect to purchase and repurchase intentions (Lin and Chen, 2009).

Similar to the previous mentioned study, Sangkakoon et al. (n.d.) conduct a study named "The Influence of Group References in Home Purchase Intention in Thailand" which aims to examine the relationship between various reference groups and purchase intention on house for the family living propose, using questionnaire to 180 respondents. It results that children have heavy impact in deciding home purchase intention followed by partner and parents respectively, while the least influencers are friends.

### 2.3 Study Framework

Regarding to the theoretical foundation and the previous studies, 7 factors are set in this research as shown below:



**Figure 2.2 Conceptual frameworks of factors influencing purchase intention of Thai people toward local authentic leather goods**



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

In order to gain deep and insightful understanding of Thai authentic leather goods consumers, this research is conducted by utilizing qualitative method to collect data. Since this research aims to do so, the in-depth interview is used with interviewees from different places countrywide. The detail about individuals' emotion, behavior, and their characteristics of the interviewees can be obtained by the qualitative research method while quantitative methodology cannot disclose; it makes the type of data collected and the questions asked are limited to a certain format (Madrigal and McClain, 2016). After obtaining the respondents data, the data is theoretically analyzed in order get the reliable results afterwards which represent the entire population of authentic leather goods consumers in Thailand.

#### **3.1 Research Design**

As the researcher would like to conduct the exploratory research, qualitative research methodology suitably provides the researcher rooms for asking some probing questions and obtaining unexpected answers together with insightful understanding of their purchase intention. The interviews are conducted by face-to-face and telephone interviews which provide the researcher ability to access respondents countrywide. The respondents are asked to answer the questions which translated into Thai to avoid questions misinterpretation and misunderstanding causing by language difference of the questions. The open-ended questions are asked mostly. The interview is conducted 10 minutes to 25 minutes for each respondent.

### **3.2 Population and Sampling**

The in-depth interview via face-to-face and telephone is used with 30 samples of people that have some experience of purchasing Thai authentic leather bags, shoes, wallets, and belts aged above 20 years old from different places in Thailand in order to represent the whole population of all Thai citizen which is approximately 65.7 million people (National Statistical Office of Thailand, 2015). As the objective of the study is to see key factors that influence the purchase intention of local authentic leather goods the interviewees are chosen regardless of their gender and education.

The research focuses on Thai male and female aged above 20 years old who live in any provinces of Thailand who bought the mentioned kind of leather products. The selected group of interviewees is chosen since they start having their own income and buying their own belongings. Moreover, they also pay more attention on the products before making purchase decisions since the money they use is from their own efforts.

### **3.3 Data Collection**

To gain a deep understanding of their purchase intention, the respondents are all informed that participation is voluntary and anonymous to make them free from worries. Besides, they are also informed that the conversations during the interview will be recorded to analyze for only educational purposes. The respondents are requested to answer the questions regarding to the factors related with their purchase intention towards local authentic leather goods. Besides, reflective note taking is utilized to record the information obtained from the respondents as the qualitative research methodology provides them rooms to answer which might not be expected. This helps the researcher can capture the respondents' data effectively.

### **3.4 Research Instrument**

The stages of interview compose of three sections, the introductory section, the actual interview, and ending section. The introductory section begins since



the researcher start a friendly greeting then introducing himself together with explanation of the propose and the procedure of the interview. After an introduction is finished, the selected respondent will be politely asked to participate in this research. Once a participant agreed, the actual interview starts. The questions asked are divided into 7 categories related to the study framework. Friendly conversations and some probing questions are applied during the interview section to comfort the participants and gain their deep perceptions toward the topic. After the interview is completed, the participants will be given sincere thanks and praises for their time and hearty participation.

### 3.4.1 Interview Questions

Main Questions	Examples of Potential Probing Questions
-Have you ever bought Thai authentic leather goods such as shoes, bags, wallets, and belts? -Can you give me some examples of the criteria that you take into consideration before buying them?	-What have you bought? -Why did you buy those products? -Why do you consider those criteria?

### 3.4.2 Potential Probing Questions

Perceived Price	-Can you clarify the word 'cheap/expensive/reasonable price' from your perspective? -Does you perceived price relate to the quality/brand?
Quality	-Could you describe the word 'good/bad quality'? -How long do you expect the products to be usable?
Attitude	-How could you have good/bad attitude towards the products? -Is this attitude can be changed? How?
Country of Origin	-What is your perception towards authentic leather products that are made in Thailand? -Which countries do you think that might be the best Country of Origin of leather goods?

Reference Group	-Who can be your reference group for intention to purchase the local leather goods? -Who do you think is the most influential reference group and why?
Ethics	-If there are people protesting about animal rights on leather industry, what is your thought? -Why don't you use synthetic one instead?
Social Benefits	-How do synthetic leather goods affect your status? -How does brand of the product affect your buying intention?

The obtained data is matched into 7 categories which are Perceived Price, Quality, Attitude, Country of Origin, Reference Group, Ethics, and Social Benefits for analyzing and comparing regarding to the words, phrases, and sentences that were collected from the interviews. As qualitative studies usually aim to generate a fulfilled data however, not all of it can be used. After data is collected, undergoing a data reduction process is applied in order to identify and focus in on what is meaningful.

## CHAPTER IV

### DATA ANALYSIS AND FINDINGS

#### 4.1 Data Analysis

In this chapter, the results from qualitative data via personal interviews conducting from consumers who have experienced in purchasing Thai authentic leather goods before are comprehensively analyzed in order to capture the important exploratory outcomes. The sample populations are applied according to the previous statement mentioned in Chapter III which are people aged above 20 years old from different places in Thailand. The majority of the respondents are aged 26-30 years old. The youngest one is 21 years old and the oldest is 65 years old.

The data is obtained by conducting a series of interviews the people who qualify with the predefined criteria above. The total sample respondents are 14 females and 16 males who have bought Thai authentic leather products prior to the interview. Few main questions are asked which intent to address the factors that affect purchase intention on Thai authentic leather goods. Spontaneously, some extra questions are improvisationally applied when there is an opportunity to probe for more insightful data from the interviewees.

**Table 4.1 Interview result**

	Gender/ Age	Price	Quality	Attit ude	Countr y of Origin	Reference Group	Ethic s	Social Benefits
Respondent 1	M,26	✓	✓					✓
Respondent 2	F,26	✓	✓			✓		

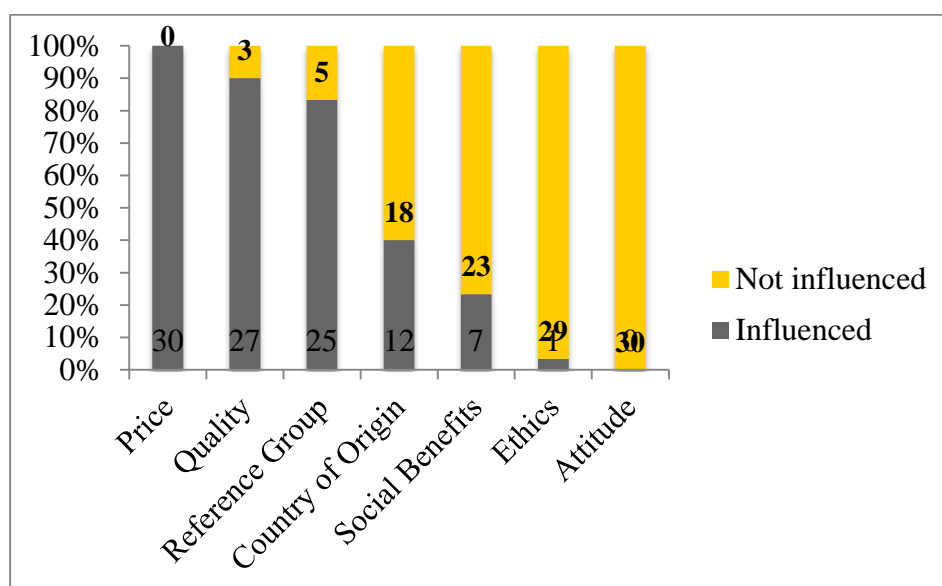
**Table 4.1 Interview result (con't)**

Respondent 3	M,25	✓	✓			✓		
Respondent 4	F,25	✓				✓		✓
Respondent 5	F,26	✓	✓			✓		
Respondent 6	F,25	✓	✓		✓	✓		✓
Respondent 7	M,36	✓			✓	✓		
Respondent 8	F,26	✓	✓			✓		✓
Respondent 9	F,29	✓	✓			✓		✓
Respondent 10	F,65	✓	✓			✓		✓
Respondent 11	M,30	✓	✓			✓		✓
Respondent 12	F,28	✓	✓			✓		✓
Respondent 13	M,26	✓	✓			✓		✓
Respondent 14	M,27	✓	✓			✓		✓
Respondent 15	F,26	✓	✓			✓		✓
Respondent 16	M,24	✓	✓			✓		✓
Respondent 17	F,26	✓	✓			✓		✓
Respondent 18	M,33	✓	✓			✓		✓

**Table 4.1 Interview result (con't)**

Respondent 19	M,61	✓	✓			✓		✓
Respondent 20	M,26	✓	✓			✓		✓
Respondent 21	F,34	✓	✓			✓		✓
Respondent 22	M,24	✓	✓			✓		✓
Respondent 23	M,26	✓	✓			✓		✓
Respondent 24	M,27	✓	✓			✓		✓
Respondent 25	M,30	✓	✓			✓		✓
Respondent 26	M,34	✓	✓			✓		✓
Respondent 27	F,30	✓	✓			✓		✓
Respondent 28	F,24	✓	✓			✓		✓
Respondent 29	F,34	✓	✓			✓		✓
Respondent 30	M,28	✓	✓			✓		✓

The table obviously shows that the factor that influences consumers' purchase intention towards Thai authentic leather goods the most is Price which affects all respondents, following by Quality, Reference Group, and Country of Origin respectively while Social Benefits have an impact on few interviewees. Besides, Ethics have an influencing power on only one interviewed person, while Attitude completely has no effect on the respondents. The details of each factor will be discussed in the following part factor by factor.



**Figure 4.1 Findings conclusion**

To make clearer understanding of the overall interview result, figure 4.1 shows the impacts of each factor towards the respondents from the most influenced to the least influenced factors.

#### 4.1.1 Price

It is found from the interviews that all respondents' Thai authentic leather goods purchase intention is affected mainly by price. However, the perception towards price for each individual is quite various. Firstly, most interviewees state that their perceived price is related to the product quality which results the perception of reasonable price. The price and quality should go in the same way. If the price is high, the product should be good in quality as well. Similarly with the previous study from Ha and Tam (2015) mention that price-quality correlation is believed widely in the country (Vietnam). However, little difference is found from the interview. In Vietnam, high price makes the product seems to have high quality but in this research, price and quality are correlated but high price does not always mean high quality to the consumers. They will have to check this consistency by themselves before making a purchase decision.

*“The price must match with the product’s quality like neat cutting and quality of used leather. If they both are matched, the expensive price will not be taken*



*into my consideration or will be less considered. I will see this match as a reasonable price.” (Respondent 9)*

*“Normally before purchasing leather made stuff, I would have a certain price in my mind. However, I also compare the price and the quality too. If the selling price is high, I must get a good quality one.” (Respondent 15)*

Another factor that is found to have an impact on the consumers' perception towards the word 'reasonable price' is the brand of the leather goods. According to the study by Boguslaw (2015) mentions that price and image of the brand are relevant factors for luxury fashion brands, the researcher finds this statement is also similarly practical to the Thai authentic leather products. Although some Thai leather product brands are not widely known and some do not even have brands, consumers still consider it with the price. From the interviews, branded leather products are seen to be more valuable comparing with non-branded products. Consumers are more likely to accept the price of branded leather goods rather than non-branded ones.

*“Apart from looking at the unique design, I normally look at the reputation of the product brand as well because I rarely buy non-branded leather products. I could pay more money to a brand if that brand has more reputation than others.” (Respondent 27)*

Furthermore, the researcher finds that for those who familiar with the leather products or leather industry incredibly see things deeper than others. A leather store owner and a former shoes maker state that they will also prefer the leather products that have reasonable selling price which refer to the cost of productions like materials and cost of a certain quality of the work. Experience and expertise have provided the consumers a bigger view of perceived price towards leather products.

*“As a leather store owner, I firstly look at design together with the price matched with leather quality like niceness, thickness, spotless, and scratchless. As I sell leathers, I know the price of the material of most leather products as well as labor cost in the leather goods industry. Therefore, I take these costs into my mind then compare with the selling price before I purchase the products.” (Respondent 10)*

*“I live in this industry for decades; I can calculate the approximate price of each leather good. If I estimate the cost of a leather product at 2,000 baht but the selling price in 5,000 baht, I won’t buy it definitely.” (Respondent 19)*

#### **4.1.2 Quality**

Most of the respondents confirm in the interviews that quality of the leather goods has a direct impact towards their intention to purchase Thai authentic leather goods, as this particular type of product usually has higher price comparing to the synthetic ones. In order to verify the products’ quality, mostly, they will look at the neat cutting and sewing, materials, and durability which most interviewees reply that the life-time of the leather products normally should have more than two years before the quality is dropped as time pass.

*“I think tidy sewing and good quality leather utilized mean good quality leather goods to me. The leather must be hard to be scratched and torn. In other words, it must be durable which means more than two years of using.” (Respondent 15)*

The result is similar to the previous study by Boguslaw (2015). However, apart from those people mentioned above, 3 respondents state that quality has no effect on their purchase intention due to some reasons. 2 out of 3 respondents reply that they lack of knowledge towards the leather products while another says that she cannot check much quality since she usually shop online.

*“Honestly, I have never looked at the quality of the products before buying because of lacking of knowledge towards leather goods. If its selling price is acceptable and I like it, I will buy it. That’s it.” (Respondent 7)*

*“I love to shop my stuff online including the Thai leather goods. An online shopping makes me careless about the quality since I can only see the pictures of it without touching or smelling. Although I can see some pictures, they are not reliable as they can be made up.” (Respondent 28)*

#### **4.1.3 Attitude**

It is found from the interviews that the consumers’ attitudes are divided into 2 groups which are positive and negative attitude. Majority of the interviewees



have positive attitudes towards Thai authentic leather goods. They describe that mostly Thai leather goods have improved and equalized in terms of quality to imported products as the cutting, sewing, and material used are more emphasized. Besides, in their perception, the Thai goods have more choices in designs and functions appropriated with Thai lifestyle providing with lower price compared to overseas.

*“I have trust in Thai products including leather goods. Most of them are reasonable in price and excellent in quality. There are more choices for consumers therefore this brings higher competition to the market which gives benefits to us as we will get low-priced with high quality products.” (Respondent 6)*

*“Thai leather goods are quite various in designs and functions. However, I think some Thais think the products manufactured locally are poor quality. Actually, we have exported our leather goods for decades which might indicate that our products are good.” (Respondent 20)*

In contrast, few of them have negative attitude toward Thai authentic leather goods. They mention that quality of Thai's is more inferior comparing to the imported ones. Besides, most of them are imitated from other countries well-known brands and all Thai branded and non-branded products are not strong in terms of reputation and brand identity comparing with some overseas products. Moreover, the Thai products are old fashioned appropriating with middle aged people rather than teenagers.

*“Thai leather goods aren't popular or well-known at all which make them less attractive for consumers including me. Their designs also old-fashioned and mainstream but expensive somehow.” (Respondent 29)*

*“In my perspective, most Thai leather goods can be defined as out-of-dated and imitated products. I have followed some overseas product so I know the world trends and fashions. Most of Thai leather goods designs are copied from the well-known ones but they are different in brand image, perceived value, and reputation.” (Respondent 13)*

However, the differences in attitude of the respondents have no effect on their purchase intention as all interviewees have bought Thai authentic leather goods unlike the mentioned previous study by Summers, Belleau and Xu (2006)

#### 4.1.4 Country of Origin

From the findings, most people from the sample group indicate that Country of Origin does not have an effect on their purchase intention or perceived performance of the products, unlike the previous studies from Kalicharan (2014), Yanus and Rashid (2016), and Carrier, Germain, and Jean (2015). The interviewees mostly look at the design, price, and quality without caring much about the manufacturer countries. Besides, they perceive leather goods that assembly or produce in Thailand have no differences in terms of quality.

*“They all have the same quality. Every country has good and bad quality products. It depends on how we choose so I don’t care whether the products are made from China, Thailand, or Italy.” (Respondent 14)*

On the other hand, some respondents indicate differently from the majority. Country of Origin does have an impact on their purchase intention regarding to some reasons. Some prefer Thai products while others prefer imported ones.

*“I love using Thai leather goods because it’s cheaper, beautiful, and various in designs. Local or imported goods are not really different in quality so there is no reason for me to buy expensive imported leather goods.” (Respondent 10)*

*“Imported products except from China have better quality than Thai’s. They are more durable and thorough. I have seen some of imported brands they wear gloves while producing. Even they are more expensive but I think it’s worth. Imported ones sometimes give me a sentimental value while Thai’s has never.” (Respondent 24)*

Unlike the previous study from Yanus and Rashid (2016), some respondents still believe that Chinese products are inferior in terms of quality and they have not changed that from the past.

#### 4.1.5 Reference Group

Similar to the previous studies, reference groups have an impact on some interviewees’ buying decision. The result shows that friends have heavy impact in Thai leather goods purchase intention followed by spouses and parents. However, after calculating all aspects together, the consumers will make the purchase decision by themselves at the end. In a nut shell, reference groups have partly effect their purchase intention but not all.

*“Normally, as leather goods tend to have high price, I will ask for some recommendations from friends before purchasing. Or if my friends suggest that this product is good, I will be likely to buy that thing as word of mouth from friends is quite reliable.” (Respondent 14)*

*“Before buying anything, I will ask my husband because he knows things a lot. He knows where I can find the best thing with lowest cost. We quite have an impact on each other as we are family.” (Respondent 27)*

*“My dad used to work in leather industry as a shoes component seller so I see him as an advisor for leather goods. He can help me choose a good quality one with reasonable price.” (Respondent 17)*

On the other hand, there are some respondents who see Thai leather goods as personal belongings with personal use. Therefore, they state that there is no reason to ask others since they are users themselves.

#### **4.1.6 Ethics**

From the findings, majority of the respondents reply that ethics have no effect on their purchase intention towards Thai authentic leather goods. The result is contrasting with the previous studies from Carrigan and Attalla (2014) and Carrier, Germain, and Jean (2015) which state that ethics do have impact on consumers' purchase intention. The interviewees' answers are correlated as they all see cows as consuming animals like pigs, chicken, and fish. Therefore, using their skins to produce leather goods is not unethical in their opinions.

*“As I'm a veterinarian, I think ethical issue does not affect my purchase intention as long as those animals used to make leather goods have a good welfare while they're living. Their meat also eatable worldwide.” (Respondent 6)*

However, the respondents do not satisfy with some particular kinds of leather as it seems to be cruel, illegal, and unethical.

*“I will be OK with cow's skin. It is commonly used and seen in the market but for some skins like horses, alligators, and stingrays seem to be too cruel in terms of production method.” (Respondent 1)*

*“I don't support the usage of rare animals, wild animals, and animals that are going to extinct. However, the rest are fine.” (Respondent 3)*

As ethics and religious are somehow related, some people believe that breaking religious principles is also unethical. Surprisingly, there is one respondent who indicates that ethics have heavy impact on his purchase intention towards purchasing leather products.

*“As I and my family have worshiped Guan Yin, we believe that killing or eating cows is not a good thing. Therefore, I didn’t use leather goods for years as most of them produced by cow leather. But since I am a leather goods maker now, I have to use one. However, I have never felt good using it.” (Respondent 13)*

#### **4.1.7 Social Benefits**

The results reveal that the majority of the respondents indicate that social benefits do not impact their purchase intention on Thai authentic leather goods. From their opinion, Thai products do not enhance the users’ social status. They do not satisfy hedonic needs or not seem to be luxury products. This fact implies that some consumers do not search for social benefit when they decide to purchase this type of products unlike the previous study from Doss and Robinson (2013)

*“I’ve never bought the Thai products for upgrading my social status or following trends as they doesn’t seem to have any social benefits. The leather goods are apparel which has to match with the wearer’s style rather than any other reasons.” (Respondent 2)*

However, only few respondents state that Thai authentic leather goods can promote their self-identity and self-uniqueness due to the outstanding design even they think that the Thai products are not luxury.

*“I want to be outstanding so these Thai products can satisfy my need somehow. Someone might purchase a product according to the current trend. But I will always go oppositely using the uniqueness of Thai’s together with its variety.” (Respondent 27)*

#### **4.1.8 Other Interesting Findings**

Apart from those factors mentioned in the framework, there are some other interesting factors that also influence the respondents’ purchasing intention on Thai authentic leather goods. First of all, every respondent replies that Design has a heavy



impact on their intention to purchase Thai authentic leather goods. Specific designs that match with their styles and personal likes are taken into their considerations. This correlates with the statement in reference group part which mentions that ‘the consumers will make the purchase decision by themselves at the end’ due to their own styles and personal likes.

Secondly, Time Pressure is also mentioned and matter for some consumers. Sometimes, consumers just need to use some particular products immediately. That urgency leads the consumers to purchase any leather goods that available nearby which normally are Thai because it is the most available.

*“Once I was unexpectedly selected to be a flight attendance, I needed a pair of black shoes right away. Therefore, I went to Siam Square, the nearest place I can find the shoes. That moment I cared nothing. I just wanted black shoes.”*  
(Respondent 29)

Lastly, most people who saying that Social Benefits does have impact on their purchase intention state that sometimes they are materialism. They do not want to be old fashioned and lack of something everyone has. Sometimes, people do not look at many components before buying stuff especially for materialistic consumers as they just need something trendy and widely used among their surrounding people; this includes Thai authentic leather goods.

*“Honestly, I am one of those materialistic people. I often buy products that people around me use. I don’t want to be an outsider.”* (Respondent 4)

Apart from those interesting finding, the researcher has found some extraordinary answer patterns or themes in this research. From the interviews, some respondents have replied accidentally in the same patterns. Apart from having the same influential factors towards Thai leather goods purchase intention, the research also discover that they also have something in common. The respondents can be mainly grouped into 4 themes as shown in the table 4.2.

Firstly, there are two interviewees who accidentally are designers (Respondent 20 and 21). Interestingly, they care only price and quality of the product that they want to purchase. Other factors do not matter. They both have self-confidence in common, therefore they heavily emphasize on product designs and they need only things that match their clothing styles. Obviously, the designers do not lean

on any surrounding people or other influential factors such as ethics and manufacturer countries. Surprisingly, even they are different in ages (26 and 34 years old) and sexes, their influential factors towards Thai leather goods purchase intention are the same.

Secondly, the researcher finds that 10 out of 30 respondents reply that only price, quality, and reference group have an impact on their intention to purchase Thai authentic leather goods. They are called 'Believer' as apart from ordinary factors like price and quality, they are influenced by reference group only. From the interviews, this group of respondents usually asks someone before buying things and also believes in people's reviews or comments given to them as they believe that word of mouth is the most reliable source of information. Interestingly, the Believers have age range in common. They are all 24 to 30 years old which is majority age range of the respondents.

Thirdly, 7 out of 30 interviewees with various ages answer in the same pattern. The factors that influence their purchase intention are price, quality, reference group, and country of origin in addition to the previous theme. The highlight of this group is that they all think that every manufacturer country is acceptable except Chinese. They are named as 'Believer Plus' due to the answer pattern. Surprisingly, six of them are male.

Lastly, most respondents who reply that social benefits have an impact on their purchase intention will have reference group as another influential factor. This pattern is interesting as there are 7 respondents who are influenced by social benefits, 5 of them have reference group as another influential factors and those respondents are all female while another two respondents that reference group has no impact on their intention to purchase are all male. Therefore, this group of respondents is called 'Social Lady' as they rely much on surrounding people. The Social Lady usually emphasizes on how their surrounding people see them as well as wishes to be accepted from the society.



**Table 4.2 Themes**

<b>Theme</b>	<b>Analogous Behavior</b>	<b>Analogous Characteristic</b>
Designer	<ul style="list-style-type: none"> <li>- Influenced by price and quality only</li> <li>- Self-confident</li> <li>- Emphasize on design matched with their styles</li> </ul>	Being a designer
Believer	<ul style="list-style-type: none"> <li>- Influenced by price, quality, and reference group</li> <li>- Ask others before buying</li> <li>- Convincible</li> <li>- Heavily emphasize on word of mouth</li> <li>- Easygoing</li> </ul>	Aged between 24-30 years old
Believer Plus	<ul style="list-style-type: none"> <li>- Influenced by price, quality, reference group, and country of origin</li> <li>- Ask others before buying</li> <li>- Convincible</li> <li>- Heavily emphasize on word of mouth</li> <li>- Easygoing</li> <li>- Anti-Chinese manufacturer</li> </ul>	Most likely to be male
Social Lady	<ul style="list-style-type: none"> <li>- Both social benefits and reference group matter</li> <li>- Rely much on others</li> <li>- More likely to care how others see them</li> <li>- Want to be accept by surrounding people</li> </ul>	All females

## 4.2 Discussion

The findings observed in this research mirror those of the previous studies that have examined the factors that influence consumers' purchase intention towards some products as mentioned in the Data Analysis part. However, there are some more assumptions that the researcher thinks that they could be related to consumers' purchase intention towards Thai authentic leather goods as well.

First of all, according to the research's problem statement that Thai household debt has reached the highest point in ten years, affecting Thai consumers' spending on many products, therefore the economic situation might affect the products' purchase intention of Thai consumers (Bank of Thailand, 2015). It is revealed from the findings that price and quality of the products have an impact on respondents' intention to purchase the leather goods produced locally. Interestingly, although each respondent has different occupations, range of incomes, and level of education, they are all having the same influencing factors (price and quality) towards their purchase intention which might affect by the mentioned current economic situation. A study by Chang (2011) reveals that economic situation has been considered as a factor that impacts purchase intention on celebrity-endorsed apparels for teenagers in China. Although the products that they want to purchase are seem affordable, economic situation still plays some role on their buying intention. This study can somehow clarify the reason why the respondents take selling price and product quality into their consideration before purchasing. All in all, normally the economic situation seems to have an impact on only Fast-Moving Consumer Goods (FMCG), but it also impacts leather industry as well.

Secondly, lots of respondents say that Thai authentic leather goods do not satisfy their needs of social benefits in terms of enhancing social status and social acceptance. The result is obviously different from previous studies as consumers rarely purchase Thai leather goods for social benefits. This statement is strongly proved by a previous study from Kultanakijpisan (2016). This research investigates that Thai people rarely buy Thai products (OTOP) for social benefits propose as they never have this kind of advantage in consumers' perception at the first place. In the consumers' mind, Thai products might not provide any social values or benefits, for example, the previous study states that OTOP products never give the consumers the social

acceptance and influencing power. Besides, they never represent high social class of the users.

Furthermore, according to the previous study by Doss and Robinson (2013), this research results differently. Doss and Robinson state that consumers consider that high priced products can refer to luxury goods and luxury goods provide social benefits to users, however, in this study, even most people see Thai leather goods as high priced products but they have never been seen as luxury products due to the impactless of social benefits towards the products. Surprisingly, there is a small group of respondents reply similarly to another previous study from Boguslaw (2015) which states that luxury goods give the consumers social benefits in terms of self-identity and self-uniqueness.

Thirdly, from the findings, most respondents reply that reference group has an impact on their purchase intention; they usually believe in recommendations from friends, parents, spouses, and online review which somehow similar to the previous study from Sangkakoon et al. (n.d.) stating that the home purchase intention in Thailand is mostly affected by children followed by partners and parents respectively, while the least influencer is friends. However, the difference between their research and this one is that in Thai authentic leather goods purchase intention, the most influencer is friends while children have no impact. Moreover, parents and spouse have impact on only few respondents. Although, both products and respondents are all Thai, the influencers are different because house is high involvement product while leather good is not.

The interviewees also ask those reference groups before making purchase decision towards Thai leather products. The reason behind this result might be because Thai culture that Thailand is a highly collectivism country according to Hofstede Centre (2015). Collectivism culture tends to commit to the group, ask for others' opinion, and hardly denial even they disagree in order to save other people's faces. Unlike individualism countries such England and the United States which would make their own choices without asking.

Fourthly, apart from culture that could influence human's behavior towards their intention to purchase, religious and belief can also intervene individual's action as well. As most people in this country are Thai Chinese, some of them worship

Guan Yin Goddess, God of mercy and friend of mankind. Surprisingly, there is only one respondent who state that ethics impact his purchase intention on the leather goods. The only reason he gives is that “it is wrong to consume cow made products as I worship Guan Yin”. The Guan Yin disciples believe that the goddess’s father once was born as a cow, therefore, they will not consume any foods or products made of cows. In the same way, Muslims are strictly prohibited by the God from consuming pork or any kinds of products made of pigs as they believe that pigs thrive and live in dirt, feces, and muck which make them unclean.

On the other hand, it is mentioned that ethics issue does not influence their Thai leather goods purchase intention. The reasons for the result might be lacking of campaign for animal rights awareness. According to Thaigiving website, there are some protesting campaigns for animal rights since 1997 focusing on animals’ welfare but its awareness and intention are quite silent. There was only one vote for the campaign. Plus, those animals that are killed for producing leather products are normally eaten widely in the country such as cows and pigs. This causes the consumers do not care much about purchasing leather goods.

Fifthly, Country of Origin does matter for some respondents as well. There is only one interviewee who states that she would like to buy only Thai leather products while others who are also influenced by Country of Origin say that any manufacturer countries would be fine except China. This attitude towards Chinese products is different from the previous study from Yanus and Rashid (2016) which show that the consumers’ perception towards Chinese products is now positive but in this research, Thai people still think that Chinese originated products are unacceptable due to poor quality. Obviously, most respondents could purchase the authentic leather goods from any manufacturer countries and it does not matter that the products they purchase must be produced in Thailand. This probably reveals that Thai people are not nationalism. According to the previous study from Kultanakijpisan (2016), the researcher mentions that the more nationalism people are, the higher tendency to purchase OTOP products. Combine the result from previous study with this research findings; this shows that Thai people are not much nationalism. In the consumers’ perception, they could buy leather products from any countries as long as the price, quality, and design are acceptable.



Sixthly, in this research, attitude has no impact on consumers' purchase intention at all, as whether they have positive or negative attitude towards Thai authentic leather goods, they have ever bought the products anyway. This result is different from the previous study from Summers, Belleau, and Xu (2006) who state that positive attitude towards luxury apparel products leads to higher possibly to purchase intention while people who have negative attitude will be less likely to purchase the products. The result from this research is in contrast that consumers purchase Thai leather goods no matter what attitude they have. The reason behind this statement might be that there are other factors that are more important than attitude which make consumers purchase the products, for example, some respondents have purchased Thai leather products due to social benefits gained, advice from others, urgency of use, reasonable price, and acceptable quality which have been mentioned in this chapter.

Lastly, the discussions for those themes founded are generally relied on human nature. To begin with, typically people all over the world are impacted by one another as we are one kind of social animals, living together and having interaction with each other. Either men or women are influenced by society but with different reasons. There is a research, conducted by Wang (2013) on the topic 'Women's Luxury Products as Signals to Other Women', reveals that women normally purchase luxury products to distinguish themselves, flaunt, and deter other female rivals from their partners by signaling that their partners devote to them. This result can be evidence to support Social Lady theme which represents women who are influenced by social benefits and reference group that most women are relied on surrounding people which mean social benefits and reference group in this research. Besides, Designer theme is another theme that is strongly supported by many journals. Kokemuller (2016) writes a journal about personal characteristic of a fashion designer which reveals that most of good fashion designers must have high confidence level. A high level of personal confidence is needed for every designer as they may face lots of rejections in the process of working their ways to success. This might be the reason to support the Designer theme that why they are influenced by only price and quality but not others. Moreover, for the Believer theme, the reason behind this might be lacking of knowledge towards the leather products. All respondents in this theme are aged



between 24 to 30 which means that they probably just start working and earning money on their own. Thus, the Believer might ask the reference group before purchasing such things in order to compare costs and benefits of the products. Purchasing such things without asking might make them unconfident in terms of worthiness.



## **CHAPTER V**

### **CONCLUSION**

In this chapter, the researcher has concluded the overall knowledge gained from this research together with the interesting highlighted factors from the findings. After that, the managerial implication of this research for all stakeholders involved will be addressed. Finally, the research limitation and suggestion for future research will also be described in order to enhance and conduct beneficial related researches later.

#### **5.1 Conclusion**

Having done this research, the researcher has realized that every stakeholder in the leather industry should emphasize heavily on the economic situations as they have direct impacts with the consumers' perceptions towards perceived price. At the same time, they should also understand their customers in depth in order to treat them correctly and differently as each group of customers has different needs and motivations. The government, tanneries, leather stores, leather good makers, and sellers should coordinate with each other to create synergy for the Thai leather industry. Working together could definitely enhance efficiency of the industry and maximize the possible benefits in the big picture.

With the research findings, it can be concluded that price and quality are the most influential factors towards purchase intention of Thai authentic leather goods followed by reference group especially word of mouth and country of origin respectively. While social benefits have an impact on few respondents as Thai leather goods seem to be lacking of value and uniqueness, ethics affect only one respondent's purchase intention. Besides, positive or negative attitude towards Thai authentic

leather goods does not impact any Thai consumers as all respondents have bought the product at least once.

Furthermore, there are some answer patterns or themes founded in this research. First of all, two designers with different ages and sexes have the same influential factors which are only price and quality. Besides, the research has found three other themes that refer to the groups of respondents that answer in the pattern and set the names for each. Believer is those who have price, quality, and reference group as their influencing factors. Believer Plus is affected by the same three factors and country of origin as additional factor. Finally, Social Lady is those who have social benefits with reference group together as affecting factors.

## **5.2 Managerial Implication**

Having this research done, the researcher has realized that this could beneficially serve many stakeholders in leather industry all over the world. The results of this research could firstly be utilized by the Thai government for increasing value of exporting Thai authentic leather goods and its Gross Domestic Product (GDP). The government sector could use the research results that show the influencing factors to educate the leather goods makers and sellers to improve their overall product's brand and performance by arranging leather seminar for example. After knowing the consumers' perspective towards their products, they could be better and be more competitive in order to be more accepted by Thais and foreigners. Besides, the makers and sellers could have equalized product values comparing with imported or international leather products. After obtaining enough acceptance and reputation, the Thai authentic leather goods can eventually be more exported which could enhance overall economic situation of the country. Apart from that, the government could set up a government organization for approving a quality certification for the leather goods in order to assure the product quality for the customers who lack of leather goods knowledge.

Secondly, this research could benefit Thai leather tanneries and leather stores as the result from the ethics aspect that some consumers require a good animal welfare for the leather used in production. The leather tanneries and leather stores

could have some certifications the used materials have been treated properly without unexpected torturing before and during slaughtering. This could certify a good animal welfare for the leather goods makers, sellers, and the end users as well. Therefore, they could be more satisfied and comfortable when consuming Thai leather products.

Thirdly, according to the findings, some consumers perceive that Thai leather goods are old fashioned and illustrated from the international brands, the leather goods makers therefore have to emphasize more on the creativity, uniqueness, and trends in the leather goods market in order to capture the demand in need for the buyers. After that, they could also recommend and suggest a proper design to their employers according to those trends in order to satisfy the customers' needs correctly. Apart from emphasizing on the design, the makers should also focus on quality of the outcomes as most respondents' influential factor is quality. Cutting and sewing must be neat and the material used should be well selected to maximize customers' satisfaction.

Last but not least, the leather goods sellers could gain some huge benefits from this research. With the research findings, the sellers know exactly which factors matter for consumers' purchase intention so they can emphasize and practice on the essential ones first and later expand their intention to less important ones. As the findings reveal that all of the respondents who do not consider the quality as an influential factor because they lack of knowledge towards the leather products, the sellers could have some quality certification from third party or give the consumers the knowledge of how to investigate the products' quality. This implementation could provide the consumers a trustworthiness and reliability for those who lack of knowledge and even those who do have leather knowledge. Moreover, the leather goods sellers should have a good branding as well. Apart from credibility, good branding can also enhance value of the products in consumers' minds and this could provide another aspect of social benefits somehow. Besides, they should have clear segmentation and positioning. Placing the leather products to the right customers by knowing "where they are" is also needed for the sellers to be competitive in the market. Good positioning could also enhance the image of the brand in the consumers' point of view. Even sellers have good quality products providing with reasonable price, without matching positioning, consumers' perception might be distorted.

Furthermore, as reference group is the third most influential factor especially word of mouth, sellers should emphasize on it too. As well, apart from word of mouth, good online reviews should be available as the research result shows that nowadays most consumers do not focus only on price and quality. In addition, they should keep an eye on the upcoming trends and follow them immediately and properly in order to satisfy social benefits needs. Creating trends by themselves could also be good things if possible. After implementing these suggestions, the leather goods sellers could minimize possibility of failure by going on the right path especially new entrepreneurs who want to do business in leather industry. Moreover, having done these suggestions above could also satisfy those themes founded in this research. The Social Lady will get more social benefits, whereas the Believer will obtain standardized products from the sellers.

### **5.3 Limitation**

This research is limited by a short period of time. Three months period is sufficient for finishing this research, however, it could be better with more time. Less time leads the researcher to an obstacle to obtain more respondents. As the result, the sample of this research is only 30 people which are randomly selected only Thai with any ages and sexes. This is by no means a representation of the total Thailand population.

Besides, in order to understand the consumers' intention to purchase in a big picture, this research utilizes Thai people aged above 20 years old living in Thailand as the population and sampling which might be too broad.

Moreover, another limitation is Thai people themselves that usually feel hesitated when they are asked about some questions that could cause embarrassing such as questions about ethics and social benefits. The respondents are hardly to admit that they care less about ethic issues towards animal used in leather goods production and it is not easy for them to commit that they purchase a particular product due to its social benefits even their names and personal information are anonymous. Besides, some of the respondents were interviewed by telephone. Therefore, those facial



expressions, gestures, and body languages can be seen. If the researcher could do so, the obtained information and the data analysis might be more truly accurate.

#### **5.4 Future Research**

Future research could explore more on other factors that could impact Thai authentic leather goods purchase intention in order to gain more understanding towards the topic for benefiting the stakeholders. Besides, future research could interview foreigners in order to use the result obtained to internationalize Thai authentic leather goods. Moreover, it could emphasize on a specific group of respondents by selecting the respondents based on gender, age range, income, and geographic for examples in order to minimize the focused scope and to gain an insightful knowledge from the selected sample. This could also fill the empty gaps in the leather industry. Therefore, all stakeholders in this industry could expand more knowledge from other industry aspects.

This research is wholeheartedly provided to all researchers as reference to explore more researches. May this be of help and inspiration to other researchers who interested in studying some other aspects of leather industry all over the world.

## REFERENCES

- Ajzen, I, Fishbein, M. (1980). "Understanding attitudes and predicting social behavior: Attitudes, intentions, and perceived behavioral control". Englewood Cliffs, NJ: Prentice Hall
- Bangkok's Counterfeit Culture. (2016). Retrieved from <http://www.bangkok.com/counterfeit-culture.htm>
- Bank of Thailand. (2015). *The report of financial stability of Thailand*. Retrieved from [https://www.bot.or.th/Thai/FinancialInstitutions/Publications/FSR\\_Doc/FSR\\_2015.pdf](https://www.bot.or.th/Thai/FinancialInstitutions/Publications/FSR_Doc/FSR_2015.pdf)
- Boguslaw, S. (2015). *Predicting consumers' purchase intention towards luxury fashion brands by applying several personality traits*. University of Twente, Netherlands
- Carrier, A., Germain, A., & Jean, S. (2015). DETERMINANTS TO THE CONSUMPTION OF LEATHER PRODUCTS. University du Quebec a Montreal, Canada.
- Carrigan, M., & Attalla, A. (2014). The myth of the ethical consumer – do ethics matter in purchase behavior?, *Journal of Consumer Marketing*, 18(7), 560-578, doi: 10.1108/07363760110410263
- Cateora, P. R., & Graham, J.L. (1999). *International Marketing*. (1st ed), McGraw-Hill, Boston, MA
- Chang, L., (2011). *FACTORS INFLUENCING CHANGSHA TEENAGERS' PURCHASE INTENTION TOWARDS CELEBRITY-ENDORSED APPARELS*. Retrieved from <http://www.graduate.au.edu/gsbjournal/7V/Dec2011/Ling%20Chang%20JOURNAL.pdf>

- Chaudary, M., Ahmed, F., Gill, M., & Rizwan, M. (2014). The determinants of purchase intention of consumers towards counterfeit shoes in Pakistan. *Journal of Public Administration and Governance*, 4(3). Doi: [10.5296/jpag.v4i3.5847](https://doi.org/10.5296/jpag.v4i3.5847)
- Childers, T. L., & Rao, A. R. (1991). The Influence of Familial and Peer-based Reference Groups on Consumer Decisions.
- Dodds, William B., & Monroe, Kent B. (1984). The Effect of Brand and Price Information on Subjective Product Evaluations, *Advances in Consumer Research*, 12, 85-90, Retrieved from <http://www.acrwebsite.org/volumes/7867/volumes/v23/NA>
- Doss, E., & Robinson, T. (2013). Luxury Perceptions: Luxury Brand vs Counterfeit for Young US Female Consumers. *Journal of Fashion Marketing and Management*, 17(4), 424-439. doi: 10.1108/JFMM-03-2013-0028.
- Eastman, J.K., Goldsmith, R.E., & Flynn, L.R. (1999), Status consumption in consumer behaviour: scale development and validation, *Journal of Marketing Theory and Practice*, 7(3), 41-52.
- Ha, N., & Tam, H. (2015). Attitudes and Purchase Intention Towards Counterfeiting Luxurious Fashion Products in Vietnam, *International Journal of Economics and Finance*, 7(11), doi: 10.5539/ijef.v7n11p207
- Harnhirun, S. (2015). *The government recommended SMEs to build up communities and improve the leather's industry in Thailand*. Retrieved from <https://goo.gl/dPkb0m>
- Hofstede Centre. (2015). *Culture compass*. Retrieved from <https://geert-hofstede.com/thailand.html>
- Hsieh, M.H. (2004). An Investigation of Country-of-origin effect using Correspondence Analysis, A Cross-national Context, *International Journal of Marketing Research*, 46(3), 267-295

- Kalicharan, H. (2014). The Effect and Influence of Country-of-origin on Consumers' Perception of Product Quality and Purchasing Intentions, *International Business and Economics Research Journal*, 13(5), Retrieved from <http://cluteinstitute.com/ojs/index.php/IBER/article/viewFile/8760/8735>
- Kokemuller, N., (2016). *Personal Characteristic to Be a Successful Fashion Designer*. Retrieved from <http://oureverydaylife.com/personal-characteristics-successful-fashion-designer-33329.html>
- Kotler, P. (1997). *Marketing management: Analysis, planning, implementation, and control*. Upper Saddle River, NJ: Prentice Hall.
- Kultamakijpisan, R., (2016). FACTORS AFFECTING PURCHASE INTENTION OF YOUNG THAI ADULTS TOWARDS OTOP-NON-FOOD PRODUCTS, Mahidol University, Thailand
- Levy, D., & Lee, C. K.-C. (2004). The influence of family members on housing purchase decisions. *Journal of Property Investment & Finance*, 22(4), 320-338. doi: 10.1108/14635780410550885
- Lin, L., & Chen, Y. (2009). A study on the influence of purchase intentions on repurchase decisions: the moderating effects of reference groups and perceived risks. *Tourism Review*, 64(3), 28-48, doi: [10.1108/16605370910988818](https://doi.org/10.1108/16605370910988818)
- Magrigal, D., & McClain, B. (2016). *Strengths and Weaknesses of Quantitative and Qualitative Research*. Retrieved from <http://www.uxmatters.com/mt/archives/2012/09/strengths-and-weaknesses-of-quantitative-and-qualitative-research.php>
- National Statistical Office of Thailand, (2015). *Statistic of population in Thailand 2015-2016*. Retrieved from <http://service.nso.go.th/nso/web/statseries/statseries01.html>
- Qualls, W. J. (1984). Sex Roles, Husband-Wife Influence, and Family Decision Behavior. *Advances in Consumer Research*, 11(1), 270-275.
- Saeed, S., (1994). *Consum. evaluation of products in a global market*. J. Int. Business Stud., 25(3), 579-604



- Sangkakoon, P., Ngarmyarn, A., & Panichpathom, S. (n.d.). *The Influence of Group References in Home Purchase Intention in Thailand*. Retrieved from [http://eres.scix.net/data/works/att/eres2014\\_191.content.pdf](http://eres.scix.net/data/works/att/eres2014_191.content.pdf)
- Smith, N. Craig. (1990), *Morality and the Market: Consumer Pressure for Corporate Accountability*. London and New York: Routledge.
- Summers, T., Belleau, B., & Xu, Y. (2006). Predicting purchase intention of a controversial luxury apparel product, *Journal of Fashion Marketing and Management: An International Journal*, 10(4), 405-419, doi: [10.1108/13612020610701947](https://doi.org/10.1108/13612020610701947)
- Thailand Textile Institute. (2015). *The report of leather and shoes industry January – April*. Retrieved from [www.thaitextile.org/index.php/downloads/file/2558](http://www.thaitextile.org/index.php/downloads/file/2558)
- The Leather Industry. (2016). *Leather: A global killer*. Retrieved from <http://www.peta.org/issues/animals-used-for-clothing/leather-industry/>
- Torlini, F. (2015). *THE IMPORTANCE OF KNOWING YOUR CUSTOMER*. Retrieved from <https://wpengine.com/blog/knowing-your-customer/>
- Vilcekova, L., & Sabo, M. (2013). *The influence of demographic factors on attitudes toward brands and brand buying behavior of Slovak consumers*. Comenius University, Slovakia.
- Wang, Y., & Griskevicius, V., (2013). *Conspicuous Consumption, Relationships, and Rivals: Women's Luxury Products as Signals to Other Women*, University of Minnesota, USA
- Ward, S. (1974). Consumer Socialization. *Journal of Consumer Research*, 1(2), 1-14. doi:10.2307/2489100
- Yanus, N., & Rashid, W. (2016). The Influence of Country-of-origin on Consumer Purchase Intention: The Mobile Phones Brand from China, *Journal of Economics and Finance*, 37, 343-349, doi: [10.1016/S2212-5671\(16\)30135-6](https://doi.org/10.1016/S2212-5671(16)30135-6)