FACTORS INFLUENCING PURCHASE INTENTION OF CREATIVE COMMUNITY CRAFT PRODUCTS IN THAILAND
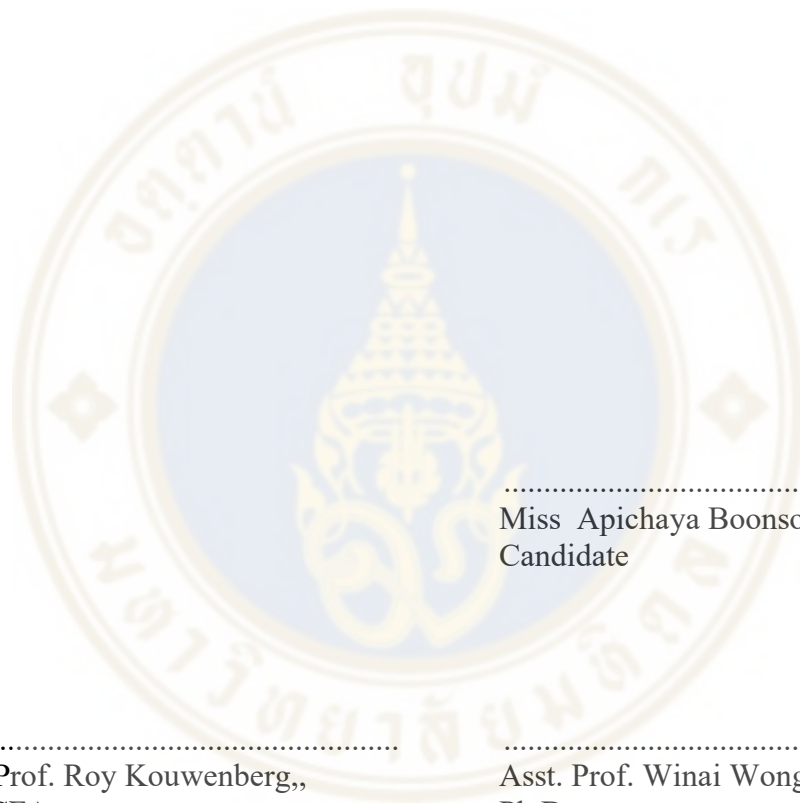
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ABSTRACT

The purpose of this study is to identify the influential factors for the purchase intention of consumers toward creative community craft products in Thailand. However, the sample of this research does not limit to only Thai people, but also include foreigners. The research framework proposes the following possible explanatory factors: level of innovation, electronic word of mouth, self-image, and perceived value, constructed based on the adaptation of the Theory of Planed Behavior. Consequently, the quantitative methodology and the data collection of online survey was applied to examine and understand those determinants.

As a result, with a total of 109 respondents, the study found that self-image and innovative scale have significant impact on the purchase intention for creative community craft items. Although the number of foreign participants (32 people) is considerably lower than Thai (77 people), the regression results of influential factors in these two groups are the same. Surprisingly, EWOM and perceived value do not statistically affect purchase intention.

KEY WORDS: Community handicraft/ Creative economy/ Purchase intention/
                          Innovation/ Self-image

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CHAPTER I
INTRODUCTION

1.1 Background and Problem Statement

This research paper intends to examine the determinants that have significant impact on the purchase intention of customers toward creative community craft products. When talking about community products, many people would think of OTOP, which most of them might see these traditional local products as something only for either elderly or old-fashioned people. However, the creative economy has been recently applied to the development of economic structure and domestic market system under Thailand 4.0 agenda. By leveraging the strengths of each region, this approach will support the existing knowledge, like craftsmanship, in concert with technological and innovative advancements that provide value added to the existing products (TCDC, 2018). Yet, these modernized local products have not been widely known and it was found that over 40% of community products registered with OTOP are not yet able to reach international standards or compete in the world market (Marketingoops, 2019). Therefore, the finding from this study could benefit the artisan entrepreneurship in the local communities in developing the handicrafts that fits customers' needs and wants, which in turn will enhance awareness of Thai handicrafts in the world market as well.

Within each community, the handicrafts have formed the basis of production culture with its local resources, creating the production chains that connect the small communities to the driving force of the national economy. Craft industry output is rising in term of products variety and becoming an essential part of creative industries in Thailand as a whole (CEA, 2019). Moreover, Thai crafts are a crucial part of the cultural legacy with its precious skills and knowledge that have been accumulated and inherited across the generations. Also, the craftsmanship constitutes the fascination that attract both Thai and international tourists to experience the local culture and products. However, the industrial revolution along with the globalization have obscured the production of the community crafts and reduced the number of skilled craftsmen.

Statistical data from the Creative Economy Agency further illustrates the downward trend of the craftsperson, which lesson 20 percent in 2018. Hence, it is important to preserve this social value by encouraging the new generations to pay attention in the handicrafts and creative contexts.

1.2 Research Questions

1. What are the factors influencing Thai consumers to buy creative community craft products?
2. What are the factors influencing foreign consumers to buy creative community craft products?

1.3 Research Scope

This study will apply the quantitative methodology with the data collection of online survey. The sample will be limited to the millennial generation (22-39 years old) not only Thai, but also foreigners. The reason for selecting this group is that this generation have an attitude to embrace traditions and culture, while also being open for new things to integrate together to find the best solution (TCDC, 2018), which reflect to the creative community craft items' concept. Consequently, by considering the millennial generation as prospective customers, the statistical analysis approach will be utilized to understand the purchase intention toward the community craft items of them.

1.4 Expected Benefits

The findings from this study will point to the influential factors toward the consumers' purchase intention of community craft products that have been modernized creatively. As a result, it would benefit the stakeholders who involve in developing the products to serve both Thai and foreign prospective customers in the right direction. Additionally, it could increase the attractiveness of the traditional production and

encourage the new generations to involve in preservation of this social value in the local community. Finally, it could bring truly sustainable benefits to the community.

CHAPTER II
LITERATURE REVIEW

2.1 Definition of creative community craft product

According to the UNESCO/ITC (1997), the craft products are defined as those produced by craftsmen, either fully by hand, or with the favor of hand tools or mechanical means, as long as the direct manual contribution of the craftsman remains the most considerable element of the finished product. Moreover, the special characteristics of handicraft products constitute outstanding features of utilitarian, aesthetic, artistic, creative, cultural, traditional, religiously and socially symbolic and important values. To illustrate with the craft in Thailand, it can be categorized into 'court arts' and 'folk crafts' by the detail of craftsmanship, distribution process and main users (Wongreun et al., 2017). However, this study will focus on the local handicraft which is unique and strongly represents a symbol of the identity of Thai culture in each region that local people initially created and further developed those goods regarding concept and designs of local practice for daily usage (Simsiri et al., 2010; Somoon et al., 2016).

Referring to the Creative Economic Agency (2019), it defines the creative craft as a contemporary craft which professionals utilize their skillsets and creativity along with new technologies and innovations to establish outstanding products that add more value to the traditional handicrafts. Consequently, the creative craft product will address the demands of current customers and raise the competitiveness in the market. Furthermore, the study find that the modern community handicrafts are simplified to reflect the symbol of beauty and charm of ancient talents, as well as to express the meaning and sense of pride by applying ornament and design to them (Simsiri et al., 2010). Thus, the definition of creative community craft products for this research project will be anything that include the local community wisdoms of craftmanship to create new product that suit daily life or special occasion of consumers and to support community economy at the same time like the examples in Figure 2.1.

Figure 2.1 Examples of creative community craft products
Source: The SUPPORT Arts and Crafts International Centre Of Thailand (SACICT) and Creative Economy Agency

2.2 Theory of planned behavior (TPB)

Since this study focus on the purchase intention of consumer, the Theory of Planned Behavior will be adapted to create the conceptual framework like the study of Silver and Kundu (2013). Regarding to Ajzen (1991, p.3), "*Intentions are assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior.*" To predict the intention, thereby, the theory of planned behavior assume three influential factors of intentions; namely, the attitude toward the behavior, subjective norm and perceived behavioral control as shown in the Figure 2.2, with the two-directional arrow linking these three to show that each set also interacts with each other. However, the relative significance of these factors in the prediction of intention is expected to fluctuate across behaviors and situations (Ajzen, 1991).
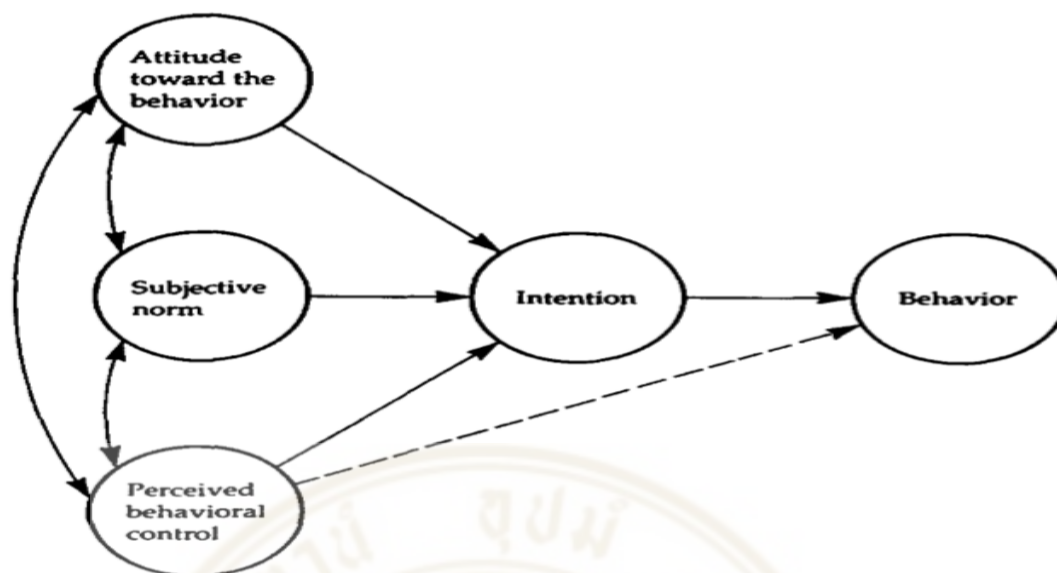
Figure 2.2 The Theory of Planned Behavior (TPB)
Source: Ajzen (1991)

2.2.1 Attitude toward the behavior

The word one's attitude simply refers to a person's disposition or mindset towards a certain behavior or object (Han et al, 2011). The Theory of Planned Behavior take this factor as the degree to which a consumer has a positive or negative appraisal of the behavior in question (Ajzen, 1991). Hence, the more favorable the person's attitude towards a behavior is, the more likely is the person intend to adapt that behavior (Doosti et al, 2016). It is also useful to consider attitude with three components: cognitive (beliefs or knowledge), affective (emotion), and behavioral (response tendencies). These elements are likely to remain consistency with each other when experience the marketing stimuli (product, price, place, promotion) as illustrated in the Figure 2.3 (Hawkins et al, 2007). Thus, the appearance of the handicrafts, should affect the consumers' three components of attitude consistently, and in turn form the intention to purchase the products (Silver et al, 2013).
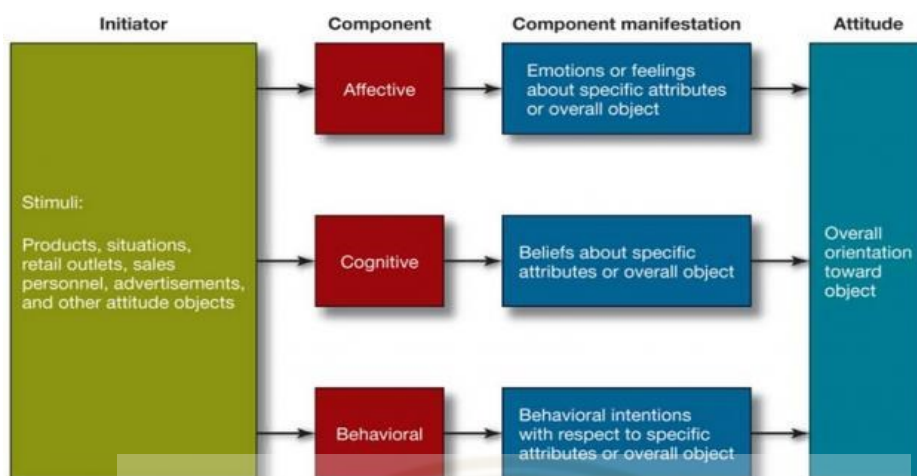
Figure 2.3 Attitude components and manifestations

Source: Hawkin, Mothersbaugh and Best (2007)

2.2.2 Subjective norm

Subjective norms represent the social influence and pressure from the surrounding persons whom consumer rely on their opinion whether to perform or not to perform the behavior in question (Ajzen, 1991). It can be gauged by the perceived expectations of specific reference group and by the persons' motivation to achieve those expectations (Silver et al, 2013). Moreover, the reference group can be categorized by the strength of social tie, type of interaction, or even the desirability. For example, the primary group refers to strong ties and frequent interaction such as family member and friends, whereas the secondary group is the weaker ties and less frequent interaction such as neighbors. Additionally, the digitization raises an importance of indirect reference group through the virtual communities of the internet; the 'influencer' has higher impact as the aspiration reference group on consumer decision process (Hawkin et al, 2007). Thus, the individual may take into account his/her reference group's opinion to purchase the creative community craft products and it could be considered as subjective norms (Silver et al, 2013).

2.2.3 Perceived behavioral control

The perceived behavioral control (PBC) indicates "*the perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience as well*

as anticipated impediments and obstacles" Ajzen (1991, p.10). Silver and Kundu (2013) also clarified that the more resources and opportunities consumers believe they own, and fewer hindrances they predict, the greater should be their PBC over the behavior in question. For example, an individual may have favorable decision toward purchasing craft items, if he/she believes that those handicrafts help them enhance their prestige in their society, showing that they care about how others would see themselves. To understand PBC, thus, it might be useful to emphasis on the self-concept which is the attitude people hold toward themselves based on internal (psychological and physical factors) and external influences (sociological and demographic determinants) (Hawkin et al, 2007). Thereby, the consumer will consider purchasing the community craft product by evaluating how easy or hard it is to handle the products based on not only the resources they possess but also a view of themselves when occupying those items.

2.3 Hypothesis construction and the proposed framework

Referring to TPB, it has stressed the attitude toward behavior as influential factor of the intention to do that behavior in question (Ajzen, 1991). Meanwhile, the previous studies have found that the different attributes of the craft items such as authenticity, aesthetic value, artistic value, origin of the craft, cultural value, etc. create favorably cognitive attitude upon the handicrafts (Silver et al, 2013; Somoon et al 2016). Additionally, since this study focus on the creative craft items, another suitable indicator determining handicraft performance is level of innovation which refer to the ability of artisan entrepreneurs to launch unique products to the market that include value adding, design uniqueness, new product development, cultural uniqueness, advanced technology, experience of owner, ability of owner to adapt to market trend and raw materials quality (Naidu et al, 2014). These attributes will be transmitted through the appearance of the products and create some positive beliefs and feelings upon those attributes. As a result, consumer will have favorable behavioral attitude to buy the handicraft items. Therefore, the first hypothesis has been developed rely on this behavioral attitude that take place.

H1: Innovation in handicrafts influence people to purchase creative community craft product

After discussing the subjective norm that have impact on the purchase intention (Ajzen, 1991), the previous literature found the highest influence of the opinion from primary reference group of friends and family on the purchase intention of handicraft items (Silver et al, 2013). Nowadays, however, the digital channel become widely used to market product and service, raising the significance of Electronic Word of Mouth (eWOM), which is based on user-generated content (UGC) or the aspiration reference group on consumer decision process (Hawkin et al, 2007). Hence, individual may intend to buy community craft items thanks to the influencer's recommendation. Based on the subjective norms, this study developed the following hypothesis:

H2: Electronic Word of Mouth (eWOM) has an impact on the purchase intention of creative community craft products

From TPB, it claims that resources and opportunities consumers believe they possess are viewed as perceived behavioral control toward the behavior in question (Ajzen, 1991). According to the past research, people will intend to buy craft products to show up their social status (Silver et al, 2013). This result is also in accord with the self-concept which indicate a person's perception of and feelings upon himself or herself (Hawkins et al, 2007). In addition, consumer often seek the way to maintain, escalate, modify or extend their self-image by purchasing goods or services and shopping at stores they perceive as consistent with their relevant self-image (Schiffman et al, 2007). Consequently, it can be assumed that the meaningful perception of using community craft product should have an impact on self-image of consumers, and in turn form the intention to purchase the item. Regarding to the result of PBC, the third hypothesis is formed as below:

H3: Self-image is expressed by the consumers through purchasing community craft products

Due to the PBC, the belief about resources also play an important role to this factor. According to Schiffman and Kanuk (2007, p.8), "*the customer value is defined as the ratio between the customer's perceived benefits (economic, functional and psychological) and the resources (monetary, time, effort, psychological) used to obtain those benefits*" To enhance the understanding of the consumption process, perceived value can be divided into the utilitarian (effectiveness, task-specific and economic aspect of the products or services) and the hedonic (value associating with

consumer experiences) (Lee and Kim, 2018). Yet, the previous study of purchase intention on craft product found that authenticity perception and hedonics are significant determinants of perceived value, which in turn affect craft souvenir-repurchasing intention (Lin et al, 2012). Thus, it can be assumed that the perceived value of customers clearly indicates how easy or hard it is to handle the craft products by comparing the resource they have to sacrifice with the benefit they would gain from buying those items. Based upon the perceived value that result in PBC, the fourth hypothesis is emerged as following:

H4: Perceived value affects the intention to purchase the community craft products.
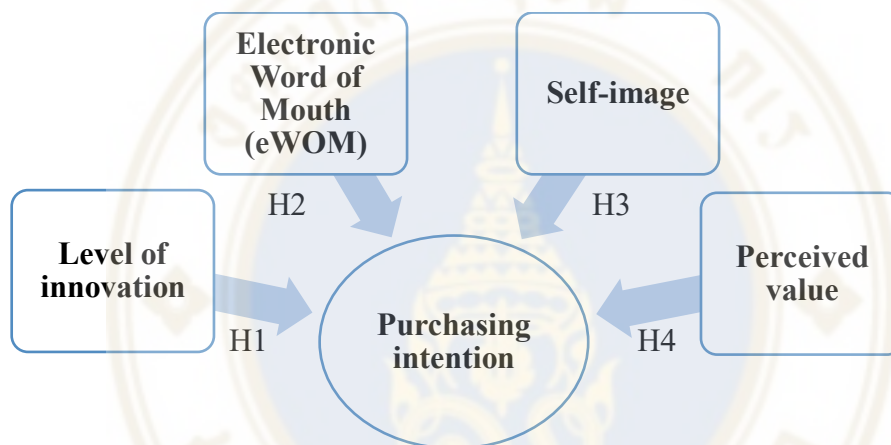
Figure 2.4 The proposed framework

CHAPTER III
METHODOLOGY

3.1 Data collection

This research applies quantitative approach to test the hypothesizes in the previous chapter. Thus, the primary data will be collected from primary sources of online survey to test those four assumptions.

Sampling criteria is specifically focused on Thai and foreigners. This study employs an online questionnaire to gather information with the convenience sampling approach from the population that is available to complete the survey (Mohaidin et al, 2017). The respondents are comprised of both male and female participants. To gain the personal background details, the respondents are also divided in various demographic groups including education (Bachelor's degree and master's degree) and nationality (Thai or foreigner).

The participants will be asked to fill a questionnaire which is divided into three parts. Starting with screening questions, the respondents will be asked whether they have ever bought the creative community craft items before. If yes, the objective behind the purchase will be clarified on this part to see whether they bought for themselves or for others. For the second part, the questions are targeting the major factors; including, purchase intention, level of innovation, E-WOM, self-image and perceived value, which will be measured with attitudinal scales. In order to measure the intensity of respondents' agreement with the statements, a five-points Likert scale is constructed with three-direction of positive, negative and neutral positions in the study population (Kumar, 2019). The scale is ordered from "1-Strongly disagree" to "5-Strongly agree". The last part will be the demographic background of the respondents. The total target number is 100 respondents (70 Thai and 30 foreigners), intended to be collected within the period from October 23 to November 06, 2019. In total, the survey consisted of 29 questions and was mainly distributed via Social networks such as Facebook and Line. The questionnaire can be seen in Appendix A.

3.2 Data analysis

In order to answer the research questions, a quantitative analysis will be applied to figure out the significant influencers toward purchase intention of creative community craft items.

This study employed the Statistical Package for the Social Sciences (SPSS) to analyze the raw data collected from the online survey. For the first step, this study will focus on basic descriptive statistics to assess the overall details of sample characteristics such as averages and frequencies. In addition, to evaluate the distribution of data, T-test will be conducted for testing two sample means. For instance, T-test will be applied to find out whether there are significant gender differences (p-value sig. is less than 0.05) in terms of the purchase intention. Reliability analysis is applied to evaluate whether the items of each factor truly measure what they are supposed to measure. Cronbach's alpha of each factor should be at least 0.6 in order to pass the reliability statistics.

New variables will be created by the mean value of all items that represent a factor. Furthermore, coefficient correlation will be applied to study the relationship between factors, ranging from -1 to 1. Yet, the correlation will be significant at 95 percent confidential level when sig. 2-tailed is less than 0.05. Moreover, positive correlations will be indicated as the same direction, and vice versa. The linear regression will be employed to analyze the influence of independent variables (level of innovation, electronic word of mouth, self-image, perceived value) on the dependent variable (purchase intention). However, R-square level will define the accuracy of the model while standardized coefficient beta will define which significant factor (Sig. < 0.05) have the most influential effect on purchase intention.

CHAPTER IV
# RESULTS AND FINDING

4.1 Descriptive statistics

In this section, the characteristics of the respondents will first be summarized based on the online survey among the millennial generation (22-39 years old). Also, the numerical scale of items for each factor will be revealed, describing the key items that represent those factors when the participants consider buying craft products. Lastly, the mean comparison of dependent and independent factors is briefly examined to assess the distribution of data according to each characteristic.

4.1.1 Sample characteristics

The sample characteristics are shown in Figure 4.1-4.4. In total 109 responses were received, and most of the respondents have experience with Thai creative community craft product (89 people), whereas 20 respondents have never bought or used any craft items from Thailand. Regarding to the gender aspect, the sample are composed of 56 females and 53 males. Additionally, the majority of respondents, 67 responses, are bachelor's degree holders, while 42 responses are from master's degree scholars. However, the nationality is not evenly distributed, which 77 people are Thai, yet only 32 are foreigner.
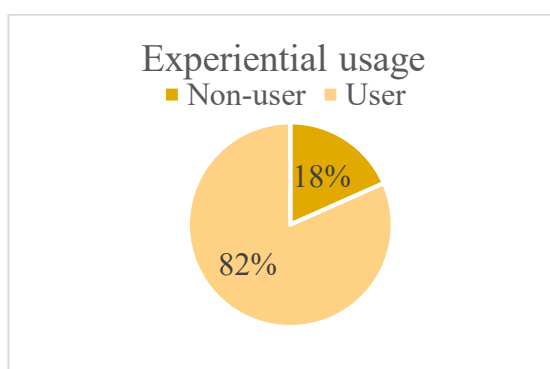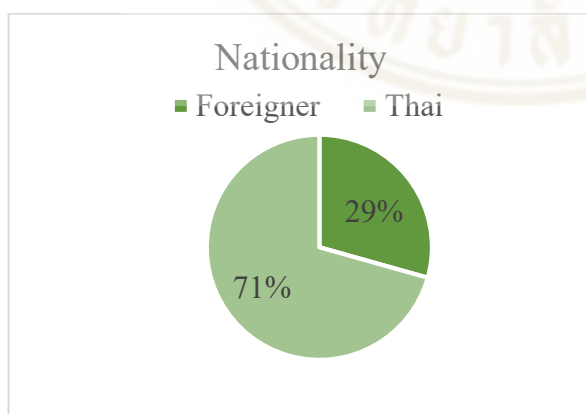

Figure 4.1 Number of user vs non-user
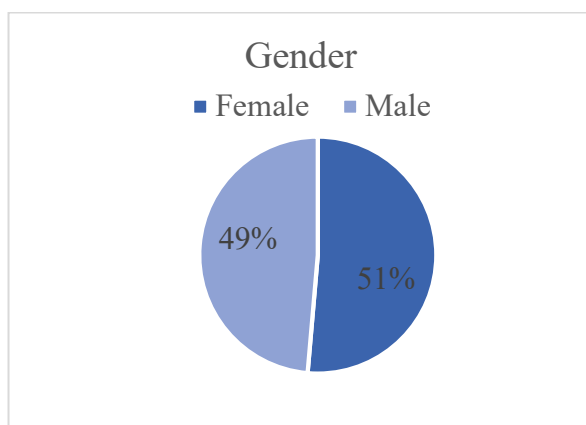
Figure 4.2 Gender of sample
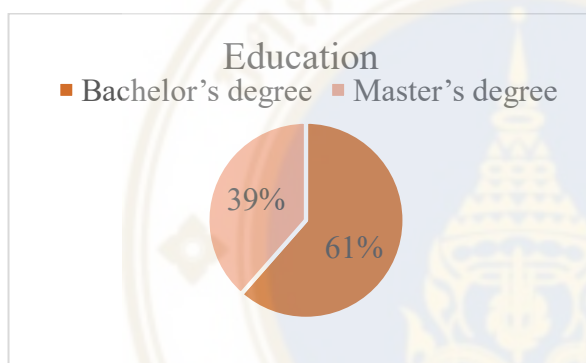
Figure 4.3 Education of sample

Figure 4.4 Nationality of sample

4.1.2 Numerical scale of dependent and independent factors

This section explains the descriptive statistics of all items along with the summated scale of each factor. When considering purchasing craft products, the mean value can be applied to interpret the importance that participants weighed for each item; the higher the mean value is, the more respondents agree on those items that stand for the major factors as following results.

Starting with the descriptive statistics of purchase intention items in Table 4.1, most of respondent agree on the question "I would like to support sustainable communities by purchasing creative community craft items." with the mean value at 3.73, while the least one is "When I go shopping, I sometimes buy creative community craft products." with the mean value at 3.20. However, the summated scale from overall item of Purchase intention average at 3.43.

Table 4.1 Descriptive Statistics of Purchase intention items

	N	Min	Max	Mean	SD
When I go shopping, I sometimes buy creative community craft products.	109	1	5	3.20	.979
When I see any handicraft that really interests me or I find beautiful, I usually buy it spontaneously.	109	1	5	3.21	1.147
I sometimes like to buy creative community handicrafts when I find a nice one.	109	1	5	3.58	1.003
I would like to support sustainable communities by purchasing creative community craft items.	109	1	5	3.73	.949

Table 4.1 Descriptive Statistics of Purchase intention items (cont.)

	N	Min	Max	Mean	SD
I would like to seek out ways to support and promote creative community craft products.	109	1	5	3.45	.957
Purchase intention	**109**	**1.2**	**5**	**3.43**	**0.809**

The descriptive statistics of innovative scale in Table 4.2 should also be emphasized that the most agreeable item of this factor is "I prefer to buy creative community handicrafts with an innovative design." with the mean at 3.80, whereas the least mean value at 3.39 belongs to "I prefer to buy handicrafts that have been designed to follow the latest trends and fashions." Moreover, the mean of summated scale of innovative level factor constitutes at 3.68. Most importantly, it should also be noted that people view cultural and environmental aspects as important as the innovative design, since the mean value is not that far from each other at 3.76 and 3.77, respectively.

Table 4.2 Descriptive Statistics of Level of Innovation items

	N	Min	Max	Mean	SD
I prefer to buy creative community handicrafts with an innovative design.	109	1	5	3.80	.730
I prefer to buy creative community handicrafts with designs that capture unique cultural aspects.	109	1	5	3.76	.769
I prefer to buy handicrafts that have been designed to follow the latest trends and fashions.	109	1	5	3.39	.881

Table 4.2 Descriptive Statistics of Level of Innovation items (cont.)

	N	Min	Max	Mean	SD
I prefer to buy creative community handicrafts that are made from sustainable raw materials.	109	1	5	3.77	.899
Level of Innovation	**109**	**1.25**	**5**	**3.68**	**0.551**

As Table 4.3 shows the descriptive statistics of Electronic Word of Mouth, the result suggests that mean value of EWOM ranges from the minimum of 2.62 "It is important for me that other people give me a like on my social media for the handicrafts that I post." to the maximum of 3.06 "The review and opinions of other people on internet are important when I buy handicrafts." Consequently, the result of summative scale of EWOM fall in between this range at 2.87, which is the least among all factors.

Table 4.3 Descriptive Statistics of Electronic Word of Mouth items

	N	Min	Max	Mean	SD
It is important that other people like the handicrafts that I purchase.	109	1	5	3.03	.995
The review and opinions of other people on internet are important when I buy handicrafts.	109	1	5	3.06	1.133
It is important for me that other people give me a like on my social media for the handicrafts that I post.	109	1	5	2.62	1.112
I tend to buy handicrafts that I saw my friends or family use as well.	109	1	5	2.92	1.064

Table 4.3 Descriptive Statistics of Electronic Word of Mouth items (cont.)

	N	Min	Max	Mean	SD
I would be interested in the influencer or celebrity's endorsement of the craft items on social media like below picture.	109	1	5	2.72	1.017
Electronic Word of Mouth	**109**	**1**	**5**	**2.87**	**0.784**

Similar evidence in Table 4.4 can be found to support the view that most of respondents agree on the statement "Buying handicrafts shows that I support the local culture and craftsmen." with the mean value of 3.75, but the mean of statement "I feel emotionally attached to creative community craft items." is at 3.22 which can be interpreted as neutral for this factor. Overall, yet, the summated scale of self-image falls in between these two statements at the level of 3.44.

Table 4.4 Descriptive Statistics of Self-image items

	N	Min	Max	Mean	SD
Using creative community craft products reflects my self-image.	109	1	5	3.28	.848
I feel emotionally attached to creative community craft items.	109	1	5	3.22	.936
Buying handicrafts shows that I support the local culture and craftsmen.	109	1	5	3.75	.841
Although it is more expensive, I would buy/bought handicrafts as it gives me a good feeling to support the producers.	109	1	5	3.32	.859

Table 4.4 Descriptive Statistics of Self-image items (cont.)

	N	Min	Max	Mean	SD
I would buy/bought creative community craft products to support the society and culture that I find important.	109	1	5	3.64	.788
Self-image	**109**	**1**	**4.6**	**3.44**	**0.611**

Lastly, Table 4.5 represents the descriptive statistics of perceived value's items, ranging from the lowest mean value at 3.76 of the statement "I would buy/bought the creative community craft item because of their various benefits." to the highest level at 3.94 of the item "I would buy/bought handicrafts because of their beauty and unique design." Clearly, most of participants agree on most of the items of Perceived value as shown in the summative scale's mean at 3.82, which is the highest value among those factors mentioned above.

Table 4.5 Descriptive Statistics of Perceived Value items

	N	Min	Max	Mean	SD
I would buy/bought handicrafts because I know that they are useful.	109	1	5	3.78	.854
I would buy/bought handicrafts because of their beauty and unique design.	109	1	5	3.94	.785

Table 4.5 Descriptive Statistics of Perceived Value items (cont.)

	N	Min	Max	Mean	SD
I would buy/bought creative community craft items that look modern, but still remain their authenticity.	109	1	5	3.80	.730
I would buy/bought the creative community craft item because of their various benefits.	109	1	5	3.76	.732
Perceived value	**109**	**1.5**	**5**	**3.82**	**0.58**

4.1.3 Mean comparison

According to the t-test results, there are some significant differences in answers upon experiential usage, gender, education, and nationality. The significant distribution in each characteristic will be clarified as following;

4.1.3.1 The experiential usage (User vs Non-user): By analyzing from independent samples t-test in Table 4.6, there is significant difference between user and non-user in all items of purchase intention. Undoubtedly, the positive mean difference demonstrates that users tend to have higher intention to purchase the creative community craft products than non-user. Moreover, there is significant diversity in some items of innovation level, self-image and perceived value as well, which are related to design and emotionally beneficial perspective of craft product. Also, user possess higher mean than non-user on these variables. Further detail on group statistics can be seen in Appendix B.

Table 4.6 Test for differences in means between experiential usage groups

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Purchase Intention								
When I go shopping, I sometimes buy creative community craft products.	Equal variances assumed	.08	.78	5.8	107	**.000**	1.23	.21
	Equal variances not assumed			5.6	27.28	.000	1.23	.22
When I see any handicraft that really interests me or I find beautiful, I usually buy it spontaneously.	Equal variances assumed	5.08	.03	5.7	107	.000	1.42	.25
	Equal variances not assumed			7.0	37.59	**.000**	1.42	.20
I sometimes like to buy creative community handicrafts when I find a nice one.	Equal variances assumed	12.2	.00	4.4	107	.000	1.01	.23
	Equal variances not assumed			3.5	22.99	**.002**	1.01	.29

Table 4.6 Test for differences in means between experiential usage groups (cont.)

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Purchase Intention								
I would like to support sustainable communities by purchasing creative community craft items.	Equal variances assumed	.08	.78	3.5	107	**.001**	.78	.22
	Equal variances not assumed			3.6	29.68	.001	.78	.21
I would like to seek out ways to support and promote creative community craft products.	Equal variances assumed	.06	.81	4.2	107	**.000**	.92	.22
	Equal variances not assumed			4.1	27.41	.000	.92	.23
Level of innovation								
I prefer to buy creative community handicrafts with an innovative design.	Equal variances assumed	3.46	.07	2.1	107	**.043**	.365	.18
	Equal variances not assumed			1.8	25.35	.078	.365	.20

Table 4.6 Test for differences in means between experiential usage groups (cont.)

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Self-image								
I feel emotionally attached to creative community craft items.	Equal variances assumed	6.07	.02	4.4	107	.000	.943	.21
	Equal variances not assumed			3.6	23.80	**.001**	.943	.26
Perceived Value								
I would buy/bought handicrafts because of their beauty and unique design.	Equal variances assumed	1.92	.17	2.2	107	**.034**	.411	.19
	Equal variances not assumed			1.9	25.45	.064	.411	.21

4.1.3.2 Gender (Female vs Male): There is statistical difference between female and male regarding purchase intention as well as electronic word of mouth. T test is applied to analyze more details in Table 4.7, showing that Female intend to purchase community craft product more than male. Moreover, women are influenced by the reference group of their surrounding or influencer on social media more than men. Further detail on group statistics can be seen in Appendix C.

Table 4.7 The significant distribution between gender

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Purchasing Intention								
When I go shopping, I sometimes buy creative community craft products.	Equal variances assumed	.5	.47	2.8	107	**.007**	.50	.18
	Equal variances not assumed			2.8	106.71	.007	.50	.18
When I see any handicraft that really interests me or I find beautiful, I usually buy it spontaneously.	Equal variances assumed	1.6	.21	2.1	107	**.041**	.45	.22
	Equal variances not assumed			2.1	107.00	.041	.45	.22
I sometimes like to buy creative community handicrafts when I find a nice one.	Equal variances assumed	3.4	.07	3.3	107	**.001**	.61	.18
	Equal variances not assumed			3.3	103.42	.001	.61	.18

Table 4.7 The significant distribution between gender (cont.)

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Electronic Word of Mouth								
I tend to buy handicrafts that I saw my friends or family use as well.	Equal variances assumed	3.3	.07	2.1	107	**.036**	.43	.20
	Equal variances not assumed			2.1	101.74	.037	.43	.20
I would be interested in the influencer or celebrity's endorsement of the craft items on social media.	Equal variances assumed	10.6	.00	2.6	107	.011	.49	.19
	Equal variances not assumed			2.6	97.05	**.012**	.49	.19

4.1.3.3 Education (Bachelor's degree vs Master's degree): According to the independent samples t-test in Table 4.8, only one item of purchase intention has meaningful distinction between two levels of education they hold. The negative mean difference show that Master's degree holders tend to buy creative community craft product when they go shopping more than bachelor's degree holders. Further details on group statistics can be seen in Appendix D.

Table 4.8 The significant distribution between education

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Purchasing Intention								
When I go shopping, I sometimes buy creative community craft products.	Equal variances assumed	4.37	.04	-2.2	107	.034	-.41	.19
	Equal variances not assumed			-2.0	73.75	**.044**	-.41	.20

        4.1.3.4 Nationality (Thai vs Foreigner): Referring to t-test result in Table 4.9, there is significant distribution between Thai and foreigner with regard to purchase intention. The positive mean difference indicates that Thai people have higher intention to either buy or recommend Thai community craft items than foreign respondents. Further details on group statistics can be seen in the Appendix E.

Table 4.9 The significant distribution between nationality

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Purchasing Intention								
When I see any handicraft that really interests me or I find beautiful, I usually buy it spontaneously.	Equal variances assumed	1.7	.2	2.2	107	**.031**	.52	.24
	Equal variances not assumed			2.1	51.11	.044	.52	.25
I sometimes like to buy creative community handicrafts when I find a nice one.	Equal variances assumed	15.0	.0	2.9	107	.004	.60	.20
	Equal variances not assumed			2.5	41.93	**.018**	.60	.24
I would like to support sustainable communities by purchasing creative community craft items.	Equal variances assumed	.9	.3	3.4	107	**.001**	.64	.19
	Equal variances not assumed			3.3	54.10	.002	.64	.20

Table 4.9 The significant distribution between nationality (cont.)

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Purchasing Intention								
I would like to seek out ways to support and promote creative community craft products	Equal variances assumed	1.9	.2	3.8	107	**.000**	.72	.19
	Equal variances not assumed			3.4	46.71	.001	.72	.21

4.2 Statistical tests

In this section, the data will be analyzed by applying the statistical tests of reliability test, coefficient correlation and linear regression in order to find the outcome of this research. The result will be separated into three groups to see whether there are the differences on influential factors among Thai and foreigner or not. Firstly, the model of overall respondents is utilized as a benchmark. Secondly, it is the model that includes only Thai sample. Thirdly, foreign participant is separately taken into account for the last model.

4.2.1 Reliability test

Reliability test is conducted to assess the internal consistency of items of each factor with the Cronbach's alpha, which is shown in Table 4.10. It should be at least 0.6 to identify that the items truly relate together and measure what they are

supposed to. The result of Cronbach's alpha ranges from the minimum of 0.548 for the Innovative scale among the foreign group to the maximum value of 0.860 for purchase intention in the overall sample. The findings suggest that the items practically represent each factor mostly with "good" reliability since their Cronbach's alpha pass the requirement of 0.6, except the innovative scale in the foreign sample.

Table 4.10 Cronbach's Alpha of each factor

Factor	Cronbach's Alpha	Cronbach's Alpha (TH)	Cronbach's Alpha (Foreigner)
Purchase intention (PI)	.860	.836	.859
Level of Innovation (INNO)	.589	.612	.548
Electronic Word of Mouth (EWOM)	.788	.820	.686
Self-image (SM)	.760	.775	.722
Perceived value (PV)	.736	.741	.711

4.2.2 Coefficient correlation

The result of coefficient correlation displays the pairwise coefficient correlation among factors with the total of ten possible pairs. However, the 1s in these following correlation matrices represent that each variable is perfectly correlated with itself. The positive values refer to the direct (positive) relationship, while the negative values point to opposite relationship.

As a result, for overall sample in Table 4.11, there is a significantly positive strong correlation at 0.657 which is the pair of self-image (SM) and purchase intention (PI). Meanwhile, the finding could be interpreted as meaning that the higher self-image is, the higher the purchase intention will be. Moreover, there are five significantly positive moderate correlations, range from the minimum of 0.452 between the pair of innovative level (INNO) and purchase intention (PI) to the maximum of 0.485 between the pair of self-image (SM) and perceived value (PV). Additionally, there are two

statistically positive weak correlation, which the least one (0.286) is a pair of self-image (SM) and electronic word of mouth (EWOM).

Table 4.11 Coefficient correlation of overall samples

		PI	INNO	EWOM	SM	PV
PI	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	109				
INNO	Pearson Correlation	.452**	1			
	Sig. (2-tailed)	.000				
	N	109	109			
EWOM	Pearson Correlation	.121	.320**	1		
	Sig. (2-tailed)	.210	.001			
	N	109	109	109		
SM	Pearson Correlation	.657**	.467**	.286**	1	
	Sig. (2-tailed)	.000	.000	.003		
	N	109	109	109	109	
PV	Pearson Correlation	.453**	.463**	.186	.485**	1
	Sig. (2-tailed)	.000	.000	.053	.000	
	N	109	109	109	109	109

**. Correlation is significant at the 0.01 level (2-tailed).

Similarly, for Thai sample in Table 4.12, there are two significantly positive strong correlation which the highest one (0.680) is the same pair as overall sample. Furthermore, there are three significantly positive moderate and three statistically positive weak correlations, range from the minimum of 0.296 between the pair of self-

image (SM) and electronic-word of mouth (EWOM) to the maximum of 0.535 between the pair of innovative level (INNO) and self-image (SM).

Table 4.12 Coefficient correlation of Thai sample

		PI	INNO	EWOM	SM	PV
PI	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	77				
INNO	Pearson Correlation	.488**	1			
	Sig. (2-tailed)	.000				
	N	77	77			
EWOM	Pearson Correlation	.157	.358**	1		
	Sig. (2-tailed)	.172	.001			
	N	77	77	77		
SM	Pearson Correlation	.680**	.535**	.296**	1	
	Sig. (2-tailed)	.000	.000	.009		
	N	77	77	77	77	
PV	Pearson Correlation	.418**	.590**	.148	.509**	1
	Sig. (2-tailed)	.000	.000	.200	.000	
	N	77	77	77	77	77

**. Correlation is significant at the 0.01 level (2-tailed).

For foreigner's correlation matrix in Table 4.13, however, there are fewer significant correlations than those two models. The highest pair (0.654) is still the pair of self-image (SM) and purchase intention (PI), while the least one (0.419) is the pair of self-image (SM) and perceived value (PV).

Table 4.13 Coefficient correlation of foreign sample

		PI	INNO	EWOM	SM	PV
PI	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	32				
INNO	Pearson Correlation	.468**	1			
	Sig. (2-tailed)	.007				
	N	32	32			
EWOM	Pearson Correlation	.125	.202	1		
	Sig. (2-tailed)	.495	.269			
	N	32	32	32		
SM	Pearson Correlation	.654**	.300	.284	1	
	Sig. (2-tailed)	.000	.095	.115		
	N	32	32	32	32	
PV	Pearson Correlation	.461**	.192	.329	.419*	1
	Sig. (2-tailed)	.008	.292	.066	.017	
	N	32	32	32	32	32

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

4.2.3 Regression analysis

As explained earlier, Purchase Intention is applied as a dependent variable in regression analysis, while the other factors, Innovative level, EWOM, Self-image, and perceived value, will be the independent variables. This part, hence, aims at testing the hypotheses whether these independent factors will significantly affect purchase intention or not. Consequently, the result will bring about to the outcome of this study.

Starting with the overall sample in Table 4.14, this regression model generates R-square level at 0.481, meaning that the independent variables in this model can precisely explain dependent factor of purchase intention at 48 percent. Meanwhile, innovative level, and self-image appear to have significant impact on the purchase intention with the positive sign. The most influential factor is self-image as it contributes the highest standardized coefficient at 0.546, while innovative level's beta is 0.174.

Table 4.14 Linear regression model for Purchase Intention in overall sample

Model Summary				
Model	R	**R Square**	Adjusted R Square	Std. Error of the Estimate
1	.694ᵃ	.481	.461	.59362

a. Predictors: (Constant), PV, EWOM, INNO, SM

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.335	.461		-.727	.469
INNO	.255	.126	.174	2.023	**.046**
EWOM	-.118	.078	-.114	-1.513	.133
SM	.722	.114	.546	6.336	**.000**
PV	.179	.118	.129	1.517	.132

a. Dependent Variable: PI

When isolate Thai sample from overall respondents, however, R-square level increases slightly to 49 percent as shown in Table 4.15. Thus, the independent factors can explain purchase intention more accurate than when combining Thai and foreigner together. However, only self-image significantly affect the purchase intention with the positive sign at 0.596, while Innovative level is only marginally significant (p = 0.096; std. beta = 0.194).

Table 4.15 Linear regression of Thai sample

Model Summary				
Model	R	**R Square**	Adjusted R Square	Std. Error of the Estimate
2	.701ᵃ	**.491**	.463	.52064

a. Predictors: (Constant), PV, EWOM, SM, INNO

Model 2	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.439	.473		.927	.357
INNO	.245	.146	.194	1.685	.096
EWOM	-.078	.079	-.090	-.987	.327
SM	.696	.123	.596	5.667	**.000**
PV	.017	.140	.013	.119	.906

a. Dependent Variable: PI

Finally, the result in Table 4.16 represent the regression model of foreign participant, which constitute the highest R-square level among three models at 56.5 percent. The statistical outcome of influential factor is similar to the first model that innovative level and self-image tend to have impact on the purchase intention. Also, self-image generate higher effect than level of innovation; its beta is 0.506, while innovative level is 0.301.

Table 4.16 Linear regression of foreign sample

Model Summary				
Model	R	**R Square**	Adjusted R Square	Std. Error of the Estimate
3	.751ª	**.565**	.500	.63355

a. Predictors: (Constant), PV, INNO, EWOM, SM

Model 3	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-1.968	.992		-1.984	.057
INNO	.507	.226	.301	2.243	**.033**
EWOM	-.212	.182	-.160	-1.162	.255
SM	.733	.211	.506	3.475	**.002**
PV	.349	.207	.244	1.690	.103

a. Dependent Variable: PI

CHAPTER V
CONCLUSIONS

5.1 Discussion

This research aimed at understanding factors that influence the purchase intention of creative community craft items by adopting the theory of planned behavior of Ajzen, (1991). This theory, hence, was used to setup the hypotheses about the explanatory factors that are expected to have impact on the purchase intention, including innovative level, electronic word of mouth, self-image, and perceived value. After testing these hypotheses, the findings from this study will be put forward to discuss more specifically by comparing with the past research.

5.1.1 Level of innovation

The first hypothesis "*Innovation in handicrafts influence people to purchase creative community craft product*" is confirmed by the regression analysis and the moderate positive correlation with purchase intention. As expected, and inferred from past research, the attributes of the craft items, like product appearance, can create favorably attitude toward the handicrafts and influence the intention to buy (Ajzen, 1991; Silver et al, 2013; Somoon et al 2016). Moreover, from the in-depth interviews with craft sellers in Japan, another study suggested the determinants of handicraft performance as the innovative level, covering *value adding, design uniqueness, new product development, cultural uniqueness, advanced technology, experience of owner, ability of owner to adapt to trends in market* and *quality of raw materials* (Naidu et al, 2014). Meanwhile, this study use some of these factors to conduct the survey and found that participants focus highly on innovative design, raw materials quality, cultural uniqueness, and trend adaptation, respectively. Referring back to t-test analysis, however, existing users pay higher attention to the innovative design than non-users.

5.1.2 Electronic Word of Mouth

In terms of the subjective norms in TPB of Ajzen (1991), the second hypothesis *"Electronic Word of Mouth (EWOM) has an impact on the purchase intention of creative community craft products"* is statistically rejected for this study. On the contrary, the previous research explored 320 respondents from different gender, income, age and occupation in three cities of Sweden; the opinion from friends and family contribute the highest impact on the purchase intention of handicraft items (Silver et al, 2013). The possible reason it happened is that this study adapts also the aspiration reference group of influencers on social media instead of the primary group alone like the mentioned past research. Meanwhile, most of customers know about local products from traveling to specific places or trade shows, as the information of this kind of product can be hardly found online (Marketingoops, 2019). More importantly, there is the huge difference in terms of sample characteristics, comparing to previous studies. For example, there is significant distribution from t-test analysis, showing that women are influenced by the reference group more than men.

5.1.3 Self-image

The results confirmed some of the findings from previous literatures in which self-image was found to be an essential factor that affects purchase intention, as the third hypothesis *"Self-image is expressed by the consumers through purchasing community craft products"* is accepted. Further, self-image is the highest influential factor as well, with the strongest correlation to purchase intention. In comparison, Swedish people usually buy craft products to show their social status (Silver et al, 2013). Also, similar evidence of Schiffman et al, (2007) can be found to support this view in general that consumers often seek the way to enhance their image by purchasing goods they perceive as consistent with their relevant self-image. Referring to this study, the respondents seem to perceive buying handicrafts as the way to show that they support social and cultural issues, according to the results from the descriptive statistics. Nonetheless, it is obvious that users have higher emotionally attachment to creative community craft items than non-users, as the mean comparison suggested.

5.1.4 Perceived value

Although the fourth hypothesis *"Perceived value affects the intention to purchase the community craft products."* got rejected by the statistical analysis of this study, the previous study of Lin et al, (2012), explored from the on-site questionnaire of 419 tourists at the Yingge Ceramics Area in Taiwan, found that authenticity perception and hedonics are significant determinants of perceived value, which in turn affect craft repurchasing intention. The essential point on which I differ is that the samples of this study are not separated between users and non-users, while the past study refers to repurchasing intention among tourists who did purchase the ceramic souvenir. This point is supported by t-test result of perceived value that users focus on the hedonic value of handicrafts more than non-users.

5.2 Conclusions

This study was designed and conducted to find the factors influencing intention of prospective customers (aged 22-39) to purchase creative community craft items, guided by the research questions – "What are the factors influencing Thai consumers to buy creative community craft products?" and "What are the factors influencing foreign consumers to buy creative community craft products?" Based on the defined theoretical framework (see Figure 2.4) and the primary data set, the result in the statistical analysis has shown that, for both Thai and foreigners, innovative level (H1) and self-image (H3) have substantial impact on their purchase intention, while EWOM (H2) and Perceived value (H4) have been rejected. Thus, the research questions are answered with the interpretation of the results from the first and third hypotheses.

Both research questions can be clarified that self-image contributes the highest influence on the purchase intention of creative community craft items for both Thai and foreign prospective customers. Furthermore, Innovation in handicrafts also affects Thai and Foreigner to buy craft products, yet innovative level has lower effect than self-image. These two influential factors are adapted and supported by the major elements of the theory of planed behavior. Firstly, perceived behavioral control shows the meaningful perception of using community craft product, especially in favor of social and cultural concerns. Secondly, attitude toward the behavior reflects the ability

of artisan entrepreneurs to launch innovative products that pass on the design and create favorable behavioral attitude. It should also be noted that people value the sustainable raw materials that craftmem adopt as part of innovation as well.

Though EWOM and perceived value are rejected and insignificant in this study, they still generate the statistically positive correlations with innovative level and self-image. Perhaps, the significantly influential factors could mediate EWOM's and perceived value's relationship with purchase intention. This aspect, thus, opens avenues for future research to explore, especially for the Thai sample.

5.3 Recommendations

Understanding the preferential criteria of prospective customers on their purchase intention of creative community craft items will benefit the stakeholders who involve in developing the products. Specifically, marketers could utilize the findings of this study in order to create the strategy to attract the target customers by following the marketing strategy of 4Ps.

In order to promote the products, I would suggest to create branding for local handicrafts first, since the perception of using community craft products would reflect the image of customers along with the identity of the community itself. Additionally, to make it memorable, brand storytelling should be applied to create a connection between brands and consumers through the products along with the decoration of the store, the packaging, or even the story behind the production process (Marketingoops, 2019). Based on the findings, social and cultural uniqueness of the community should also be emphasized as a main theme for the storytelling. As a result, all of these suggestions will create confidence, recognition and participation between brands and consumers.

In addition, creating the distinctive products with innovation will enhance the purchase intention of the prospective customers. The innovative level in this context covers various perspectives such as product design, and usage of sustainable materials. Furthermore, the studies of Naidu et al. (2014) and Marques et al. (2018) suggested the innovative booster for community handicrafts can be at the marketing level as to apply the latest technology to sell and promote the products. Apart from product differentiation, therefore, I would recommend the artisan entrepreneurs to promote and

distribute their products online so that prospective customers will be aware of and can easily buy those creative community craft items.

5.4 Limitations and Future Research

This study is preliminary restricted by the duration of this course, which causes some limitations that can be addresses in future research. First and foremost, the sample size is relatively small, especially the size of only 32 foreign participants. Moreover, the distribution of sample characteristics also has significant impacts on the results, given that a convenience sample was collected. For example, most of the respondents are past users of Thai creative community craft product (89 people), whereas 20 respondents are non-users. The corollary of this is that the sample might not be able to effectively represent the insights of the entire population, especially non-users and foreigners. Last but not least, future research could gain more descriptive insights to strengthen the quantitative results as well as some useful ideas for managerial implications by adopting qualitative research methods such as in-depth interviews or focus groups.

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APPENDICES

APPENDIX A: Questionnaire

The purpose of this questionnaire is to study "The factors influencing consumer's purchase intention for the creative community craft products"

Part 1: Screening question

1. Which factor do you usually take into consideration to purchase any products? (Please select only 3)

☐ Attitude toward using those products (i.e. The products support sustainable development goal)

☐ Marketing communication (Social media, event, etc.)

☐ Celebrity or influencer's endorsement

☐ Opinion from others (Family, Friends, etc.)

☐ Branded vs Unbranded

☐ Promotion (sale, free gift)

☐ The benefits of products

☐ Price

☐ Design

☐ Other….

2. Have you ever bought or received any creative community craft product from Thailand?

☐Yes ☐ No

Part 2: Attitudinal scale

Purchase Intention	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. When I go shopping, I sometimes buy creative community craft products.					
2. When I see any handicraft that really interests me or I find beautiful, I usually buy it spontaneously.					
3. I sometimes like to buy creative community handicrafts when I find a nice one.					
4. I would like to support sustainable communities by purchasing creative community craft items.					
5. I would like to seek out ways to support and promote creative community craft products.					

Level of innovation	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I prefer to buy creative community handicrafts with an innovative design.					

Level of innovation	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
2. I prefer to buy creative community handicrafts with designs that capture unique cultural aspects.					
3. I prefer to buy handicrafts that have been designed to follow the latest trends and fashions.					
4. I prefer to buy creative community handicrafts that are made from sustainable raw materials.					

Electronic Word of Mouth	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. It is important that other people like the handicrafts that I purchase.					
2. The review and opinions of other people on internet are important when I buy handicrafts.					
3. It is important for me that other people give me a like on my social media for the handicrafts that I post.					
4. I tend to buy handicrafts that I saw my friends or family use as well.					

Electronic Word of Mouth	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
5. I would be interested in the influencer or celebrity's endorsement of the craft items on social media					

Self-image	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. Using creative community craft products reflects my self-image.					
2. I feel emotionally attached to creative community craft items.					
3. Buying handicrafts shows that I support the local culture and craftsmen.					
4. Although it is more expensive, I would buy/bought handicrafts as it gives me a good feeling to support the producers.					
5. I would buy/bought creative community craft products to support the society and culture that I find important.					

Perceived value	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I would buy/bought handicrafts because I know that they are useful.					
2. I would buy/bought handicrafts because of their beauty and unique design.					
3. I would buy/bought creative community craft items that look modern, but still remain their authenticity.					
4. I would buy/bought the creative community craft item because of their various benefits.					

Part 3: Background

1. What is your gender?

☐Male ☐ Female

2. What is your age?

☐ Below 22 ☐ 22-39 ☐ 40-54 ☐ 46-55 ☐ Above 55

3. What is your highest level of education?

☐High School or equivalent ☐Bachelor's degree

☐Master's degree ☐Doctoral degree

4. What is your nationality?

☐ Thai ☐ Foreigner

APPENDIX B: Group Statistics between user and non-user

Experiential usage (Yes=User, No=Non-user)		N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention [When I go shopping, I sometimes buy creative community craft products.]	Yes	89	3.43	.851	.090
	No	20	2.20	.894	.200
Purchase Intention [When I see any handicraft that really interests me or I find beautiful, I usually buy it spontaneously.]	Yes	89	3.47	1.056	.112
	No	20	2.05	.759	.170
Purchase Intention [I sometimes like to buy creative community handicrafts when I find a nice one.]	Yes	89	3.76	.840	.089
	No	20	2.75	1.251	.280
Purchase Intention [I would like to support sustainable communities by purchasing creative community craft items.]	Yes	89	3.88	.915	.097
	No	20	3.10	.852	.191
Purchase Intention [I would like to seek out ways to support and promote creative community craft products]	Yes	89	3.62	.886	.094
	No	20	2.70	.923	.206
Level of innovation [I prefer to buy creative community handicrafts with an innovative design.]	Yes	89	3.87	.694	.074
	No	20	3.50	.827	.185
Level of innovation [I prefer to buy creative community handicrafts with designs that capture unique cultural aspects.]	Yes	89	3.81	.752	.080
	No	20	3.55	.826	.185

Experiential usage (Yes=User, No=Non-user)		N	Mean	Std. Deviation	Std. Error Mean
Level of innovation [I prefer to buy handicrafts that have been designed to follow the latest trends and fashions]	Yes	89	3.45	.866	.092
	No	20	3.10	.912	.204
Level of innovation [I prefer to buy creative community handicrafts that are made from sustainable raw materials.]	Yes	89	3.80	.881	.093
	No	20	3.65	.988	.221
Electronic Word of Mouth [It is important that other people like the handicrafts that I purchase.]	Yes	89	3.07	.975	.103
	No	20	2.85	1.089	.244
Electronic Word of Mouth [The review and opinions of other people on internet are important when I buy handicrafts.]	Yes	89	3.07	1.095	.116
	No	20	3.05	1.317	.294
Electronic Word of Mouth [It is important for me that other people give me a like on my social media for the handicrafts that I post.]	Yes	89	2.66	1.097	.116
	No	20	2.45	1.191	.266
Electronic Word of Mouth [I tend to buy handicrafts that I saw my friends or family use as well.]	Yes	89	2.97	1.060	.112
	No	20	2.70	1.081	.242
Electronic Word of Mouth [I would be interested in the influencer or celebrity's endorsement of the craft items on social media.]	Yes	89	2.78	1.020	.108
	No	20	2.50	1.000	.224

Experiential usage (Yes=User, No=Non-user)		N	Mean	Std. Deviation	Std. Error Mean
Self-image [Using creative community craft products reflects my self-image.]	Yes	89	3.35	.827	.088
	No	20	3.35	1.137	.254
Self-image [Although it is more expensive, I would buy/bought handicrafts as it gives me a good feeling to support the producers.]	Yes	89	3.37	.817	.087
	No	20	3.10	1.021	.228
Self-image [I would buy/bought creative community craft products to support the society and culture that I find important.]	Yes	89	3.73	.687	.073
	No	20	3.25	1.070	.239
Perceived Value [I would buy/bought handicrafts because I know that they are useful.]	Yes	89	3.83	.801	.085
	No	20	3.55	1.050	.235
Perceived Value [I would buy/bought handicrafts because of their beauty and unique design.]	Yes	89	4.01	.746	.079
	No	20	3.60	.883	.197
Perceived Value [I would buy/bought creative community craft items that look modern, but still remain their authenticity.]	Yes	89	3.85	.649	.069
	No	20	3.55	.999	.223
Perceived Value [I would buy/bought the creative community craft item because of their various benefits.]	Yes	89	3.82	.684	.072
	No	20	3.50	.889	.199

APPENDIX C: Group Statistics between female and male

Gender		N	Mean	Std. Deviation	Std. Error Mean
Purchasing Intention [When I go shopping, I sometimes buy creative community craft products.]	Female	56	3.45	.952	.127
	Male	53	2.94	.949	.130
Purchasing Intention [When I see any handicraft that really interests me or I find beautiful, I usually buy it spontaneously.]	Female	56	3.43	1.158	.155
	Male	53	2.98	1.101	.151
Purchasing Intention [I sometimes like to buy creative community handicrafts when I find a nice one.]	Female	56	3.88	.896	.120
	Male	53	3.26	1.022	.140
Purchasing Intention [I would like to support sustainable communities by purchasing creative community craft items.]	Female	56	3.86	.999	.133
	Male	53	3.60	.884	.121
Purchasing Intention [I would like to seek out ways to support and promote creative community craft products]	Female	56	3.55	.913	.122
	Male	53	3.34	.999	.137
Level of innovation [I prefer to buy creative community handicrafts with an innovative design.]	Female	56	3.82	.741	.099
	Male	53	3.77	.724	.099
Level of innovation [I prefer to buy creative community handicrafts with designs that capture unique cultural aspects.]	Female	56	3.68	.789	.105
	Male	53	3.85	.744	.102

Gender		N	Mean	Std. Deviation	Std. Error Mean
Level of innovation [I prefer to buy handicrafts that have been designed to follow the latest trends and fashions]	Female	56	3.36	.883	.118
	Male	53	3.42	.887	.122
Level of innovation [I prefer to buy creative community handicrafts that are made from sustainable raw materials.]	Female	56	3.88	.833	.111
	Male	53	3.66	.960	.132
Electronic Word of Mouth [It is important that other people like the handicrafts that I purchase.]	Female	56	3.00	.915	.122
	Male	53	3.06	1.082	.149
Electronic Word of Mouth [The review and opinions of other people on internet are important when I buy handicrafts.]	Female	56	2.88	1.028	.137
	Male	53	3.26	1.211	.166
Electronic Word of Mouth [It is important for me that other people give me a like on my social media for the handicrafts that I post.]	Female	56	2.54	1.078	.144
	Male	53	2.72	1.150	.158
Electronic Word of Mouth [I tend to buy handicrafts that I saw my friends or family use as well.]	Female	56	3.13	.955	.128
	Male	53	2.70	1.137	.156
Electronic Word of Mouth [I would be interested in the influencer or celebrity's endorsement of the craft items on social media like below picture.]	Female	56	2.96	.852	.114
	Male	53	2.47	1.120	.154

Gender		N	Mean	Std. Deviation	Std. Error Mean
Self-image [Using creative community craft products reflects my self-image.]	Female	56	3.27	.842	.113
	Male	53	3.28	.863	.119
Self-image [I feel emotionally attached to creative community craft items.]	Female	56	3.38	.865	.116
	Male	53	3.06	.989	.136
Self-image [Buying handicrafts shows that I support the local culture and craftsmen.]	Female	56	3.71	.803	.107
	Male	53	3.79	.885	.122
Self-image [Although it is more expensive, I would buy/bought handicrafts as it gives me a good feeling to support the producers.]	Female	56	3.38	.865	.116
	Male	53	3.26	.858	.118
Self-image [I would buy/bought creative community craft products to support the society and culture that I find important.]	Female	56	3.71	.731	.098
	Male	53	3.57	.844	.116
Perceived Value [I would buy/bought handicrafts because I know that they are useful.]	Female	56	3.82	.834	.111
	Male	53	3.74	.880	.121

Gender		N	Mean	Std. Deviation	Std. Error Mean
Perceived Value [I would buy/bought handicrafts because of their beauty and unique design.]	Female	56	3.91	.880	.118
	Male	53	3.96	.678	.093
Perceived Value [I would buy/bought creative community craft items that look modern, but still remain their authenticity.]	Female	56	3.82	.765	.102
	Male	53	3.77	.697	.096
Perceived Value [I would buy/bought the creative community craft item because of their various benefits.]	Female	56	3.80	.724	.097
	Male	53	3.72	.744	.102

APPENDIX D: Group Statistics between bachelor's and master's degree holder

Education		N	Mean	Std. Deviation	Std. Error Mean
Purchasing Intention [When I go shopping, I sometimes buy creative community craft products.]	Bachelor's	67	3.04	.878	.107
	Master's	42	3.45	1.087	.168
Purchasing Intention [When I see any handicraft that really interests me or I find beautiful, I usually buy it spontaneously.]	Bachelor's	67	3.25	1.078	.132
	Master's	42	3.14	1.260	.194
Purchasing Intention [I sometimes like to buy creative community handicrafts when I find a nice one.]	Bachelor's	67	3.52	.943	.115
	Master's	42	3.67	1.097	.169
Purchasing Intention [I would like to support sustainable communities by purchasing creative community craft items.]	Bachelor's	67	3.70	.905	.111
	Master's	42	3.79	1.025	.158
Purchasing Intention [I would like to seek out ways to support and promote creative community craft products]	Bachelor's	67	3.42	.855	.105
	Master's	42	3.50	1.110	.171

Education		N	Mean	Std. Deviation	Std. Error Mean
Level of innovation [I prefer to buy creative community handicrafts with an innovative design.]	Bachelor's	67	3.84	.751	.092
	Master's	42	3.74	.701	.108
Level of innovation [I prefer to buy creative community handicrafts with designs that capture unique cultural aspects.]	Bachelor's	67	3.79	.749	.092
	Master's	42	3.71	.805	.124
Level of innovation [I prefer to buy handicrafts that have been designed to follow the latest trends and fashions]	Bachelor's	67	3.43	.891	.109
	Master's	42	3.31	.869	.134
Level of innovation [I prefer to buy creative community handicrafts that are made from sustainable raw materials.]	Bachelor's	67	3.75	.876	.107
	Master's	42	3.81	.943	.146
Electronic Word of Mouth [It is important that other people like the handicrafts that I purchase.]	Bachelor's	67	3.12	.896	.110
	Master's	42	2.88	1.131	.174
Electronic Word of Mouth [The review and opinions of other people on internet are important when I buy handicrafts.]	Bachelor's	67	3.10	1.089	.133
	Master's	42	3.00	1.210	.187
Electronic Word of Mouth [It is important for me that other people give me a like on my social media for the handicrafts that I post.]	Bachelor's	67	2.61	1.114	.136
	Master's	42	2.64	1.122	.173

Education		N	Mean	Std. Deviation	Std. Error Mean
Electronic Word of Mouth [I tend to buy handicrafts that I saw my friends or family use as well.]	Bachelor's	67	3.06	1.085	.133
	Master's	42	2.69	1.000	.154
Electronic Word of Mouth [I would be interested in the influencer or celebrity's endorsement of the craft items on social media like below picture.]	Bachelor's	67	2.73	.994	.121
	Master's	42	2.71	1.066	.164
Self-image [Using creative community craft products reflects my self-image.]	Bachelor's	67	3.25	.859	.105
	Master's	42	3.31	.841	.130
Self-image [I feel emotionally attached to creative community craft items.]	Bachelor's	67	3.21	.862	.105
	Master's	42	3.24	1.055	.163
Self-image [Buying handicrafts shows that I support the local culture and craftsmen.]	Bachelor's	67	3.78	.755	.092
	Master's	42	3.71	.970	.150
Self-image [Although it is more expensive, I would buy/bought handicrafts as it gives me a good feeling to support the producers.]	Bachelor's	67	3.28	.831	.102
	Master's	42	3.38	.909	.140

Education		N	Mean	Std. Deviation	Std. Error Mean
Self-image [I would buy/bought creative community craft products to support the society and culture that I find important.]	Bachelor's	67	3.69	.743	.091
	Master's	42	3.57	.859	.133
Perceived Value [I would buy/bought handicrafts because I know that they are useful.]	Bachelor's	67	3.76	.872	.107
	Master's	42	3.81	.833	.129
Perceived Value [I would buy/bought handicrafts because of their beauty and unique design.]	Bachelor's	67	3.96	.767	.094
	Master's	42	3.90	.821	.127
Perceived Value [I would buy/bought creative community craft items that look modern, but still remain their authenticity.]	Bachelor's	67	3.88	.640	.078
	Master's	42	3.67	.846	.131
Perceived Value [I would buy/bought the creative community craft item because of their various benefits.]	Bachelor's	67	3.76	.676	.083
	Master's	42	3.76	.821	.127

APPENDIX E: Group Statistics between Thai and foreigner

Nationality		N	Mean	Std. Deviation	Std. Error Mean
Purchasing Intention [When I go shopping, I sometimes buy creative community craft products.]	Thai	77	3.31	.950	.108
	Foreigner	32	2.94	1.014	.179
Purchasing Intention [When I see any handicraft that really interests me or I find beautiful, I usually buy it spontaneously.]	Thai	77	3.36	1.075	.123
	Foreigner	32	2.84	1.247	.220
Purchasing Intention [I sometimes like to buy creative community handicrafts when I find a nice one.]	Thai	77	3.75	.814	.093
	Foreigner	32	3.16	1.273	.225
Purchasing Intention [I would like to support sustainable communities by purchasing creative community craft items.]	Thai	77	3.92	.885	.101
	Foreigner	32	3.28	.958	.169
Purchasing Intention [I would like to seek out ways to support and promote creative community craft products]	Thai	77	3.66	.821	.094
	Foreigner	32	2.94	1.076	.190
Level of innovation [I prefer to buy creative community handicrafts with an innovative design.]	Thai	77	3.79	.800	.091
	Foreigner	32	3.81	.535	.095

Nationality		N	Mean	Std. Deviation	Std. Error Mean
Level of innovation [I prefer to buy creative community handicrafts with designs that capture unique cultural aspects.]	Thai	77	3.73	.772	.088
	Foreigner	32	3.84	.767	.136
Level of innovation [I prefer to buy handicrafts that have been designed to follow the latest trends and fashions]	Thai	77	3.35	.870	.099
	Foreigner	32	3.47	.915	.162
Level of innovation [I prefer to buy creative community handicrafts that are made from sustainable raw materials.]	Thai	77	3.84	.859	.098
	Foreigner	32	3.59	.979	.173
Electronic Word of Mouth [It is important that other people like the handicrafts that I purchase.]	Thai	77	2.95	.999	.114
	Foreigner	32	3.22	.975	.172
Electronic Word of Mouth [The review and opinions of other people on internet are important when I buy handicrafts.]	Thai	77	2.97	1.112	.127
	Foreigner	32	3.28	1.170	.207
Electronic Word of Mouth [It is important for me that other people give me a like on my social media for the handicrafts that I post.]	Thai	77	2.69	1.139	.130
	Foreigner	32	2.47	1.047	.185

Nationality		N	Mean	Std. Deviation	Std. Error Mean
Electronic Word of Mouth [I tend to buy handicrafts that I saw my friends or family use as well.]	Thai	77	2.86	1.109	.126
	Foreigner	32	3.06	.948	.168
Electronic Word of Mouth [I would be interested in the influencer or celebrity's endorsement of the craft items on social media like below picture.]	Thai	77	2.77	1.062	.121
	Foreigner	32	2.63	.907	.160
Self-image [Using creative community craft products reflects my self-image.]	Thai	77	3.30	.889	.101
	Foreigner	32	3.22	.751	.133
Self-image [I feel emotionally attached to creative community craft items.]	Thai	77	3.30	.875	.100
	Foreigner	32	3.03	1.062	.188
Self-image [Buying handicrafts shows that I support the local culture and craftsmen.]	Thai	77	3.81	.844	.096
	Foreigner	32	3.63	.833	.147
Self-image [Although it is more expensive, I would buy/bought handicrafts as it gives me a good feeling to support the producers.]	Thai	77	3.30	.859	.098
	Foreigner	32	3.38	.871	.154

Nationality		N	Mean	Std. Deviation	Std. Error Mean
Self-image [I would buy/bought creative community craft products to support the society and culture that I find important.]	Thai	77	3.68	.715	.082
	Foreigner	32	3.56	.948	.168
Perceived Value [I would buy/bought handicrafts because I know that they are useful.]	Thai	77	3.86	.838	.096
	Foreigner	32	3.59	.875	.155
Perceived Value [I would buy/bought handicrafts because of their beauty and unique design.]	Thai	77	3.99	.769	.088
	Foreigner	32	3.81	.821	.145
Perceived Value [I would buy/bought creative community craft items that look modern, but still remain their authenticity.]	Thai	77	3.83	.696	.079
	Foreigner	32	3.72	.813	.144
Perceived Value [I would buy/bought the creative community craft item because of their various benefits.]	Thai	77	3.82	.643	.073
	Foreigner	32	3.63	.907	.160

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