

**FACTOR AFFECTING INTENTION TO PURCHASE GENUINE
LUXURY BAGS OF THAI CUSTOMERS**

The image features a large, faint watermark of the Mahidol University logo in the background. The logo is circular, with a blue center containing a golden emblem of a traditional Thai stupa. The outer ring of the logo contains Thai text. Overlaid on this watermark is the author's name, NICHAKORN BOONIN.

NICHAKORN BOONIN

**A THEMATIC PAPER SUBMITTED IN PARTIAL
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M.M. (MARKETING AND MANAGEMENT)

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ABSTRACT

This research examines the factor which would affect in the intention to purchase genuine luxury bags of Thai customers by focusing on Thai customers' behavior in terms of making a decision to buy genuine luxury bags. The main objective of this research is to find the way that genuine luxury bags brand and overcome counterfeit luxury bags' merchandise. The research generates the factor that found to affected in purchase intention of Thai customers which are brand personality, attitude towards brand, perceived risk, country of origin (COO), subjective norms, self-image. After testing all the data from 409 response, the result shows the guide that can be used to implement the marketing strategy in order to overcome counterfeit luxury bags.

KEYWORDS: Brand Personality, Self-Image, Attitude towards brand, Perceived Risk, Country of Origin, Subjective Norms, Purchase Intention

55 pages

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CHAPTER I

INTRODUCTION

One of the world biggest industries that is widespread around the world right now is fashion industry. Yang, Song and Tong (2017) mentioned that fashion industry is attracted by most researchers with regard to its complicated growth and dynamic change. Fashion is always changing, and it changes rapidly. This is the focal point most researchers are interested in and wanted to learn more about it. Fashion industry contributes billions of dollars to the global economy (Park, Ciampaglia, Ferrara, 2016). The chart below shows the revenue of worldwide fashion industry and it predicts a continuous growth until 2023. The revenue in 2018 is 524,872 million USD which is greater than the revenue of 450,551 million USD in 2017.

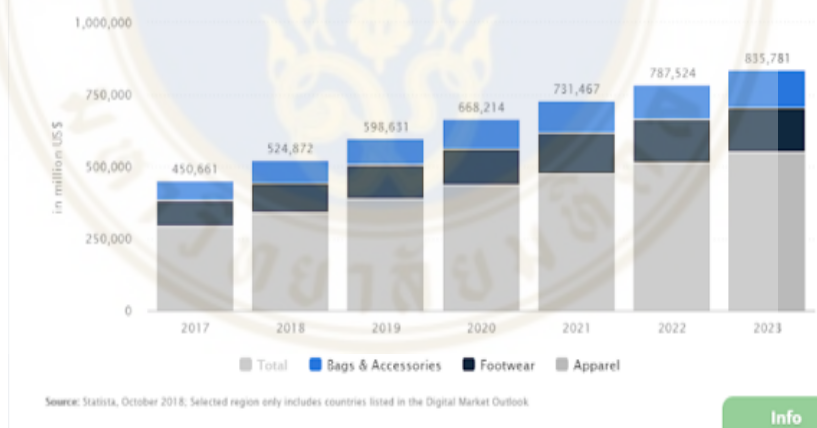


Figure 1.1. Global fashion industry revenue

Fashion is one of the biggest industries in Thailand. Since 2015, Thailand fashion industry has the total revenue at 620 billion Baht. Then, it reached the milestone value of 1 trillion Baht 2017. Thus, the Fashion industry in Thailand is continually growing each year. As our research scope will focus on bags, we investigated the import and export information from The Office of Industrial Economics. The data in 2018 shows that the value of import leather materials and shoes is 39.97 million USD, an increase of

15.30% compared to the previous year, which is the result from the rise of import handbags and others by 21.48%. Thus, these data support the argument about the enormous size of the fashion industry in Thailand.

Bain & company (2017) published the report that shows the global luxury market situation and its future prediction. The report shows a overall growth of 5% in luxury market in 2017, driven by enjoyable experience consumers receive when they use luxury products. The growth of luxury goods market is rising across many countries. Eighty-five percent of the overall growth of luxury goods market comes from generation X and generation Y consumers. According to the research of luxury market, shoes, jewelry and handbags are the product categories that is rapidly growing in 2017. Luxury goods industry is the industry that has been rapidly growing since 1970s (Doyle, Moore, 2017). Luxuriousness can differentiate luxury products from common products. However, it is hard to differentiate when adding the value into the brand after the product was launched.

Luxury brand is known as a significant emotional encouragement (Pozharliev, Verbeke, Van Strien, Bagozzi, 2015). In general, the brand drives itself to be in the luxury segment and be the symbol for luxuriousness. The image and symbol are consequently reflected on the brand image. In other word, the brand does not only aim to sell the product but the luxuriousness of the brand as well. (Kapferer, Valette-Florence, 2016). The factors that affect companies' position is premium price, quality of raw materials, quality of workmanship, exclusivity and exclusive service (Deloitte, 2018). The products are divided into five groups; clothing and footwear, bags and accessories, jewelry and watches. Moreover, luxury brand dramatically grew in Asian markets as technology and innovation progress alongside oversea investment. The author also indicated that luxury brands are contiguously growing, and they would have to deal with new competitors in the future.

Luxury product can solve consumers' pain point in term of having high social identity, but the high price drives some people who cannot afford the products to buy counterfeit products in order to fulfill their desire (Eisend, Hartmann, Apaolaza, 2017). Conterfeit products can create the same symbol as genuine products, but at a lower price. Most people who cannot afford genuine products will buy a counterfeit of a particular brand instead, because people tend to concern about their social class despite of the fact

that they cannot afford a genuine luxury product (Amaral et al, 2016). As a result, they find counterfeit goods as a substitute for genuine luxury goods, which would be the easiest way to access the desired social class and be able to fulfill their needs.

The popularity of fashion industry in Thailand comes with counterfeit fashion goods, especially leather bags. Chuchinprakarn (2003) mentioned that counterfeit products are the key problem for most brands or original products. Also, they appear in every product category, such as toys, cosmetics, fashion, perfumes and so on. Bangkok Post reported over 1 billion Baht of counterfeit product had been destroyed in 2018, and it included all category of products. The report indicated that over 2 million pieces of counterfeit products were destroyed, an increase from the previous year. According to this issue, many researches have investigated the reasons why people would buy counterfeit luxury bags.

A lot of researches studied genuine luxury brands. Most of them focused on factors that influence people to buy a counterfeit product and how counterfeit luxury brand can be the substitute of the genuine luxury brand. Moreover, most of the research discussed the solution on how the brand can overcome counterfeit problem. There are a few researches that specifically focused on a particular category of luxury product. Thus, this study will focus more on genuine luxury bags which are now facing the same problem as already mentioned earlier. Furthermore, the study will investigate the factors that would influence Thai consumers to make a decision to buy a genuine luxury bag or have an intention to purchase genuine luxury bags instead of counterfeit one. According to the prior research on purchase intention in various contexts, there are some factors that would predict customer behavior in terms of intention to purchase genuine luxury bags. Thus, this research will be conducted based on seven variables that will be used to explain the model of this research which are brand personality, subjective norms, self-image, country of origin, perceived risk, attitude towards a brand and purchase intention. These factors will be analyzed and tested in order to find the factors that have direct impact on Thai consumer's intention to purchase genuine luxury bags. The research would also find the right strategy and the way the brand can establish their brand according to Thai consumer's behavior, in the term of the intention to purchase. In addition, finding the way to make the brand stronger and more awareness are acknowledged as one of the research objectives.

According to the gap from the previous research of genuine luxury bags, this research establishes the following questions and objectives:

Research Questions

1. Does subjective norm affect Thai consumer's purchase intention on genuine luxury bags?
2. Which factors are the most effective in term of customer purchase intention on genuine luxury bags?
3. Do the firm have the way to encourage people to buy a genuine luxury bag instead of a counterfeit luxury bag?

Study Objectives

1. To identify the factors that affect intention to purchase a genuine luxury bag;
2. To identify the relationship between subjective norms and purchase intention with regard to genuine bag purchase;
3. To recommend the ways to encourage people to purchase genuine luxury bags instead of counterfeit luxury bags.

CHAPTER II

LITERATURE REVIEWS

2.1. Brand Personality

Aaker (1997) defined brand personality as the association between customer's individual character and a brand. In addition, Aaker (1997) also developed the brand personality framework and identified five key dimensions, namely Sincerity, Excitement, Competence, Sophistication and Ruggedness. These five dimensions are associated with consumer's personality trait and their perception towards brands. Tong and Su (2015) also explained the brand personality in their research. The research stated that brand personality can be the way to differentiate a brand from another and the way to improve the performance of the brands. Furthermore, brand personality plays an important role in creating the relationship with consumers (Liu, Huang, Songshan, Hallak, Liang, 2016). Xuehua and Zhilin (2018) mentioned that brand personality can be integrated with advertisement strategy to create stronger personality of the brand. This would influence consumers to think about the associating personality trait with a particular brand. Also, they suggested that brand personality can be divided into direct and indirect sources. Direct source would be the consumer's characteristics that are related to the users of a particular brand and indirect source refers to the brand marketing manager's decision on the price, distribution and promotion of the product. Consumers combine their characters with the brand personality (Vahdati, Nejad, 2016). Thus, this research will look at the relationship between consumers' expected identity with regard to brand characteristic.

This study will evaluate how effective brand personality is on consumers' intention to purchase genuine bags. The model from Aaker (1997) will be used to indicate sincerity, Excitement, competence, sophistication and ruggedness. Brand personality has an influence on the people who buy the brand which associate with their individual characteristics (Sung et al, 2016).

2.2. Country of Origin

Verlegh, Jan-Benedict and Steenkamp (1999) mentioned that country of origin (COO) is a representative of consumers' belief or their emotion towards a brand, which is associated with the consumers' perception of the product quality. The same research also stated that the perception of developed country itself can increase consumers' buying decision and it is more likely to gain trust from them. The reason for this is they believe that the workers in developed country are well trained for the production of quality products, such as Japan. Al-Sulaiti and Baker (1998) suggested that country of origin is used as the factor for consumers' evaluation when they have less information about the products. In addition, they explained that international brand can influence consumers' belief and perception of the brand. Also, country of origin is an essential component for the customers' perception on the brand.

In another research on country of origin, country of origin has the collaborating element with purchase intention and brand judgement (Cakici, Shukla, 2017). Rashid, Barnes and Warnaby (2016) interviewed brand retailers and buyers and found that most people knows the definition of COO as the country where the goods are produced. Most of them considered COO as an indicator of the quality of the products. Product label is also one of the important elements in COO research, and consumers consider these elements before deciding whether they will buy the products or not. The research by Insch and Florek (2009) explained that COO labelling can serve consumers as an important source of product information when they have limited information about the product. In addition, the label influences consumers' perception on quality and their attitude towards a particular brand.

Country of Origin can be defined as the perception of consumers towards a brand's country of origin and where the genuine bags are produced. The country has an influence on the buying decision of the consumers and helps them evaluate the quality of the products when they have limited information about the products.

2.3. Purchase Intention

Purchase intention can be considered as the reason why customers purchase a particular brand (Shah, Aziz, Jaffari, Waris, Ejaz Fatima, Sherazi, 2012) and it is associated with consumer behavior, consumer perception and consumer attitude (Mirabi, Akbariyeh, Tahmasebifard, 2015). They also identified five influencing variables on consumers' purchase intention, which are brand name, quality of product, price of the products, product packaging. From the research result, product quality is recognized as the most crucial factor for purchase intention. In the present marketing world, purchase intention is known as a predictor of consumers' buying decision within a period of time (Asshidin, Abidin and Borhan, 2015). The same research indicated that purchase intention is a part of consumer behavior and it can be changed over time according to social lifestyles and industrialization within a country, which affect consumers' attitude towards the products. Wang and Hazen (2016) suggested that intention to purchase is influenced by perceived value which consists of the knowledges on product quality and cost. Bajs (2015) stated that perceive value happens when customers are making a decision to purchase a product. They evaluate the value of the products in relation to the benefit and the price.

According to this study, purchase intention can be defined as the way consumers use to evaluate a product and make a decision to buy genuine bags. The evaluation looks into the product quality and the product effectiveness against the price. Country of origin can be one of the factors that consumers use to evaluate the product when they do not know about a particular product.

2.4. Subjective Norms

Subjective norms affect individual perception to take or not take an action on a particular behavior and it is influenced by social pressure (Rhodes, Courneya, 2003). Husin, Ismail and Rahman (2016) suggested that friends and families are the cue that impact individual perception. Ham, Jeger and Ivković (2015) mentioned that subjective norms can influence people when influential people in the society agree or encourage others to do a particular behavior. Moreover, they added that descriptive norms and social norms are the parts of subjective norm. They defined descriptive norm as the actual

behavior and activities which other people approved and social norm is defined as the belief of others (e.g. family, friends, relatives) which they have on how a person should behave in a society.

According to Ham, Jegers and Ivković's (2015), the descriptive norms and social norms are parts of subjective norms. Burger, Bell, Harvey, Johnson, Stewart, Dorian and Swedroe (2010) indicated that descriptive norm is the way that people take action in a particular behavior and those action is the way that they do it in reality. Burger and Shelton (2011) added that descriptive norm represents the actual behavior of most people in a particular circumstance. Likewise, social norms refer to the standards and the rules approved by a group of people and it forces others to follow the rules and the standards without considering the laws (Cialdini, Trost, 1998). In this research, subjective norm is defined as the people perception and acceptance towards buying genuine and counterfeit products. Thus, subjective norms affect how a person choose to behave.

2.5. Attitude towards a brand

Previous researches referred attitude to how an individual favored or unfavored an action towards behavior (Ajzen, 1991). It is considered as the degree of the person's desirable evaluation of the behavior and it can predict how consumers will behave (Boonghee, Seung-Hee, 2009). Also, they added that the positive consumers attitude will positively affects purchase intention. Cohen, Fishbein and Ahtola (1972) explained that attitude towards a brand is the function of consumer's brand satisfaction and their ideal towards the brand itself with regard to what Sicilia, Ruiz and Reynolds (2005) indicated that it's the factor that has an impact on purchasing intention. Moreover, advertisement can shape consumer's attitude towards a brand. The research suggested that consumer's evaluation of joy when they see an advertisement can affect their attitude towards the brand. According to previous researches, this study defines attitude towards a brand as the predictor of consumers' perception, emotion and desire toward a particular genuine bag's brand.

2.6. Perceived Risk

Perceived risk is the risk consumers consider when making a particular buying decision (Cox, Rish, 1964). It is considered as an expectation of a loss (Sweeny, Soutar, Johnson, 1999). Ilyoo (2015) indicated that perceived risk consists of four components, namely product performance risk, financial risk, social risk and psychological risk. The person who has limited buying choice will perceive more risk than the person who has more buying choices (Wanda, Kusumawati, Sanawiri, 2018). In addition, they mentioned that customers will consider the risks more when they have less information about the products, the product is recently available, the product is expensive, or the product is hard to use. Most people feel that there are no risks when they buy familiar products (Margaret, Campbell, Ronald, 2001).

Robinson and Doss (2011) have found that consumers are concerned about the consequences after they purchase the products. This study will focus on the risk that Thai consumers perceive when purchasing genuine bags. This research will define perceived risk as the risk consumers recognize after they buy genuine bags and the concerns they might have from using experience.

2.7. Self-Image

Goh, Jiang and Tee (2016) referred self-image to consumers' thinking process combined with self-concept model, which consists of actual self, ideal self, social self and ideal social self. From Sirgy's 1982 study (cited by Postica and Cardoso 2015), mentioned that self-concept is the way people think or feel about themselves as an object. Moreover, Postica and Cardoso (2015) suggested that brand characteristic can create the appearance of the brand users. Line and Hanks (2017) indicated that actual and ideal are parts of consumers' self-image. They explained that actual self-image is the belief a person has on himself or the way consumers see themselves. The consumers with a strong attitude toward themselves are concerned about their appearances (Sung, Huddleston, 2018). Jamal, Goods' 2001 and Hosany, Martin's 2012 study (cited by Sohail and Awal 2017) found that self-image directly affects consumers' desires, such as brand preference, satisfaction and intention to purchase. Thus, this study defines self-image as the way consumers see themselves and refer themselves to an object that conforms with the brand

they use. On the other hand, the brand that they use can reveal their appearance to the society, which can be one of the factors that impact consumers' purchase intention.

2.8. Empirical Research

2.8.1. Brand Personality and Purchase Intention

Toldos-Romero & Orozco-Gómez (2015) have not acknowledged the impact of brand personality on purchase intention. They indicated that most studies found brand personality dimensions to have an impact on brand choice according to product category. Close relationship between consumer personality and brand personality are important in order to gain consumer intention to purchase and customer loyalty (Vahdati & Mousavi Nejad, 2016). Hakkak, Vahdati and Nejad (2015) also supported that brand personality positively impact purchase intention. Moreover, the more positive the brand personality, the more the consumer purchase intention. They also added that brand personality is one of the important parts of brand image. Referring to the previous researches on the relationship between brand personality and purchase intention, it can be hypothesized as follows:

H1: Brand personality is a significant influence on customers purchase intention on luxury bags purchase.

2.8.2. Country of Origin and Purchase Intention

Kim, Chun and Ko (2017) stated that country of origin and brand image of fashion can lead to higher brand evaluation. Thus, it rises consumers' purchase intention. Yunus and Rashid (2016) stated that country of origin's factors, including country image, perceived quality and brand familiarity, influence the consumer intention to buy. Another research mentioned that country of origin has an indirect effect on consumers' purchase intention (Thøgersen et al, 2017). In contrast, Hsu et al. (2017) found that country of origin has a direct impact on consumers' purchase intention. Hence, according to the research, the hypothesis of this research can be formed as follows:

H2: Country of Origin has a positive impact on the intention to purchase genuine luxury bags.

However, another research found that country of origin has no effect on consumers' purchase intention (Hunjra et al., 2015). There are some conflicts on many researches on the relationship between country of origin and purchase intention. Up to the study by Thøgersen et al (2017), country of origin has an indirect effect on purchase intention. Williams et al. (2018) researched on several dimensions of COO that affect purchase intention. The result shows that attitudes are directly affecting the influence of the country of origin and they pass the positive attitudes and increase consumer purchase intention. Denis (2019) investigated on the relationship between country of origin and attitude towards a product, ads and quality. The result shows that country of origin has a positive impact on attitudes. Likewise, the relationship between purchase intention and country of origin has not been found in this research result. According to these researches on country of origin and attitude, it can be hypothesized as follows:

H3: Country of Origin has a positive effect on attitude towards a brand.

2.8.3. Subjective Norms and Purchase Intention

The perception of family, friends and media are the factors that create consumer purchase intention. In other word, subjective norm has an impact on purchase intention (Lim et al, 2016). Furthermore, Juho (2015) indicated that subjective norm influences both attitude and purchase intention. Yadav and Pathak (2017) suggested to construct a predictor in their research, which consisted of attitude, subjective norm and perceived behavioral control. After they conduct the research, the data shows that all of the three constructs significantly affected the consumers' intention to purchase. Hence, referring to the previous researches, it can be hypothesized as follows:

H4: Subjective norm has a positive relationship with purchase intention of genuine luxury bags.

2.8.4. Attitude Towards Brand and Purchase Intention

Consumer purchase intention increases when the consumer has high attitude towards the brand (Mohd, 2016). Moreover, there are factors that affect purchase intention, which are reliability, dependability and trustworthiness. Methaq and Fahad (2016) stated that attitude towards a brand has an effect on purchase intention. Moreover, attitude towards a brand sits between attitude towards advertisement and purchase intention. Punyatoya (2015) mentioned that perceived brand value is considered to have a positive effect on attitude towards a brand. Consumers with a positive attitude towards a brand will have more intention to purchase. Referring to the previous researches, this can be hypothesized as follows:

H5: Attitude towards brands has a positive impact on the intention to purchase genuine luxury bags.

2.8.5. Perceived Risk and Purchase Intention

When consumers perceived the component of risks, which are functional risk, financial risk, psychological risk, social risk and functional risk, they will have lower intention to purchase (Bhukya & Singh, 2015). As the result, perceived risk has a negative effect on consumer purchase intention. Also, functional risk is found to be the greatest component that reduced customers' purchase intention in their result. Mortimer et al. (2016) suggested that perceived risk can evolve from consumers' negative feeling. For instance, anxiety, disappointment, frustration, unpleasant feeling they have on purchasing activities, which can minimize their intention to purchase. Furthermore, consumers' consideration to purchase the product is reduced when they have to deal with the risk (Baker et al, 2016). Hence, the hypothesis can be formed as follows:

H6: Perceived risk has a negative impact on intention to purchase genuine luxury bags.

2.8.6. Self-Image & Purchase Intention

Self-image is the factor that drive consumers to generate a purchase intention when they use or make a decision to buy a product which meets their image (Xu et al, 2018). Goh et al (2016) investigated the impact of self-concept towards customers

repurchase intention. They suggested that the greater the relationship between self-image and product image, the higher the customer's repurchase intention. On the other hand, larger difference in self-concept and the image that they perceived from a particular product influence the consumers to have less motivation to repurchase the products. Moreover, actual self-image and the image of product can influence attitude towards the product (Sirgy et al, 2015). Consequently, this can be hypothesized as follows:

H7: Self-image has a positive impact towards consumer intention to purchase a genuine luxury bag.

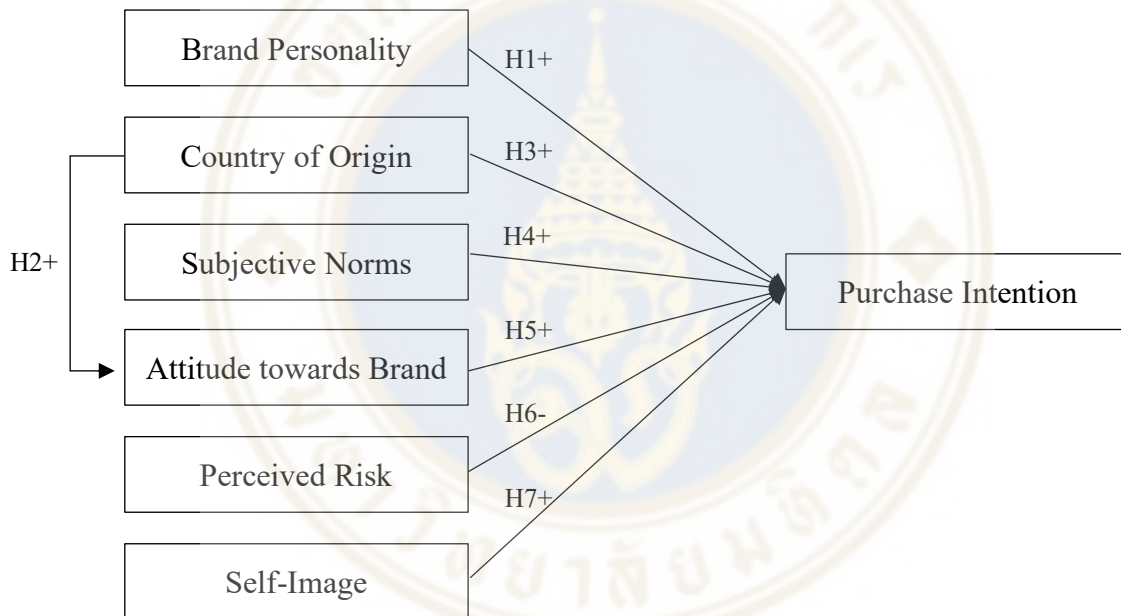


Figure 2.1. Research Hypothesis

CHAPTER III METHODOLOGY

3.1. Population

This study focuses on Thai consumers who live within Thailand and have purchased a bag within six months in order to help them recall the last purchasing experience. The respondents are both male and female. Four hundred respondents were asked to fill in the questionnaire designed for them. Moreover, the respondents are all over 18 years old.

3.2. Data Collection and Sample Size

According to sample size calculation, this study uses the formula from Taro Yamane (1967) as follows:

$$n = \frac{N}{1 + N(e)^2}$$

The size of population focused on this study is 64,816,825. Taro Yamane indicated that if the number of populations is over 100,000 at the confidential level of 95% and sampling error is $\pm 5\%$, the sample size for this study should be 400. Convenience sampling is used to conduct the research. As mentioned above, 400 respondents are chosen to be the samples size with regard to the population mentioned above. The language used in this survey is Thai with regard to the Thai population. Quantitative research method was used to collect the data for this research. It was designed to be an online survey. The reason for designing the online survey is it is easy to access by many people via the internet. In order to avoid bias from using online survey,

there are reverse questions in the questionnaire. Also, there is a screening question to screen the respondents to make sure the respondents who participate in the survey are the respondents that match with the population required for the research. There are eight sections in the survey. All of the general information was added in the first section, such as gender, age, education and outcome. Importantly, screening questions were added to this section. The respondents were asked whether they have bought a bag within six month or not. If the answer is 'no', the questionnaire will end. The following sections included all the question from seven factors; Purchase Intention, Country of Origin, Brand Personality, Self-Image, Attitude toward Brand, Perceived Risk and Subjective Norms. Furthermore, each question was designed to have five scale levels, which are strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5).

3.3. Data Analysis

After the data was collected, SPSS were used to explain descriptive statistic. In other word, to find the mean, minimum and maximum and to explain standard descriptive and inferential statistic (e.g. T-Test, Anova and Regression) to analyze the relationship between factors or the independent variables (self-image, perceived risk, subjective norms, country of origin, attitude towards brand and brand personality) which affect the dependent variable (purchase intention).

3.4. Reliability

After gathering all data, this information was run through Reliability analysis in order to make sure that all questions are reliable. The theory indicated that Cronbach's Alpha needs to be over 0.6. According to the theory, all of the factors got over 0.6 which shows in the table below;

Table 3.1 Reliability Statistic

Variable	Cronbach's Alpha	N of Items
Brand Personality	.853	6
Perceived Risk	.698	5
Country of Origin	.610	5
Attitude towards Brand	.771	5
Purchase Intention	.830	5
Subjective Norms	.701	4
Self-Image	.695	2

CHAPTER IV

DATA ANALYSIS

The research collected the data from online and offline channels from 409 male and female Thai respondents who live in Thailand and have bought a bag within 6 months. The data are shows as the following.

4.1. Sample Characteristic

Table 4.1 Gender

	Frequency	Percent
Male	83	20.3
Female	326	79.7

According to the table of the gender of Thai respondents, female is the majority sample for this data analysis. There are 326 female respondents or 79.7% of the respondents while there are 83 male respondents or 20.3% of the respondents.

Table 4.2 Age

	Frequency	Percent
18 – 25 years old	157	38.4
26 – 35 years old	178	43.5
36 – 45 years old	52	12.7
46 – 55 years old	20	4.9
Over 55 years old	2	.5

There are 178 respondents, or 43.5%, who are 26 – 35 years old, which is the biggest group for this research, follows by the respondents who are 18 – 25 years old. The 18-25 years old group accounted for 38.2% of the respondents, or 157 people. The third biggest group is the respondents who are 36 – 45 years old, which is made up of 52 respondents or 12.7% of the total respondents. There are 20 respondents, or 4.9% of respondents, who are 46 – 55 years old. The smallest group is the respondents who are over 55 years old, which has only 2 respondents, or 0.5% of the total respondents.

Table 4.3 Income

	Frequency	Percent
Lower than 10,000 THB	58	14.2
10,000 – 30,000 THB	205	50.1
30,001 – 50,000 THB	107	26.2
More than 50,000 THB	39	9.5

The people who have income between 10,000 – 30,000 THB is the majority of respondent for this research, accounting for 50.1% of the total respondents, or 205 people. The following group consists of 107 respondents, or 26.2%, who has the income of 30,001 – 50,000 THB. Moreover, there are 58 respondents, or 14.2%, who have the income lower than 10,000 THB. Lastly, there are 39 respondents, or 9.5%, who have the income more than 50,000 THB.

Table 4.4 Education

	Frequency	Percent
High School or Equivalent	46	11.2
Bachelor's Degree	294	71.9
Master's Degree	65	15.9
Doctoral Degree	4	1.0

The table shows that the majority of respondents are bachelor's degree graduates, which are 294 (71.9%) of the respondents. Master's degree graduates is the second biggest population for this research as there are 65 respondents, or 15.9% of the respondents. High school or equivalent education background is the second smallest group, with 46 respondents out of 409 people, or 11.2%. The smallest group is doctoral degree graduates which consists of only 4 respondents, or 1% of all respondents in this research.

4.2. Measurement and Data Analysis

All data is used in SPSS, the data analyzing program. All questions were run through T-Test in order to see the difference between gender. Hence, the result is shown in the following table.

Table 4.5 T-Test: Group Statistics

Question	Gender	N	Mean	Std. Deviation	T	Sig. (2-tailed)
I would purchase a luxury bag only if it is genuine.	Male	83	3.458	1.2327	-1.992	.043
	Female	326	3.758	1.1921		
I would feel guilty if I bought a counterfeit luxury bag.	Male	83	3.108	1.2880	-2.686	.008
	Female	326	3.546	1.3345		

The table shows the result from t-test analysis to identify the differences between two groups, which are male and female. The first question is about brand personality and all respondents were asked to rate their opinion on the phrase, 'I would decide to purchase a luxury bags only if it is genuine.' They were asked to rate whether they strongly agree (5) or strongly disagree (1) with this statement. Hence, the data for this statement shows that it has Sig. of 0.407 and Sig. (2-tailed) is 0.043, which means there is a difference between males and females. According to the table, female has the mean of 3.758 while the male has the mean of 3.458. This indicates that females agree more on the statement, 'I would decide to purchase a luxury bags only if it is genuine,' than males. Another statement states, 'I would feel guilty if I bought a counterfeit luxury bag,' which relates to the attitude towards brands. It has the F value of 0.688, but more importantly, it has Sig. of 0.407 and Sig. (2 tailed) of 0.008. This indicates that female and male think differently. Female has the mean of 3.546 whereas the male has a smaller mean of 3.108. This number indicates that females are more concern when they buy a

genuine luxury bag. They tend to feel bad if they buy a counterfeit luxury bag. In contrast, males are not as concern as female about this issue.



Table 4.6 ANOVA (Education)

Question	Education (I)	Mean (I)	Education (J)	Mean (J)	Mean Difference (I-J)	F	Sig.
Genuine luxury bags can build up my character to match the brand.	High School and Equivalent	2.783	Bachelor's degree	3.262	-.4793	6.075	.000
			Master's degree	3.708	-.9251		
I decide to buy a genuine luxury bag because it makes me feel elegant when I go out.	Master's degree	3.892	High School and Equivalent	3.130	.7619	5.453	.001
			Bachelor's degree	3.347	.5454		
In my opinion, genuine luxury bags have an adventurous personality.	High School and Equivalent	2.391	Master's degree	3.108	.7164	3.691	.012
Using genuine luxury bags makes me feel confident and successful.	High School and Equivalent	2.957	Master's degree	3.723	.7666	4.224	.006

Table 4.6 ANOVA (Education) (cont.)

Question	Education (I)	Mean (I)	Education (J)	Mean (J)	Mean Difference (I-J)	F	Sig.
I feel that genuine luxury bags represent tough personality.	Master's degree	3.492	High School and Equivalent	2.565	.9271	5.398	.001
			Bachelor's degree	3.010	.4821		
Using genuine luxury bags reflect who I am.	High School and Equivalent	2.913	Master's degree	3.585	.6716	3.262	.021

ANOVA was used to identify the differences in each group of education background. The 'genuine luxury bags can build up my character to match the brand,' topic has the Sig. value of 0.000 and the F value of 6.075. If Sig. is less than 0.05, then it is an indication that the factor is significant. In other words, there is a difference within a group, and it is interesting to understand the difference. Hence, the result shows that there are differences between 3 groups, which are master's degree, bachelor's degree and high school or equivalent education background. The scale used for the questionnaire were the level from 1 to 5 where 1 means they strongly disagree with the statement and 5 means they strongly agree with the statement. Referring to the statement, 'genuine luxury bags can build up my character to match the brand,' the respondents who are master's degree graduates (Mean = 3.708) tends to agree or believe the most that genuine luxury bags can structure their personality with regard to the brand, followed by bachelor's degree graduates (Mean = 3.262), and lastly, people with high school and equivalent education background (Mean = 2.783) tends to disagree with this statement.

Another important brand personality factor which was indicated in the questionnaire on the statement, 'I decide to buy a genuine luxury bag because it makes me feel elegant when I go out,' has Sig. value of 0.001 and F value of 5.453. As the result, there are three significantly different groups. According to the result, it shows master's degree, bachelor's degree and high school graduates and equivalent are different in terms of their opinion and perception towards this statement. Thus, master's degree (Mean = 3.892) graduates seem to agree that genuine luxury bags can make them feel elegant when they go out whereas bachelor's degree graduates (Mean = 3.347) do not agree as strongly on this statement. They tend to feel that genuine luxury bags do not really make them look elegant. In addition, high school graduates or equivalent (Mean = 3.130) agree to the statement the least. Moreover, both master's degree graduates (Mean = 3.108) and high school graduates or equivalent (Mean = 2.391) do not really agree that genuine luxury bag has an adventurous personality, which is indicated in the statement, 'In my opinion, genuine luxury bags have an adventurous personality. The statement has Sig. of 0.012 and F of 3.692. According to the mean of these two groups of people, both of them gave the statement a 3 or less, which mean they do not quite agree with the statement. Furthermore, the statement, 'I feel that genuine luxury bags represent tough personality,' has Sig. of 0.001 and F of 5.398. Hence, master's degree, bachelor's degree and high school graduates or equivalent think slightly different on this statement. Master's degree people (Mean = 3.492) tend to agree on the statement more than the others, follows by bachelor's degree graduates (Mean = 3.010) and high school graduates or equivalent (Mean = 2.565) respectively. In summary, for the data from the statement, these three groups of people slightly agree that genuine luxury bags have a tough personality.

In contrast, most people agree on, 'Using genuine luxury bags makes me feel confident and successful,' and the Sig. and F values are 0.006 and 4.224 respectively. This indicates that master's degree graduates (Mean = 3.723) tend to agree on this statement more than the people who graduated from high school or equivalent (Mean = 2.957). It can be said that the people who are master's degree graduates believe that using genuine luxury bags enhance their emotion on confidence and success. Moreover, the statement which stated, 'Using genuine luxury bags can reflect who I am,' has the Sig. value of 0.021 and F value of 3.262. Hence, there is a significant difference between groups. Master's degree graduates (Mean = 3.585) seem to acknowledge how genuine

luxury bags can reflect their identity more than high school graduates and equivalent (Mean = 2.913).

Table 4.7 ANOVA (Income)

Question	Education (I)	Mean (I)	Education (J)	Mean (J)	Mean Difference (I-J)	F	Sig.
Genuine luxury bags can build up my character corresponding to the brand.	Lower than 10,000 THB	2.879	30,001-50,000 THB	3.570	-.6908	6.470	.000
	10,001-30,000 THB		More than 50,000 THB	3.615	-.7361		
I would purchase a luxury bag only if it's genuine.	10,001-30,000 THB	3.298	More than 50,000 THB	3.718	-.6026	3.709	.012
In my opinion, genuine luxury bags have an adventurous personality.	30,001-50,000 THB	3.019	More than 50,000 THB	2.410	.6084	3.706	.012
Using genuine luxury bags makes me feel confident and successful.	Lower than 10,000 THB	2.914	30,001-50,000 THB	3.523	-.6096	3.805	.010

Table 4.7 ANOVA (Income) (cont.)

Question	Education (I)	Mean (I)	Education (J)	Mean (J)	Mean Difference (I-J)	F	Sig.
I feel that genuine luxury bags represent tough personality.	Lower than 10,000 THB	2.655	30,001-50,000 THB	3.290	-.6345	4.174	.006
I am concern that a genuine luxury bag will not be as good as I expect when I use it.	More than 50,000 THB	2.564	10,001-30,000 THB	3.268	-.7042	4.392	.005
			30,001-50,000 THB	3.206	-.6415		
I am concern about my appearance when I use a genuine luxury bag.	More than 50,000 THB	2.282	10,001-30,000 THB	2.844	-.5619	4.698	0.003
			30,001-50,000 THB	3.075	-.7927		

Table 4.7 ANOVA (Income) (cont.)

Question	Education (I)	Mean (I)	Education (J)	Mean (J)	Mean Difference (I-J)	F	Sig.
I am concern about the consequences that would come after I purchase a genuine luxury bag.	10,001-30,000 THB	3.058	More than 50,000 THB	2.282	.6068	3.017	.030
Using genuine bags reflect who I am.	More than 50,000 THB	3.744	Lower than 10,001-30,000 THB	3.069	.6746	5.338	.001
			10,001-30,000 THB	3.151	.5924		
	30,001-50,000 THB	3.514	10,001-30,000 THB	3.151	-.2296		

Table 4.7 ANOVA (Income) (cont.)

Question	Education (I)	Mean (I)	Education (J)	Mean (J)	Mean Difference (I-J)	F	Sig.
The way I see myself would influence me to buy a genuine luxury bag. (Only if it matches my appearance.)	10,001-30,000 THB	3.356	More than 50,000	3.923	-.1392	2.834	.038
I would buy a genuine luxury bag if it represents who I am.	10,001-30,000 THB	3.205	30,000-50,000 THB	3.579	-.3746	5.374	.001
			More than 50,000 THB	3.872	-.6669		
If the product quality of a luxury bag brand is good, I would buy it.	More than 50,000 THB	4.436	10,001-30,000 THB	3.927	.5091	3.185	.024
			30,001-50,000 THB	3.953	.4826		

Table 4.7 ANOVA (Income) (cont.)

Question	Education (I)	Mean (I)	Education (J)	Mean (J)	Mean Difference (I-J)	F	Sig.
I would feel satisfied if I use a genuine luxury bag.	30,001-50,000 THB	3.888	Lower than 10,000 THB	3.398	.4913	4.069	.007

In terms of income, this study categorized the income into four groups, lower than 10,000 THB, 10,001 – 30,000 THB, 30,001 – 50,000 and more than 50,000 THB. The research used ANOVA test to analyze the difference between these groups. Thus, some of the statements are found to be different and would be discussed in this study.

According to the questionnaire, the respondents were asked to rate whether they agree with the statements about brand personality. ‘Genuine luxury bags can build up my character according to the brand’ is one of the statements they were asked to rate in the survey. The statement has the F value of 6.470 and the Sig. value of 0.000 which means there is a significant difference between the groups; these groups are people with the income lower than 10,000 THB (Mean = 2.879), 30,001-50,000 THB (Mean = 3.570) and more than 50,000 THB (Mean 3.615). We compared the people with the income lower than 10,000 THB to the people with the income between 30,001-50,000 THB and the people with the income more than 50,000 THB. The result shows the group with the income lower than 10,000 THB seems to disagree that that genuine luxury bags are able to build their personality to match the brand. While the people who have the income between 30,001 – 50,000 THB and the people who have the income more than 50,000 THB tend to acknowledge that their character can be enhanced by genuine luxury bags. Referring to the other statement which stated, ‘I would decide to purchase a luxury bag only if it is genuine,’ the statement has the F value of 3.709 and the Sig. value of 0.12. This result indicates the difference between the groups, and it shows the difference

between 2 groups. The people who have the income between 10,001 – 30,000 THB (Mean = 3.298) slightly agree with the statement, but not as much as the people who have the income more than 50,000 THB (Mean = 3.718). This group of people seem to agree more about deciding to purchase a genuine luxury bag if it is genuine.

In spite of the fact that two groups of people slightly agree on the statement, 'In my opinion, genuine luxury bags have an adventurous personality,' which has the F value of 3.706 and the Sig. value of 0.12, the result shows a slight difference between the groups. Overall, the people who have the income between 30,001 – 50,000 THB (Mean = 3.019) and the people who have the income more than 50,000 THB (Mean = 2.410) has a slightly different result between them. They do not really agree that genuine luxury bags have an adventurous personality. Meanwhile, the group that has the income between 20,001 – 50,000 THB (Mean = 3.523) agrees with the statement, 'Using genuine luxury bags make me feel confident and successful,' which has the F value of 3.805 and the Sig. value of 0.010. On the other hand, the people who have the income lower than 10,000 THB (Mean = 2,914) tend to disagree that using genuine bags would make them feel confident and successful. The last statement in brand personality stated, 'I feel that genuine luxury bags represent tough personality,' and has the F value of 4.174 and the Sig. value of 0.006. Thus, the data shows that the people who have the income lower than 10,000 THB (Mean = 2.655) and between 30,001 – 50,000 THB (Mean = 3.290) slightly agree with the statement.

On the subject of perceived risk, the result shows that the people who have the income more than 50,000 THB (Mean = 2.564) tend to not concern about functional risk. In other word, they do not worry about how genuine luxury bags would conflict with their expectation when they use it (F = 4.698, Sig. = 0.005), whereas the people who have the income between 10,001 – 30,000 THB (Mean = 3.268) and 30,001 – 50,000 THB (3.206) think differently. They are more concern about this issue. Moreover, if they find some conflict between the bag function and their usage expectation, they would not purchase the genuine luxury bags. Referring to ANOBV^a test, people in each group of income that are found to be significantly different do not concern about their appearance when they use a genuine bag (F = 4.698, Sig. = 0.003). The people that have the income between 10,001 – 30,000 THB (Mean = 2.844) and 30,001 – 50,000 THB (Mean = 3.075) appear to concern about how they look when they use a genuine luxury bag more than

the group of people that have the income more than 50,000 THB. From the survey question regarding the concerns customers have after purchasing a genuine luxury bag ($F = 3.017$, $\text{Sig.} = 0.030$), it shows the people who have the income between 10,001-30,000 THB (Mean = 3.058) are more concerned about this issue compared to the people who have the income more than 50,000 THB (Mean = 2.282).

Most people acknowledged that using genuine luxury bags reflect their looks ($F = 5.338$, $\text{Sig.} = 0.001$). Although most people tend to agree with the issue, there is still a slight difference between the groups. According to the ANOVA test, the people who have the income more than 50,000 THB (Mean = 3.744) and the group that have the income between 30,001 – 50,000 THB (Mean = 3.514) tend to believe that genuine luxury bags reflect who they are. While the people with the income lower than 10,000 THB (Mean = 3.069) and the people with the income between 10,001 – 30,000 THB (Mean = 3.151) seem to disagree that genuine bags reflect who they are. Furthermore, the way that people see themselves would enhance their decision to purchase a genuine bag only if it matches their appearance ($F = 2.834$, $F = 0.038$), and it is a significant factor for the people who have the income more than 50,000 THB (Mean = 3.923). In spite of the fact that the result shows people who have income 10,001 – 30,000 THB believe genuine luxury bags can reflect their self-image, but the mean of 3.356 indicated that they only lightly agreed with the statement.

With regards to the result of self-image and the intention to purchase genuine luxury bags ($F = 5.374$, $\text{Sig.} = 0.001$), the people who have the income more than 50,000 THB (Mean = 3.872) truly agree that they use their appearance as a reference and match with a particular genuine luxury bag's image and believe that it can represent who they are. In addition, the people who have the income between 30,000 – 50,000 THB (Mean = 3.579) also believe in this statement. In contrast, the people who have the income between 10,001 – 30,000 THB (Mean = 3.205) slightly agree on this issue. In terms of product quality, most people found that they would buy a particular genuine luxury brand that is good quality ($F = 3.185$, $\text{Sig.} = 0.024$). The group of people who have the income more than 50,000 THB (Mean = 4.436) strongly agree on this issue so as the people who have the income between 10,001-30,000 THB (Mean = 3.927) and 30,001 – 50,000 THB (Mean = 3.953). Moreover, the people who have the income between 30,001 – 50,000 THB (Mean = 3.888) feel more satisfied if they use a genuine bag ($F = 4.069$, $\text{Sig.} =$

0.007) compared to the people who have the income lower than 10,000 THB (Mean = 3.398).

Table 4.8 ANOVA (Age)

Question	Age (I)	Mean (I)	Age (J)	Mean (J)	Mean Difference (I-J)	F	Sig.
In my opinion, genuine luxury bags have an adventurous personality.	26-35	3.046	18-25	2.408	.6373	6.332	.000
I feel that genuine luxury bags represent tough personality.	26-35	3.225	18-25	2.771	.4540	3.085	.016
I am concern about the negative thought of others when I use a genuine luxury bag.	26-35	2.742	18-25	2.299	.4422	3.566	.007
I am concern that a genuine luxury bag will not be as good as I expect when I use it.	26-35	3.281	46-55	2.500	.7809	2.344	.034

Table 4.8 ANOVA (Age) (cont.)

Question	Age (I)	Mean (I)	Age (J)	Mean (J)	Mean Difference (I-J)	F	Sig.
I am concern about my appearance when I use genuine luxury bags.	26-35	3.067	18-25	2.643	.4241	3.759	.005
Using genuine luxury bags reflect who I am.	26-35	3.472	18-25	3.076	.3955	2.599	.036
I feel that country of production does not have much influence on my evaluation on product quality.	18-25	3.268	36-45	3.846	-.5786	4.682	.001
			46-55	4.050	-.7825		

In term of the comparison between age group, the first statement said, ‘In my opinion, genuine luxury bags have an adventurous personality,’ (F = 6.332, Sig. = 0.000) and the table shows a significant difference between the group of people that is between 26 – 35 years old (Mean = 3.046) and 18 – 35 years old (Mean = 2.408). Although the overall data tells that these two groups think similarly, there is still some difference in their thought. The people at the age of 26 – 35 years old tend to acknowledge that genuine luxury bag brand represent adventurous personality more, while the people at the age of 18 – 25 years old (Mean = 2.771) assume that genuine luxury bags represent tough personality (F = 3.085, Sig. = 0.16) but the people who are 26 – 35 years old (Mean = 3.225) don’t agree on the statement.

With regard to perceived risk, most people who are 26 – 35 years old are concerned about the risk that they would be taken when they purchase a genuine luxury bag. They tend to concern the most on functional risk or product performance risk (F =

2.344, Sig. = 0.034) as the mean is 3.281. While the people who are 46 – 55 years old (Mean = 2.500) do not really concern about this risk. The following risk is psychological risk, the mean of 3.067 shows that they do concern about their appearance when they use genuine luxury bags (F = 3.759, Sig = 0.005). According to psychological risk, the people who are at the age of 18 – 35 (Mean = 2.643) do not worry about the image that is unpleasing to the society. Social risk is the last element and the people who are 26 – 35 years old (Mean = 2.742) agree to the least on the statement which stated that they concern about the negative thought of others when they use a genuine luxury bag (F = 3.566, Sig. = 0.007). Also, the people who are 18 – 25 years old (Mean = 2.299) do not concern about this issue. If we look at the comparison between these two group, the people who are 26 – 35 years old are more worried about the thought of others. In other word, they concern more about the way other people would think when they use or purchase genuine luxury bags. Furthermore, the people who are 26 – 35 years old (Mean = 3.472) agree that using a genuine bag can reflect who they are (F = 2.599, Sig. = 0.036). While, the group of people at the age of 18 – 25 (Mean = 3.076) agree on the statement the least.

In terms of country of origin, the people who are 46 – 55 (Mean = 4.050) and 36 – 45 (Mean = 3.846) relate product quality to country of origin (F = 4.682, Sig. = 0.001) more strongly than the people who are 18 – 25 (Mean = 3.268). It shows that the people who are 18 – 25 years old believe that the producing country is not reliable when evaluating the product quality.

4.3. Regression

Regression analysis is used for testing the relationship strength of independent variables and dependent variables. The research objective aims to find out the factors that would encourage Thai consumers to buy genuine luxury bags. There are many researches which mentioned purchase intention in many contexts. Hence, this study looked into brand personality, subjective norms, self-image, country of origin, perceived risk and attitude towards a brand and identified the factors that would be the useful tools for encouraging Thai consumers' purchase intention. After running regression analysis, the R Square of 0.437 shows that the data can explain the impact on dependent variables

as the R Square value is in the range of 0 to 1. Hence, the model in this research is able to explain the data well.

Table 4.9 Regression: Model Summary

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	.671 ^a	.450	.441	.64575

a. Predictors: (Constant), Attitude towards Brand, Perceived Risk, Country of Origin, Subjective Norms, Self-Image, Brand Personality

Table 4.10 Regression: ANOVA^a

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	136.959	6	22.826	54.740	.000 ^b
Residual	167.633	402	.417		
Total	304.591	408			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Attitude towards Brand, Perceived Risk, Subjective Norms, Country of Origin, Self-Image, Brand Personality

Table 4.11 Regression: Coefficients^a

	Unstandardized Coefficients		Unstandardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.636	.208		3.057	.002
Brand Personality	.260	.045	.270	5.801	.000
Subjective Norms	-.005	.038	-.005	-.123	.902
Perceived Risk	.043	.043	.039	1.001	.317
Self-Image	.165	.042	.183	3.910	.000
Attitude towards Brand	.357	.045	.342	8.025	.000
Country of Origin	.067	.036	.076	1.875	.062

a. Dependent Variable: Purchase Intention

From the coefficient table, brand personality, subjective norms, perceived risk, self-image, country of origin and attitude towards a brand are acknowledged as independent variables which are tested to analyze the strength of the relationship between the variables and the purchase intention. As the result, there are three variables that has an impact on purchase intention. Attitude towards a brand is found to be the most influencing variable for purchase intention with the Sig. value of 0.000 and the B value of 0.342. This can tell that the perception of consumers is associated with their decision to buy a genuine luxury bag or their intention to purchase. Brand personality is the second influential variable with the Sig. value of 0.000 and the B value of 0.270. The last influencing variable is self-image with the Sig. value of 0.000 and the B value of 0.183.

However, there are many researches that studied the effect of the country of origin towards consumer intention to buy. These researchers indicated that country of origin has an indirect effect on purchase intention. The result from regression analysis

proves the statement from previous researches. Country of origin has no impact on purchase intention, but it has a positive effect on attitude towards a brand, which is one of the influencing factors on purchase intention.

Table 4.12 Regression: Model Summary (Country of Origin, Attitude towards a Brand)

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	.217 ^a	.047	.045	.80889

a. Predictors: (Constant), Country of Origin

Table 4.13 Regression: ANOVA^a (Country of Origin, Attitude towards Brand)

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	13.107	1	13.107	20.032	.000 ^b
Residual	266.303	407	.654		
Total	279.410	408			

a. Dependent Variable: Attitude towards Brand

b. Predictors: (Constant), Country of Origin

Table 4.14 Regression: Coefficients^a (Country of Origin, Attitude towards Brand)

	Unstandardized Coefficients		Unstandardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.028	.150		29.209	.000
Country of Origin	.183	.041	.217	4.476	.000

a. Dependent Variable: Attitude towards Brand

Country of origin is considered as an independent variable for the regression analysis and attitude towards a brand is considered as a dependent variable. The result shows that country of origin has an impact on attitude towards a brand (Sig. = 0.000, Beta = 0.217), which proves H3 - country of origin has a positive impact on attitude towards a brand.

CHAPTER V DISCUSSION

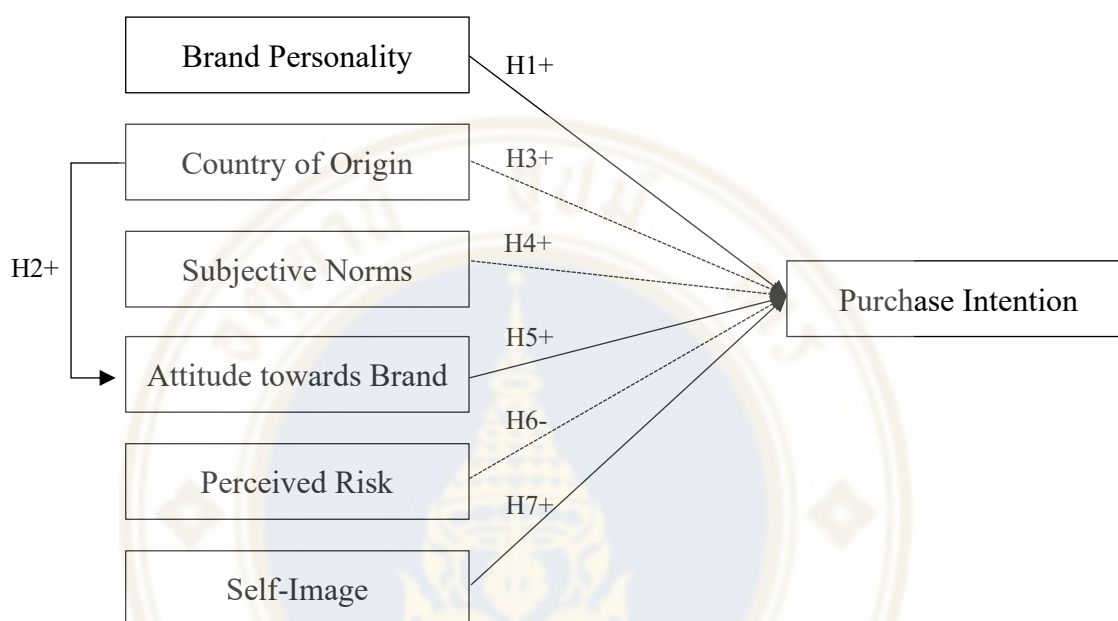


Figure 5.1. Research Framework

This research investigated the factors that would affect Thai consumers' purchase intention on genuine luxury bags. The research studied six dependent variables, which are brand personality, country of origin, subjective norms, attitude towards brand, perceived risk. There are many past researches on the relationship between these factors and purchase intention, but this research specifically investigated the relationship of the factors and genuine luxury bags. The result shows there are only three factors that have an impact on Thai consumers' purchase intention. Attitude towards a brand (H5+) is the first and the most influencing factor on Thai consumers' purchase intention. The result proves the past researches in term of the relationship between attitude and consumer purchase intention. Regarding the prior researches which indicated that when the consumers have high attitude towards a brand, they tend to have high purchase intention to buy genuine luxury bags (Mohd, 2016). Thus, it can be concluded that intention to

purchase a genuine luxury bag will be higher only if consumers have positive attitude towards them. In addition, when they perceive value from a particular brand, they tend to have positive attitude towards a particular genuine luxury brand. This issue supports prior research results on the attitude towards a brand which stated that consumers would have intention to purchase if they have positive attitude towards a particular brand.

Furthermore, for the context of Thai consumer behavior, Thai people seems to acknowledge attitude or the feeling they have on a particular brand. When a particular genuine brand of bag satisfies them and desired by them, it will influence Thai customers to buy the genuine bags from the brand. Thus, they are willing to buy a genuine luxury bag. However, the rate of income of Thai people are the crucial factor for investigating their attitude towards a genuine luxury brand. The result shows that the people who have the income lower than 10,000 THB are not really satisfied when they use a genuine luxury bag. The research also proves hypothesis 1, 'Brand personality has a positive significance on consumers' intention to purchase genuine luxury bags,' as it is proven that brand personality has an impact on Thai consumers' purchase intention. According to this issue, representing the right personality of the brand is also important in term of creating brand awareness or positive attitude toward a genuine luxury bag. The brand should reflect confidence and success through its personality. Those personalities can be matched with consumer personality and be acknowledged as a confident and successful person. Once they feel satisfied with their trait, they would have positive attitude towards the genuine luxury bag brand. With regard to this, this study also supports the result of prior studies on the relationship between brand personality and purchase intention. For example, Vahdati and Mousavo (2016) and Hakkak et al. (2015) have stated that brand personality has a positive impact on purchase intention. In addition, the research result supports the study in their country. Consumers would associate their personality with the brand itself. They also indicated that brand personality is important for creating brand image. The image they perceive from the brand would be expressed on the customer appearance in the society, which they believe is an important factor. Furthermore, self-image is found to be another influencing factor for purchase intention for making a decision to buy a genuine luxury bag. This proves the validity of hypothesis 7. The study by Jamal, Goods' 2001 and Hosany, Martin's (2012), cited by Sohail and Awal (2017), stated that self-image has a direct effect on customer's satisfaction, brand preference and purchase

intention. The result from this study proves the result of prior researches on self-image. Generally, Thai consumers tend to be concerned on their image when they go outside and acknowledged that their individual expectation of image and brand personality are correlated. They would make a decision to purchase a genuine luxury bag only if it matches with their personality. The luxury bag brand company should also pay attention to this issue in order to gain more awareness.

On the other hand, country of origin is not an essential factor for the purchase intention of Thai consumers. The result does not prove hypothesis 3, 'Country of origin has a positive effect on the purchase intention of luxury genuine bag,' as also stated by Hunjra et al. (2015). Instead, country of origin has an indirect effect on purchase intention (Thøgersen et al., 2017) and it affects through multi-factor of attitude (Williams et al., 2018). Denis (2019) added that country of origin directly affects attitude. According to the result, hypothesis 2 proves the result of those three prior researches about the relationship between country of origin and purchase intention. Country of origin directly affects attitude towards a brand and it consequently affects purchase intention through attitude towards a brand. In other word, attitude towards a brand is considered as a mediator between country of origin and purchase intention. It can be concluded that if Thai consumers acknowledge the producing country of a particular genuine luxury bag, and the country satisfies them, it would influence them to have positive attitude and leads to higher purchase intention.

Furthermore, the result does not support hypothesis 3 - subjective norm has a positive relationship with the intention to purchase genuine luxury bags (H3). Instead, there is no relationship between subjective norm and purchase intention in term of intention to purchase genuine luxury bags. With regards to Lim et al (2016) and Juho (2015) research, they indicated that subjective norms have an effect on purchase intention. The prior finding is not true for this research which studied Thai consumers in Thailand. Most Thai people in every group are not really concern about what others will see themselves whether they use genuine luxury bags or counterfeit luxury bags. Subjective norm is not the influencing factor for Thai consumers to buy genuine luxury bags instead of counterfeit ones. According to this issue, other people thought either family or friends do not influence their buying behavior or change their decision to buy.

Surprisingly, perceived risk has no effect on genuine luxury bags purchase intention. The result does not support hypothesis 6 which indicated that perceived risk has a negative impact on intention to purchase genuine luxury bags. Looking through the detail of each segment, most Thai consumers who have high income (more than 50,000 THB) seem to pay less attention to the four dimensions of risk, which are functional risk, psychological risk, financial risk and social risk. While Thai people who are middle income (10,001 – 30,000 THB) concern about the risk that can occur after they purchase genuine luxury bags. According to the result, it can be said if they have high income, they tend to concern less about the negative consequences after purchasing the bag. They don't perceive those five risks when they make a decision to purchase genuine luxury bags.



CHAPTER VI

CONCLUSION

The main objective of this study aims to identify the factors affecting consumers' purchase intention to buy a genuine luxury bag. Six key independent variables, which are brand personality, subjective norms, self-image, country of origin, perceived risk and attitude towards a brand, were investigated to find the effective factors that can drive consumers' intention to purchase genuine luxury bags. As the result, there are 3 variables that have an impact on intention to purchase genuine luxury bags. These variables are attitude towards a brand, brand personality and self-image. It can be said that consumer attitude influences the decision to buy genuine luxury bags. Moreover, the result shows that attitude towards a brand is the most influential factor that encourages Thai consumers to make a decision to buy genuine luxury bags instead of counterfeit ones. In general, the higher the positive attitude, the higher of the chance that they will buy a genuine product. Brand personality is also an important factor luxury brand should consider when creating a campaign to attract consumer attention. However, the result found that subjective norms are not an influencing factor for the intention to purchase genuine luxury bags. Most consumers do not concern their friends and families when they make a decision to purchase a genuine luxury bag. Hence, they do not really concern about how other people think. They are not worried about what the others will say when they have decided to purchase a genuine luxury bag. However, this could be the case for buying counterfeit luxury bags as well, since they are not worried about how the others think when they buy a counterfeit. In order to prevent this issue, luxury brands need to focus on other factors with more influence on the intention to purchase.

According to the research result, attitude towards a brand, brand personality and self-image are the influencing factors for Thai consumers' intention to purchase genuine luxury bags instead of counterfeit luxury bags. This study recommends organizing a campaign to promote the brand and create positive attitude towards the genuine luxury bags brand, because the result shows attitude towards a brand is the most

effective factor for encouraging consumer intention to purchase. The brand could create the campaign via online and offline channels. Furthermore, segmentation is also an important part before launching the campaign as the message the brand wants to send out the customers might be different for each segment. For example, if the brand wants to reach Thai customers who have the income more than 30,000 THB, they could focus more on creating the personality of the brand that would be associated with the customer's expected appearance. According to the result, the consumers who have the income more than 30,000 THB and got higher education level concern more about their expected personality when they use a particular brand. This would be the consideration the brand should take when making a new marketing plan. If they acknowledge a particular brand personality is associated with how they expected to be or expected to look like, they would have the intention to purchase the genuine luxury brand. Furthermore, the brand should focus on creating positive attitude. According to the result, country of origin is known as the factor that would encourage Thai consumers to have positive attitude towards a particular genuine luxury bag brand.

In terms of the relationship between country of origin, attitude towards a brand and intention to purchase, we suggest on investigating these relationships further in future researches to find the underlying relationship between them, which can be in any context of customer purchasing behavior. Moreover, genuine luxury brand is an enormous and widespread industry, there are many products in this industry that also have counterfeit issue. Another interesting point to investigate further is the relationship between subjective norms and purchase intention of Thai consumers. In other context, subjective norms are the factor that influence customers to make a decision to buy a particular product. However, in this research, it did not affect Thai consumers' intention to purchase genuine luxury bags.

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APPENDIX

Questionnaire:

Brand Personality:

- Genuine luxury bags can build up my character to match the brand. (Strongly Agree = 5/Strongly Disagree = 1)
- I decide to buy a genuine luxury bags because it makes me feel elegant when I go out. (Strongly Agree = 5/Strongly Disagree = 1)
- I would decide to purchase a luxury bags only if it is genuine. (Strongly Agree = 5/Strongly Disagree = 1)
- In my opinion, genuine luxury bags have an adventurous personality. (Strongly Agree = 5/Strongly Disagree = 1)
- Using genuine luxury bags makes me feel confident and successful. (Strongly Agree = 5/Strongly Disagree = 1)
- I feel that genuine luxury bags represent tough personality. (Strongly Agree = 5/Strongly Disagree = 1)

Subjective Norms

- Most people who are important to me feel that it is good to buy a genuine luxury brand product and that changes my purchase behavior. (Strongly Agree = 5/Strongly Disagree = 1)
- Most people who are important to me disagree when I buy genuine luxury bags and that changes my purchase behavior. (Strongly Agree = 5/Strongly Disagree = 1)
- Most of my friends currently own a genuine bag and it forces me to buy a genuine bag. (Strongly Agree = 5/Strongly Disagree = 1)
- My family thinks it is not good to buy counterfeit luxury products and it encourages me to buy genuine luxury bags. (Strongly Agree = 5/Strongly Disagree = 1)
- The way other people think does not have any impacts on my decision to purchase genuine or counterfeit bags. (Strongly Agree = 5/Strongly Disagree = 1)

Perceived Risk

- I'm not going to purchase a genuine luxury bag if I think that the price is not suitable for the product. (Strongly Agree = 5/Strongly Disagree = 1)
- I am concerned about the negative thoughts of other people when I use a genuine luxury bag. (Strongly Agree = 5/Strongly Disagree = 1)
- I am concerned that a genuine luxury bag will not be as good as I expected when I use it. (Strongly Agree = 5/Strongly Disagree = 1)
- I am concerned about my appearance when I use a genuine luxury bag. (Strongly Agree = 5/Strongly Disagree = 1)
- I am concerned about the consequences after I purchase a genuine luxury bag. (Strongly Agree = 5/Strongly Disagree = 1)

Self-Image

- Using genuine luxury bags reflect who I am. (Strongly Agree = 5/Strongly Disagree = 1)
- The way I see myself influences me to buy genuine luxury bags (only if it matches my appearance). (Strongly Agree = 5/Strongly Disagree = 1)
- Genuine luxury bags do not reflect who I am. (Strongly Agree = 5/Strongly Disagree = 1)
- Genuine luxury bags cannot represent the way I look. (Strongly Agree = 5/Strongly Disagree = 1)
- I would choose the genuine luxury bags that can show my expected personality. (Strongly Agree = 5/Strongly Disagree = 1)

Country of Origin

- The country of origin shown on the label affects my purchase decision. (Strongly Agree = 5/Strongly Disagree = 1)
- I would buy a genuine luxury bag if the country of origin is reliable about product quality. (Strongly Agree = 5/Strongly Disagree = 1)
- I use the country of origin to evaluate the product quality. (Strongly Agree = 5/Strongly Disagree = 1)
- When I do not have the information about genuine luxury bags, I would rely on the information shown on the label (such as price, producing country). (Strongly Agree = 5/Strongly Disagree = 1)

- I feel that the country of origin is not reliable sometimes when I evaluate the product quality. (Strongly Agree = 5/Strongly Disagree = 1)

Purchase Intention

- I would feel guilty if I buy a counterfeit luxury bag. (Strongly Agree = 5/Strongly Disagree = 1)
- I would buy a genuine luxury bag from evaluating the information shown on the package. (Strongly Agree = 5/Strongly Disagree = 1)
- I would buy a genuine luxury bag if it can represent who I am. (Strongly Agree = 5/Strongly Disagree = 1)
- If the product quality of a particular luxury bag brand is good, I would buy it. (Strongly Agree = 5/Strongly Disagree = 1)
- I would not buy a genuine luxury bag if the product quality is not acceptable for me. (Strongly Agree = 5/Strongly Disagree = 1)

Attitude Toward a Brand

- I feel good when I use a genuine luxury bag brand. (Strongly Agree = 5/Strongly Disagree = 1)
- When I buy a counterfeit bag, I would feel bad. (Strongly Agree = 5/Strongly Disagree = 1)
- I feel that genuine luxury bags are desirable. (Strongly Agree = 5/Strongly Disagree = 1)
- I would feel satisfied if I used a genuine luxury bag. (Strongly Agree = 5/Strongly Disagree = 1)
- I would buy a genuine luxury bag that I feel the brand is good and suitable to spend lots of money on. (Strongly Agree = 5/Strongly Disagree = 1)