THE FACTORS INFLUENCING THAI CUSTOMER REPURCHASE INTENTION TOWARD CULTURAL DESIGN PRODUCTS IN THAILAND

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ABSTRACT

Cultural design products is one of the national strategies of various countries including Thailand but the product still has not reached its full potential yet. The lack of understanding of consumer behavior behind cultural design products may have prevented brand owners and the government from effectively promoting cultural design products in Thailand. The aim of this study is to understand the significant factors that influenced the repurchase intention of cultural design products while also aims to explore the consumer behavior from different demographic backgrounds.

Data were collected using online questionnaire (n = 451). Findings suggested that females more concern about product image and quality. Attitude toward product, subjective norm, perceived behavioral control, perceived risk, product design, cultural attractiveness, and repurchase intention influence various product kinds differently. Thai shoppers find retail stores easy to reach and discover. Local shop buyers are less affected by product design and subjectivity than others. Perceived risk and perceived behavioral control is obviously concerned via online purchases. For middleman's website, cultural attractiveness is not so important. Cultural area also influences various factors differently. For northern products, subjective norm and cultural attractiveness are the matter. This research shows age influences repurchase intention toward cultural design product too. Younger adults have lower repurchase intentions and they are less influenced by subjective norms. Higher-educated consumers are more influenced by attitude toward product and product design. For perceived risk, the research found it's essential for all income categories. Moreover, purchasing cultural design products purpose is influenced by different factors. For personal use, they are more concerned with attitude toward product, subjective norm, product design and cultural attractiveness.

KEY WORDS: Repurchase Intention / Cultural Design Product / Cultural Attractiveness / Attitude toward product / Subjective norm

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CHAPTER I
INTRODUCTION

1.1 Background

Cultural design products are defined as products from social enterprises or local enterprises that truly represent regional culture, which has value-added to local resources, also including the local products that are developed by new technology.

Cultural design products in Thailand are mostly in the craftsmanship product field, due to Thailand being well-known for their wisdom in handcraft work. In other words, craftwork is perceived as delicate work, also linked with expressiveness and creativity, while factory based products provide the opposite sense. By consumption of craft objects, this also gives a sign of good taste. Craft products can be used as self-expression and present the value of human quality. The consumption need for these products is increasing as people want to be able to use the products to express their true selves, seeing them as props (Campbell, 2005). In Thailand, there's many new craft events for this kind of product, both inside Bangkok and upcountry. Thai people tend to be more supportive of local products, as the young generation is also more open to these kinds of products.

Recently, Thai cultural design products are accepted by the world market, and have higher revenue every year. As some of the OTOP (One Tambon, One Product) can be counted as cultural design products, the report from Thailand Community Development Department in 2018 says that the revenue from OTOP is around 190 billion Thai Baht. However, 40% of OTOP products can't compete in the world market. Comparing OTOP revenue to 2018 Thai's GDP, OTOP is only 1.2% from overall revenue which has more room to grow.

Cultural design products also share the previous problems of OTOP, which are the design duplication, lack of product uniqueness, and unstable quality standard. OTOP uses the model from OVOP (one village, one product) in Oita in Japan, OTOP's main strategy is to solve rural poverty. OTOP can help new enterprises to sell their

product and increase the employment rate for people (Natsuda, Igusa, Wiboonpongse & Thoburn, 2012). But for the product design part, some of the tambon end up duplicating from the other successful tambon and become not competitive products, losing their own identity and also affecting the original design (Chiarakul, 2014). Later, OTOP comes up with the solution to categorize their product in 5 grades from 1 star to 5 star, using the criteria which are 1) export potential, 2) sustainabilities production and stability quality, 3) customer satisfaction, 4) background of the product whether it's local resource, knowledge, and culture. With a higher star, that product's enterprise can gain more financial support, marketing support, export promotion and other benefits. This can help the OTOP members to focus on their products more (Natsuda, Igusa, Wiboonpongse & Thoburn, 2012).

The cultural design product should be concerned about the issue in the AEC market as the particular product - OTOP product too, because the coming of AEC product provides lower prices and substitute product to the market (Chiarakul, 2014). Cultural design products should develop their products and increase the product values to differentiate themselves from the competitors as well. However, in this matter, cultural attractiveness could be the key point to help cultural products solve these problems by using cultural attractiveness since Thai culture is unique and different from other products in the AEC market.

From previous studies, there's a gap in repurchase intention toward the cultural design product field. Therefore, in this study, I hypothesize that these variables; attitude toward product, subjective norm, perceived behavioral control, perceived risk should influence repurchase intention toward cultural design product as a generalization in other products. In addition, add product design and cultural attractiveness due to the term of cultural design product, to see if these factors affect the repurchase intention. I would like to investigate more how all of these variables can affect the repurchase intention toward cultural design products. This would be beneficial for the cultural design product brands' owners and investors to understand more about customer's needs and would be able to develop their brand more effectively.

1.2 Statement of the Problem

As my background is in the product design field, I'm so interested in cultural design product since it provides the story differently from the other products. I like how one product can become a story-teller and can be kept for many years. Having this background with my own interests led me to know many cultural design product's providers and local communities that are involved in cultural design product. Therefore, with this study, I could share the result with the enterprises to understand more of each factor that affects the customer repurchase intention and can develop their business plan to be more effective, and help develop the unsuccessful enterprise to focus accurately on the critical factor.

1.3 Objectives of the Study

The purpose of this study is to understand the significant factors that influenced repurchase intention toward cultural design products. Moreover, explore the customer behavior in each character, this will help the cultural design provider serve the customer's needs more efficiently. Also, the researcher will look into the purpose of buying cultural product design, if they have any different concerns for us to serve them better.

1.4 Benefits of the Study

With this research, it could be used as a tool to provide benefits for the cultural design product brands' owners and investors to understand customer's needs and be able to develop their product to become one of customer's top of mind products. Also, understand the key factors of repurchase intention to support their business.

1.5 Definition of Terms

Cultural design product: culture design product in this term includes clothes, accessories and souvenirs that use local resources or traditional knowledge to produce.

CHAPTER II
LITERATURE REVIEWS

2.1 Repurchase Intention

From prior study (Sullivan & Kim, 2018), repurchase intention is the situation that a customer has already experienced with the product and considers in making the decision to purchase the product twice or more, by comparing from their previous experience. The product provider needs to be able to serve customer expectations to create their repurchase intention. This may come from perceiving the benefits and qualities of the product (Ilyas et al., 2020).

Repurchase intention is the post-stage from purchase intention, which can be explained as the desire to buy a product in the near future (Nunes, Ferreira, de Freitas and Ramos, 2018). As intention can be defined as the motivational factor that affects behavior, this could be linked with the theory of planned behavior, which is extensional research of the TRA – Theory of Reasoned Action, which explains human intentions and behaviors (Ajzen, 1991). The Theory of planned behavior has three predictors. First, the attitude toward the behavior that refers to a person's favor. The second is a social factor – subjective norm, which is explained as the social pressure when performing or avoiding the behavior. Third factor is the degree of perceived behavioral control that relates to the perceived ease of performing the behavior, which can reflect past experience and forecasted obstacles as well. All these factors - the favorable attitude, the acceptance from subjective norm, and the perceived behavioral control are the positive relationship with an individual's intention to perform the behavior.

In the smartphone product field, factors affecting repurchase intention also include aesthetic factor and perceived product quality factor as well, by having good design appeal and high quality can gain more repurchase intention (Filieri & Lin, 2017).

2.2 Attitude toward Product

Petty, Wegener, and Fabriger (1997) found that an attitude is a way an individual thinks or feels and acts toward things in their environment, including a brand, product, retail store, and so forth. An attitude can be used to predict an individual's intention of doing a specific behavior, e.g., buying a product (Yoo & Lee, 2009). It's a significant factor that explains consumer behavior and can't be observed directly but with research measures (Huang et al., 2004).

Attitude toward product also can reflect how one evaluates an object, showing one's salient belief at a certain period of time. To change one's attitude needs to change from one's salient belief. Once one has a positive belief in a product, it will lead to a positive attitude toward the product and will increase purchase intention (Ching et al., 2013). Numbers of studies also show that there's a positive relationship between attitude toward product and purchase intention in various contexts, more favorable attitude toward product provides greater purchase intention (Lee et al., 2013).

2.3 Subjective Norm

Subjective norm is one of a dominant factor to action or inaction behavior, which can be explained as the recognized opinions from one who has close-relationship to an individual or one who has influenced decision-making to individual's behavior (Kim et al., 2013). This pressure can come from family members, neighbors, friends, peers or anyone who directly or indirectly influences one's behavior (Hasbullah et al., 2016). According to Utami's research (2017), subjective norm can refer to one's belief on how and what others think and motivate one to follow with the action.

Subjective norm is usually measured by asking what they perceive or thinking if their important person supports them in a specific aspect (Dinc & Budic, 2016). Schepers & Wetzels (2007) found that subjective norm have a larger impact on behavior intention in Western than non-Western studies, but in actual behavior, the result is reversed. On the other hand, for prior study from Lee & Green (1991), subjective norm is a critical factor for behavioral intention in Korea but attitude toward product is a critical factor for behavioral intention in the United States. These results show that social pressure is different in each regional culture.

2.4 Perceived Behavioral Control

According to Ajzen's (1998) study, perceived behavioral control can be defined as the perceived ease or difficulty in performing an action, this tends to reflect past experiences, perception and anticipation of obstacles. In other words, perceived behavioral control refers to an individual's perception of the existing resources and chances needed to perform a behavior, showing how important each factor e.g. abilities, power of will, opportunities (Kim et al., 2013). Perceived behavioral control also can describe self-efficacy in one's condition that one believes whether the behavior is easy or difficult to perform (Utami, 2017). In Dinc & Budic (2016) study, perceived behavioral control as elements in the theory of achievement motivation can be used to describe the perceived probability to be able to perform an action.

From Chiou's study (1998), perceived behavioral control can show one's self-confidence to perform behavioral intention. High level of self-confidence in making purchase decisions, perceived behavioral control will not be the main factor influencing intention. In contrast, a low level of self-confidence in making purchase decisions, perceived behavioral control will be a significant factor influencing one's behavioral intention.

2.5 Perceived Risk

As the study from Jacoby and Kaplan in 1972, perceived risk comes from considering overall perceived risk as risk possibilities in each negative consequence situation that will occur with the consumer when performing the behavior. The researchers explained them in six different components, which are functional risk, performance risk, physical risk, psychological risk, social risk, and financial risk. By considering perceived risk can gain more customer trust. However, it may vary according to the product terms. To clarify more in each of them, firstly, functional risk is the risk that a product might can't be practically used. Second, physical risk is the risk that the product might harm physical health. Third, financial risk is the risk that the product may not be worth paying. Fourth, social risk is the risk that affects social status. Fifth, psychological risk is the risk that the product might be harmful to the user's mental

health. Sixth, the performance is defined as the risk that the product might not meet the expectation (Marakanon, 2017).

According to Casidy & Wymer (2016) and Sullivan & Kim's study (2018), they found that perceived risk has a negative relation toward purchase intention. Higher perceived risk in purchasing products leads to lower purchase intention. Perceived risk also depends on one's risk-taking behaviors, each individual may take it inequality. As perceived risk is lower than one's acceptable risk (Choi et al., 2019).

2.6 Product Design

Product design defines the design process, which use tools or techniques to consider style and idea of the product. Design process is a model that shows the design sequence. The sequence start with research the focused problem, then creates the solution concept. After that develop the solution to search for the most practical one, then figure the manufacture for the production part and find the right channel to launch into the market (Morris, 2016). Product design takes a significant role in business model strategy during the product process, by choosing specifications, resources, methods and other details to produce a product (Bocken et al., 2016).

Good product design is combined with good form and good function. Product design function is defined as the benefits or the features that come from product function which suitable for everyone's use. Product design form can influence an individual perception toward product. Therefore, good product design should balance both the functional and aesthetic aspects of the product to satisfy an individual (Townsend et al., 2011). Moreover, in Zawadzki & Żywicki study (2016) about smart design product terms, it is defined as the design that can easily, quickly, correctly be used since the first interaction.

In craft product design term, from Li & Zhang (2020) study, they recommend craft product design to improve this following issue. Firstly, improve design effectiveness, since many traditional craft products use manual methods through all the process. As we have new technologies now, we can adopt this strength and develop the product to ensure its consistency quality. Also can help reduce the provider's workload in the part that not necessary in manual method. Second is to achieve design innovation.

New innovation technology may go beyond the existing limitation of craft product design, a great opportunity to provide new features added in the product. Then the traditional craft product can be up-to-date design with more sustainable management.

The design concept of cultural products is the good sense of aesthetic, practical functions and able to express the cultural essence. About the use of aesthetic, cultural products are expected to provide more than just functions but good experience in using it. How it looks should serve one's aesthetic taste as well. For practical function term, cultural product should care about product performance, and try to match with new lifestyle, be in the contemporary type. The last important thing is to emphasize cultural essence. Cultural design product should bring cultural elements through shape, form, usage, colour or any symbols to the user. Expressing the cultural details through the product (Meng, 2020).

2.7 Cultural Attractiveness

Apart from product and services, each destination can provide locational factor to attract tourist to come in their area, this intangible could be described as atmosphere - cultural attractiveness. Cultural is the dominant element of tourism product which also create uniqueness in each area. It can be natural resource, cultural assets, heritage items or even an atmosphere. Each cultural attractiveness is depended on an individual's perspective, the tourists tend to go to the destination that got higher cultural attractiveness. The successful cultural attractiveness is the one that are developed and managed to be a positive synergy between cultural and tourism, and distinctive from other cultural. Cultural attractiveness also need the regional stakeholders' support both in public and private part.The characteristic of cultural that tourists expect for is more likely to be authentic experience of everyday culture, than the obviously commercial-made products (Richards, 2010).

Cultural heritages include buildings, monuments, sculptures and any physical model that show cultural value, also for intangible things like environment that reflect the cultural history in that area (Backman & Nilsson, 2018). With cultural attractiveness, cultural products can represent the destination image in each region (Božić et al., 2018).

Other research separates regional attractiveness to be natural attractiveness and cultural attractiveness. Natural attractiveness is described as the attractiveness that comes from biological or geographical in that area, the factors that come from natural resources. For cultural attractiveness is defined as the attractiveness that come from human activities, including the evidence of human civilization (Sadowski & Wojcieszak, 2019).

2.8 Conceptual Framework

This research is aimed to investigate and understand the factors that influenced Thai customer repurchase intention toward cultural design product. The researcher specify factors related in these aspects;

H0: There is a positive relation of attitude toward product toward repurchase intention in cultural design product

H1: There is a positive relation of subjective norm toward repurchase intention in cultural design product

H2: There is a positive relation of perceived behavioral control toward repurchase intention in cultural design product

H3: There is a positive relation of product design toward repurchase intention in cultural design product

H4: There is a positive relation of cultural attractiveness toward repurchase intention in cultural design product

H5: There is a negative relation of perceived risk toward repurchase intention in cultural design product

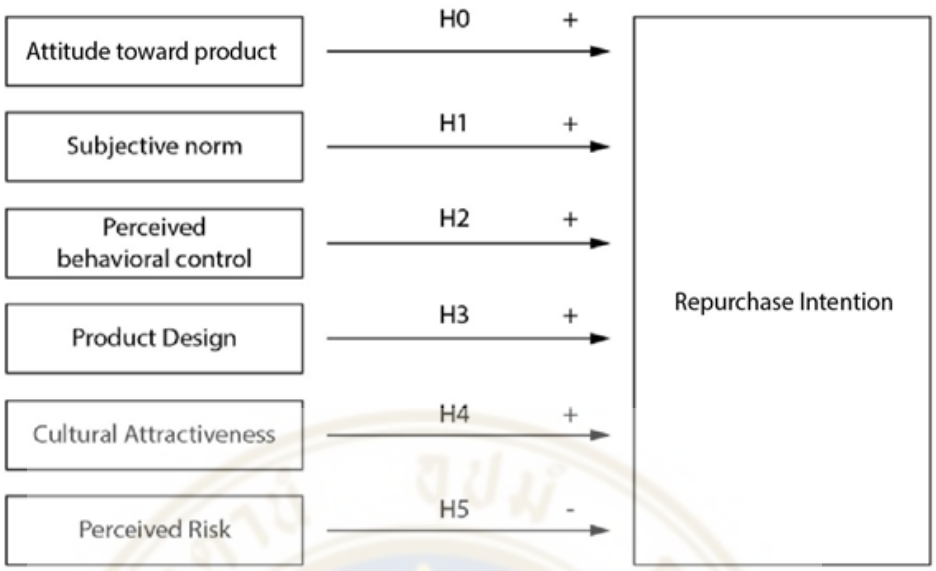

Figure 2.1 Conceptual Framework

CHAPTER III
MATERIALS AND METHODS

3.1 Population Sample & Tools

The selected sample for data collection are 400 people after screening that they are Thai and have bought any cultural design product within one year, so we can measure their repurchase intention. This number is based on Cochran's Sample Size Formula, using an online survey in quantitative research method (Cochran, 1977). By using formula from Cochran, W.G., this is the formula details;

$$n_0 = \frac{Z^2 pq}{e^2}$$

• e stands for the desired level of precision (i.e. the margin of error)

• p stands for the estimated proportion of the population which has the attribute in question

• q stands for 1 – p.

Since this research focuses on Thai customers, the language in the questionnaire will be in Thai language. Questionnaire is consisted of 7 parts which are:

Part 1: Background (including screening questions)

Part 2: Attitude toward product

Part 3: Subjective Norm

Part 4: Perceived behavioral control

Part 5: Product Design

Part 6: Cultural Attractiveness

Part 7: Perceived Risk

Part 8: Repurchase Intention

3.2 Data Analysis

The research process starts with a selected topic. Once the research topic is decided, the investigator will learn more about how the topic should be investigated. Then, finding the existing research for literature reviews that related to the selected topic. After that, the researcher will collect the background information and proceed with the data, creating a questionnaire draft. Next, define each factor's terms and concepts that were used in the study, selecting the population sample, choosing the data source. Provide the questionnaire and collect the referenced data to answer the research question. Last, analyze the results, review and summarize

CHAPTER IV
RESULT

4.1 Frequency

The result will show the selected sample's personal information and consumer behavior. Personal information will include gender, age, marital status, education and monthly income. Consumer behavior will include the latest group of cultural product design that they have bought, purpose of buying, distributor and the cultural area that the product represents.

Table 4.1 Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	153	33.9	33.9	33.9
	Female	298	66.1	66.1	100.0
	Total	451	100.0	100.0	

According to the table of gender, this study has a record of 451 respondents with 153 males and 298 females which is 33.9% and 66.1% respectively.

Table 4.2 Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20	5	1.1	1.1	1.1
	21-30	150	33.3	33.3	34.4

Table 4.2 Age (cont.)

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	31-40	128	28.4	28.4	62.7
	41-50	115	25.5	25.5	88.2
	51-60	48	10.6	10.6	98.9
	60 and above	5	1.1	1.1	100.0
	Total	451	100.0	100.0	

According to the table of age, the majority of this study is the age range between 21 - 30 years old (33.3%), followed by 31-40 years old (28.4%), 41 - 50 years old (25.5%) and 51 - 60 years old (10.6%). The least group is less than 20 years old and more than 60 years old which come equally and can be accounted for 1.1%.

Table 4.3 Marital Status

Marital Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	258	57.2	57.2	57.2
	Married	193	42.8	42.8	100.0
	Total	451	100.0	100.0	

According to the table of marital status, this study has a record of 451 respondents with 258 people who are still single and 193 people who have married, which is 57.2% and 42.8% respectively.

Table 4.4 Education

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower than highschool	2	.4	.4	.4
	Highschool	27	6.0	6.0	6.4
	Bachelor's degree	374	82.9	82.9	89.4
	Master's degree and above	48	10.6	10.6	100.0
	Total	451	100.0	100.0	

According to the table of education, this study has a record of 451 respondents. The majority of this study is the group of "Bachelor's degree", gaining 374 people which can be accounted for 82.9%. Followed by "Master's degree" which can be accounted for 10.6%, "Highschool" which can be accounted for 6.0% and "Lower than highschool" which can be accounted for 0.4%.

Table 4.5 Monthly Income

Monthly income (THB)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower than 15,000	33	7.3	7.3	7.3
	15,000-30,000	274	60.8	60.8	68.1
	30,001-45,000	83	18.4	18.4	86.5
	45,001-60,000	45	10.0	10.0	96.5
	More than 60,000	16	3.5	3.5	100.0
	Total	451	100.0	100.0	

According to the table of monthly income, the majority of this study is the group of "15,000 - 30,000 THB", gaining 274 people which can be accounted for 60.8%. Followed by 30,001 - 45,000 THB" which can be accounted for 18.4%, "45,001 - 60,000 THB" which can be accounted for 10.0%, "lower than 15,000 THB" which can be accounted for 7.3%, "more than 60,000 THB" which can be accounted for 3.5% respectively.

Table 4.6 The latest group of cultural product design that they have bought

The latest group of cultural product design that they have bought		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clothing	124	27.5	27.5	27.5
	Home decorations	120	26.6	26.6	54.1
	Accessory	112	24.8	24.8	78.9
	Daily uses	95	21.1	21.1	100.0
	Total	451	100.0	100.0	

From data "The latest group of cultural product design that they have bought", customers tend to buy the group of products in Clothing which gains around 124 respondents (27.5%), rather than Home decorations (26.6%), Accessory (24.8%), and Daily uses (21.1%).

Table 4.7 Purpose of buying if they buy for their own use

Purpose of buying if they buy for their own use		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	412	91.4	91.4	91.4
	No	39	8.6	8.6	100.0
	Total	451	100.0	100.0	

According to the table of purpose of buying if they buy for their own use, this study has a record of 451 respondents with 412 people who bought for their own use, which can accounted for 91.4%, and 33 people who didn't bought for they own use, which can accounted for 8.6%.

Table 4.8 Distributor

Distributor		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manufacturer website	57	12.6	12.6	12.6
	Middleman website	55	12.2	12.2	24.8
	Local store	153	33.9	33.9	58.8
	Retail store	186	41.2	41.2	100.0
	Total	451	100.0	100.0	

According to the table of distributor, the majority of this study is the group of "Retail store", gaining 186 people which can be accounted for 41.2%. Followed by "Local store" which can be accounted for 33.9%, "Manufacturer website" which can be accounted for 12.6% and "Middleman website" which can be accounted for 12.2%.

Table 4.9 The cultural area that the product represented

The cultural area that the product represented		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North	155	34.4	34.4	34.4
	Northeast	80	17.7	17.7	52.1
	Central	177	39.2	39.2	91.4
	South	39	8.6	8.6	100.0
	Total	451	100.0	100.0	

According to the table of the cultural area that the product represented, based from the Department of provincial Administration of Thailand, there are four regions; North, Northeast, Central and South. The majority of this study is from the Central area, having 177 respondents which can be accounted for 39.2%. Followed by North area (34.4%), Northeast area (17.7%) and South Area (8.6%).

4.2 Reliability Analysis

Reliability analysis is used to measure if the data is reliable. In this research, there are seven factors that have been tested. The criteria is to meet 0.6 - 0.8 point. If it's 0.6 means this data is common in exploratory research. If it's 0.7, the data is adequate. If it's 0.8, this shows the data is in good scale.

Table 4.10 Reliability Analysis

Reliability analysis	Cronbach's Alpha	N of Items
Attitude toward product	.739	5
Subjective Norm	.889	5
Perceived behavioral control	.601	4
Product Design	.738	5
Cultural Attractiveness	.663	5
Perceived Risk	.724	5
Repurchase Intention	.782	5

The result of reliability analysis for the factors in this research are all in between 0.60-0.80 which meet the criteria of reliability analysis. The nearer point to 1.0, means the more reliability in that factor. Therefore, these factors can be trusted and used for further analysis.

4.3 Descriptive Statistic

Descriptive statistics can be used to find the mean score of each statement and factors from the scale of 1 to 5, which 1 stands for least agreement and 5 stands for most agreement in each factor.

Table 4.11 Attitude toward Product

Attitude toward product	N	Mean
A1: I like the image of cultural design product.	451	4.39
A2: I can rely on cultural design product to deliver outstanding quality.	451	4.16
A3: I think cultural design product provide a good benefit to society.	451	4.43
A4: I think cultural design product represent a good value for the money.	451	4.22
A5: I prefer to buy cultural design product rather than other product.	451	4.16
Attitude toward product	451	4.27

For descriptive statistic in attitude toward product factor, the highest mean score is the statement of A3 : I think cultural design product provide a good benefit to society, with the mean of 4.43. Followed by A1 : I like the image of cultural design product, with the mean of 4.39. These are the top statements that have higher mean score than overall attitude toward product score which is 4.27. The rest is A4: I think cultural design product represent a good value for the money, A2 : I can rely on cultural design product to deliver outstanding quality, and A5 : I prefer to buy cultural design product rather than other product, with the mean of 4.22, 4.16 and 4.16 respectively.

This table shows that people think that cultural design product provide a good benefit to society and they like the image of cultural design product. Therefore, it can be implied that cultural design products are expected to provide a good benefit to society and that counts as a reason why they like the image of cultural design product. By buying cultural design product, give them a sense that they have supported local

society. However, they agree less that cultural product represent a good value of the money and provide outstanding quality, still they're not favor cultural design product more than other products.

Table 4.12 Subjective Norm

Subjective norm	N	Mean
SN1 : I buy cultural design product as people who are important to me do.	451	3.85
SN2 : I am interested in cultural design product more when people who are important to me do.	451	3.91
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	451	4.31
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	451	4.38
SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me.	451	4.26
Subjective norm	451	4.14

For descriptive statistic in subjective norm factor, the highest mean score is the statement of SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me, with the mean of 4.38. Followed by SN3 : I subscribe to cultural design product's information more when people who are important to me do, with the mean of 4.31, and SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me, with the mean of 4.14. These are the top statements that have similar and higher mean score than overall subjective norm score which is 4.14. The rest is SN2 : I am interested in cultural design product more when people who are important to me do and SN1 : I buy cultural design product as people who are important to me do, with the mean of 3.91 and 3.85 respectively.

This table shows that the majority of respondents tend to subscribe to cultural design product more when people who are important to them do, willing to buy and make a decision to buy cultural design product easier when people who are

important to them recommend them. Therefore, it can be implied that subjective norm also have strong impact to customer behavior in cultural design product field, as it can lead them to more likely to purchase the product by recommendation. However, they tend to not buy cultural design product or interest in the product following the other's action.

Table 4.13 Perceived Behavioral Control

Perceived behavioral control	N	Mean
B1: I am confident I can buy cultural design product.	451	4.21
B2 : I find it's not hard to find the distribution channel to buy cultural design product.	451	4.21
B3 : The decision to buy cultural design product is not beyond my control.	451	4.42
B4 : The decision to buy cultural design product is entirely up to me.	451	4.44
Perceived behavioral control	451	4.32

For descriptive statistic in perceived behavioral control factor, the highest mean score is the statement of B4 : The decision to buy cultural design product is entirely up to me, with the mean of 4.44. Followed by B3 : The decision to buy cultural design product is not beyond my control, with the mean of 4.42. These are the top statements that have higher mean score than overall perceived behavioral control score which is 4.32. The rest is B2 : I find it's not hard to find the distribution channel to buy cultural design product. and B4 : The decision to buy cultural design product is entirely up to me, with the mean of 4.21 equally.

This table shows that the majority of respondents are thinking that the decision to buy cultural design product is not beyond their control and entirely up to them. Therefore, it can be implied that they believe that cultural product design is affordable and their decision completely comes from them.

Table 4.14 Product Design

Product Design	N	Mean
D1 : Cultural design product shows good aesthetic.	451	4.33
D2 : Cultural design product can represent my style.	451	4.21
D3 : Cultural design product has good function.	451	4.28
D4 : Cultural design product can solve my needs.	451	4.36
D5 : Cultural design product is practical.	451	4.46
Product Design	451	4.33

For descriptive statistic in product design factor, the highest mean score is the statement of D5 : Cultural design product is practical, with the mean of 4.46. Followed by D4 : Cultural design product can solve my needs, with the mean of 4.36, and D1 : Cultural design product shows good aesthetic, with the mean of 4.33. These are the top statements that have similar and higher mean score than overall product design score which is 4.33. The rest is D3 : Cultural design product has good function and D2 : Cultural design product can represent my style, with the mean of 4.28 and 4.21 respectively.

This table shows that the majority of respondents are thinking that cultural design product is practical, able to solve their needs and show good aesthetic. Hence, it can be implied that cultural design product is good design, both functional and aesthetic. However, the respondents agree less that cultural product design has good function and able to represent their style, so it can be implied that cultural design product is just practical but not highly good function and its aesthetic don't really go along with their style.

Table 4.15 Cultural Attractiveness

Cultural Attractiveness	N	Mean
C1 : The culture from cultural design product has appealing story.	451	4.29
C2 : The culture from cultural design product is charming.	451	4.40
C3 : The culture from cultural design product is interesting.	451	4.44
C4 : The culture from cultural design product is fashionable.	451	4.23
C5 : The culture from cultural design product is high-valued.	451	4.44
Cultural Attractiveness	451	4.36

For descriptive statistic in cultural attractiveness factor, the highest mean score is the statement of C3 : The culture from cultural design product is interesting and C5 : The culture from cultural design product is high-valued, with the mean of 4.44. Followed by C2 : The culture from cultural design product is charming, with the mean of 4.40. These are the top statements that have higher mean score than overall cultural attractiveness score which is 4.36. The rest is C1 : The culture from cultural design product has appealing story and C4 : The culture from cultural design product is fashionable, with the mean of 4.29 and 4.23 respectively.

This table shows that the majority of respondents are thinking that cultural design product is interesting, high-valued and charming. However, the respondents agree less that cultural product design has an appealing story and is fashionable. Hence, it can be implied that cultural design product has cultural attractiveness, it is accepted as high-valued product with charming and interesting stories but it may not appeal to them and still be considered old-fashioned.

Table 4.16 Perceived Risk

Perceived Risk	N	Mean
PR1 : I am afraid that the cultural design product might not practical.	451	2.41
PR2 : I am afraid that the cultural design product might harm physical health.	451	2.07
PR3 : I am afraid that the cultural design product might not worth for money.	451	2.39
PR4 : I am afraid that the cultural design product might lower social status.	451	1.98
PR5 : I am afraid that the cultural design product might not support local company.	451	2.21
Perceived Risk	451	2.21

For descriptive statistic in perceived risk factor, the highest mean score is the statement of PR1 : I am afraid that the cultural design product might not practical, with the mean of 2.41. Followed by, PR3 : I am afraid that the cultural design product might not worth for money, with the mean of 2.39 and PR5 : I am afraid that the cultural design product might not support local company, with the mean of 2.21. These are the top statements that have similar and higher mean score than overall perceived risk score which is 2.21. The rest is PR2 : I am afraid that the cultural design product might harm physical health and PR4 : I am afraid that the cultural design product might lower social status, with the mean of 2.07 and 1.98 respectively.

This table shows that the majority of respondents are afraid that cultural design product might not be practical, worth money and not support local companies, and less afraid that cultural design product will harm their physical health and lower their status. Therefore, it can be implied that there are risk in some aspect, cultural design product's perception is not good in product quality and they concern that it will not really support the locals as they expected to. Between, they quite trust in product safety and its value for their social status.

Table 4.17 Repurchase Intention

Repurchase Intention	N	Mean
RI1 : I want to buy cultural design product.	451	4.33
RI2 : I will buy cultural design product when I have a chance.	451	4.22
RI3 : I am willing to pay extra money for cultural design product.	451	4.17
RI4 : I think it's a good idea to buy cultural design product.	451	4.34
RI5 : I intend to buy more cultural design product.	451	4.33
Repurchase Intention	451	4.28

For descriptive statistic in repurchase intention factor, the highest mean score is the statement of RI4 : I think it's a good idea to buy cultural design product, with the mean of 4.34. Followed by, RI1 : I want to buy cultural design product and RI5 : I intend to buy more cultural design product, with the mean of 4.33 equally. These are the top statements that have similar and higher mean score than overall repurchase intention score which is 4.28. The rest is RI2 : I will buy cultural design product when I have a chance, and RI3 : I am willing to pay extra money for cultural design product, with the mean of 4.22 and 4.17 respectively.

This table shows that the majority of respondents think it's a good idea to buy cultural product, willing to buy and consider to buy more in the future. But they still not confirmed that they will buy when they have a chance or pay more for the product. Therefore, it can be implied that the respondents have repurchase intention and believe in the choice of buying cultural product, but only if they really want to get the product, not every time that they have a chance to.

Table 4.18 Overall Descriptive Statistic

Overall Descriptive Statistic	N of items	Mean
Attitude toward product	5	4.27
Subjective norm	5	4.14
Perceived behavioral control	4	4.32
Product Design	5	4.33
Cultural Attractiveness	5	4.36
Perceived Risk	5	2.21
Repurchase Intention	5	4.28

The table of overall descriptive statistic shows that people mostly agree with the statements of cultural attractiveness with the overall mean score of 4.36, followed by product design and perceived behavioral control which is 4.33 and 4.32 respectively. Hence, descriptive statistic show that cultural attractiveness is the most considered factor toward cultural design product. However, this is only from descriptive statistic aspect, still it should be look further in another analysis.

4.4 T-Test Analysis

T-Test Analysis is used for analyze and evaluate the difference between 2 subgroups.

In this research, it concludes gender, purpose of buying and marital status factor.

Table 4.19 Attitude toward product - Gender Factor

Independent Samples Test						
Attitude toward product - Gender Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
A1 : I like the image of cultural design product.	Equal variances assumed	.007	.932	-3.351	449	.001
	Equal variances not assumed			-3.208	272.804	.001
A2 : I can rely on cultural design product to deliver outstanding quality.	Equal variances assumed	3.918	.048	-2.150	449	.032
	Equal variances not assumed			-2.109	291.052	.036
A3 : I think cultural design product provide a good benefit to society.	Equal variances assumed	4.116	.043	2.752	449	.006
	Equal variances not assumed			2.557	252.476	.011
A4 : I think cultural design product represent a good value for the money.	Equal variances assumed	8.279	.004	3.395	449	.001
	Equal variances not assumed			3.266	276.196	.001

Table 4.19Attitude toward product - Gender Factor (cont.)

Group Statistics					
Attitude toward product - Gender Factor	Gender	N	Mean	Std. Deviation	Std. Error Mean
A1 : I like the image of cultural design product.	Male	153	4.25	.691	.056
	Female	298	4.46	.603	.035
A2 : I can rely on cultural design product to deliver outstanding quality.	Male	153	4.06	.709	.057
	Female	298	4.20	.668	.039
A3 : I think cultural design product provide a good benefit to society.	Male	153	4.54	.743	.060
	Female	298	4.37	.589	.034
A4 : I think cultural design product represent a good value for the money.	Male	153	4.39	.804	.065
	Female	298	4.13	.712	.041

According to the survey, this study has 451 respondents, there are 298 females and 153 males. For T-Test analysis in attitude toward product with gender factor, it shows the differences among gender male and female of four statements which are A1 : I like the image of cultural design product, A2 : I can rely on cultural design product to deliver outstanding quality, A3 : I think cultural design product provide a good benefit to society, and A4 : I think cultural design product represent a good value for the money.

For A1 statement, the result shows sig. equal to 0.932 and and sig (2-tailed) in the first row is 0.001 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of female is higher than male, so female tend to like the image of cultural design product more than male.

For A2 statement, the result shows sig. equal to 0.048 and and sig (2-tailed) in the second row is 0.036 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of female is higher than male, so female tend to rely on cultural design product to deliver outstanding quality more than male.

For A3 statement, the result shows sig. equal to 0.043 and and sig (2-tailed) in the second row is 0.011 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of male is higher than female, so male tend to think cultural design product provide a good benefit to society more than female.

For A4 statement, the result shows sig. equal to 0.004 and and sig (2-tailed) in the second row is 0.001 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of male is higher than female, so male tend to think cultural design product represent a good value for the money more than female.

Table 4.20 Subjective norm - Gender Factor

Independent Samples Test						
Subjective norm - Gender Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	Equal variances assumed	.167	.683	2.002	449	.046
	Equal variances not assumed			2.020	314.669	.044

Table 4.20 Subjective norm - Gender Factor (cont.)

Group Statistics					
Subjective norm - Gender Factor	Gender	N	Mean	Std. Deviation	Std. Error Mean
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	Male	153	4.42	.886	.072
	Female	298	4.24	.912	.053

For T-Test analysis in subjective norm with gender factor, it shows the differences among gender male and female of one statement which is SN3 : I subscribe to cultural design product's information more when people who are important to me do.

For SN3 statement, the result shows sig. equal to 0.683 and and sig (2-tailed) in the first row is 0.046 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of male is higher than female, so male tend to subscribe to cultural design product's information more when people who are important to them do more than female.

Table 4.21 Perceived behavioral control - Gender Factor

Independent Samples Test						
Perceived behavioral control - Gender Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
B1: I am confident I can buy cultural design product.	Equal variances assumed	2.307	.130	-2.442	449	.015
	Equal variances not assumed			-2.377	285.131	.018

Table 4.21 Perceived behavioral control - Gender Factor (cont.)

Independent Samples Test						
Perceived behavioral control - Gender Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
B2 : I find it's not hard to find the distribution channel to buy cultural design product.	Equal variances assumed	7.537	.006	-2.891	449	.004
	Equal variances not assumed			-2.835	290.831	.005
B3 : The decision to buy cultural design product is not beyond my control.	Equal variances assumed	.255	.614	3.153	449	.002
	Equal variances not assumed			3.157	307.747	.002

Group Statistics					
Perceived behavioral control - Gender Factor	Gender	N	Mean	Std. Deviation	Std. Error Mean
B1: I am confident I can buy cultural design product.	Male	153	4.11	.654	.053
	Female	298	4.26	.602	.035
B2 : I find it's not hard to find the distribution channel to buy cultural design product.	Male	153	4.10	.604	.049
	Female	298	4.27	.569	.033
B3 : The decision to buy cultural design product is not beyond my control.	Male	153	4.56	.668	.054
	Female	298	4.35	.670	.039

For T-Test analysis in perceived behavioral control with gender factor, it shows the differences among gender male and female of three statements which are B1: I am confident I can buy cultural design product, B2 : I find it's not hard to find the distribution channel to buy cultural design product, and B3 : The decision to buy cultural design product is not beyond my control.

For B1 statement, the result shows sig. equal to 0.130 and and sig (2-tailed) in the first row is 0.015 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of female is higher than male, so female tend to be confident that they can buy cultural design product more than male.

For B2 statement, the result shows sig. equal to 0.006 and and sig (2-tailed) in the second row is 0.005 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of female is higher than male, so female tend to find it's not hard to find the distribution channel to buy cultural design product more than male.

For B3 statement, the result shows sig. equal to 0.614 and and sig (2-tailed) in the first row is 0.002 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of male is higher than female, so male tend to think the decision to buy cultural design product is not beyond their control more than female.

Table 4.22 Product Design - Gender Factor

Independent Samples Test						
Product Design - Gender Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
D2 : Cultural design product can represent my style.	Equal variances assumed	.649	.421	2.741	449	.006
	Equal variances not assumed			2.757	311.843	.006

Table 4.22 Product Design - Gender Factor (cont.)

Group Statistics					
Product Design - Gender Factor	Gender	N	Mean	Std. Deviation	Std. Error Mean
D2 : Cultural design product can represent my style.	Male	153	4.34	.709	.057
	Female	298	4.14	.722	.042

For T-Test analysis in product design with gender factor, it shows the differences among gender male and female of one statement which is D2 : Cultural design product can represent my style.

For D2 statement, the result shows sig. equal to 0.421 and and sig (2-tailed) in the first row is 0.006 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of male is higher than female, so male tend to think that cultural design product can represent their style more than female.

Table 4.23 Cultural Attractiveness - Gender Factor

Independent Samples Test						
Cultural Attractiveness - Gender Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
C1 : The culture from cultural design product has appealing story.	Equal variances assumed	9.237	.003	-3.063	449	.002
	Equal variances not assumed			-3.057	304.928	.002
C4 : The culture from cultural design product is fashionable.	Equal variances assumed	.124	.725	-2.556	449	.011
	Equal variances not assumed			-2.419	264.722	.016

Table 4.23 Cultural Attractiveness - Gender Factor (cont.)

Independent Samples Test						
Cultural Attractiveness - Gender Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
C5 : The culture from cultural design product is high-valued.	Equal variances assumed	6.300	.012	-3.485	449	.001
	Equal variances not assumed			-3.263	257.537	.001

Group Statistics					
Cultural Attractiveness - Gender Factor	Gender	N	Mean	Std. Deviation	Std. Error Mean
C1 : The culture from cultural design product has appealing story.	Male	153	4.16	.612	.049
	Female	298	4.35	.608	.035
C4 : The culture from cultural design product is fashionable.	Male	153	4.10	.820	.066
	Female	298	4.29	.690	.040
C5 : The culture from cultural design product is high-valued.	Male	153	4.30	.708	.057
	Female	298	4.52	.576	.033

For T-Test analysis in cultural attractiveness with gender factor, it shows the differences among gender male and female of three statements which are C1 : The culture from cultural design product has appealing story, C4 : The culture from cultural design product is fashionable, and C5 : The culture from cultural design product is high-valued.

For C1 statement, the result shows sig. equal to 0.003 and and sig (2-tailed) in the second row is 0.002 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of female is

higher than male, so female tend to think that the culture from cultural design product has appealing story more than male.

For C4 statement, the result shows sig. equal to 0.725 and and sig (2-tailed) in the first row is 0.011 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of female is higher than male, so female tend to think that the culture from cultural design product is fashionable more than male.

For C5 statement, the result shows sig. equal to 0.012 and and sig (2-tailed) in the second row is 0.001 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of female is higher than male, so female tend to think that the culture from cultural design product is high-valued more than male.

Table 4.24 Perceived Risk - Gender Factor

Independent Samples Test						
Perceived Risk - Gender Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
PR2 : I am afraid that the cultural design product might harm physical health.	Equal variances assumed	16.101	.000	2.473	449	.014
	Equal variances not assumed			2.356	269.323	.019
PR3 : I am afraid that the cultural design product might not worth for money.	Equal variances assumed	2.073	.151	-2.710	449	.007
	Equal variances not assumed			-2.620	280.067	.009

Table 4.24 Perceived Risk - Gender Factor (cont.)

Group Statistics					
Perceived Risk - Gender Factor	Gender	N	Mean	Std. Deviation	Std. Error Mean
PR2 : I am afraid that the cultural design product might harm physical health.	Male	153	2.20	.906	.073
	Female	298	2.00	.778	.045
PR3 : I am afraid that the cultural design product might not worth for money.	Male	153	2.23	.956	.077
	Female	298	2.47	.861	.050

For T-Test analysis in perceived risk with gender factor, it shows the differences among gender male and female of two statements which are PR2 : I am afraid that the cultural design product might harm physical health, and PR3 : I am afraid that the cultural design product might not worth for money.

For PR2 statement, the result shows sig. equal to 0.000 and and sig (2-tailed) in the second row is 0.019 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of male is higher than female, so male tend to afraid that the cultural design product might harm physical health more than female.

For PR3 statement, the result shows sig. equal to 0.151 and and sig (2-tailed) in the first row is 0.007 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of female is higher than male, so female tend to afraid that the cultural design product might not worth for money more than male.

Table 4.25 Repurchase Intention - Gender Factor

Independent Samples Test						
Repurchase Intention - Gender Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
RI2 : I will buy cultural design product when I have a chance.	Equal variances assumed	29.512	.000	-3.953	449	.000
	Equal variances not assumed			-4.111	341.597	.000

Group Statistics					
Repurchase Intention - Gender Factor	Gender	N	Mean	Std. Deviation	Std. Error Mean
RI2 : I will buy cultural design product when I have a chance.	Male	153	4.06	.553	.045
	Female	298	4.30	.625	.036

For T-Test analysis in repurchase intention with gender factor, it shows the differences among gender male and female of one statement which is RI2 : I will buy cultural design product when I have a chance.

For RI2 statement, the result shows sig. equal to 0.000 and and sig (2-tailed) in the second row is 0.000 (sig<0.05), which means there is the difference between gender male and female in this statement. The result shows the mean score of female is higher than male, so female tend to be more willing to buy cultural design product when they have a chance more than male.

Table 4.26 Attitude toward product - Purpose of buying Factor

Independent Samples Test						
Attitude toward product - Purpose of buying Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
A3 : I think cultural design product provide a good benefit to society.	Equal variances assumed	12.065	.001	2.489	449	.013
	Equal variances not assumed			3.087	50.997	.003
A4 : I think cultural design product represent a good value for the money.	Equal variances assumed	6.808	.009	2.361	449	.019
	Equal variances not assumed			2.692	48.451	.010

Group Statistics					
Attitude toward product - Purpose of buying Factor	Buy for own use	N	Mean	Std. Deviation	Std. Error Mean
A3 : I think cultural design product provide a good benefit to society.	Yes	412	4.45	.658	.032
	No	39	4.18	.506	.081
A4 : I think cultural design product represent a good value for the money.	Yes	412	4.25	.758	.037
	No	39	3.95	.647	.104

For T-Test analysis in attitude toward product with purpose of buying factor, it shows the differences among group of buy for own use and for other of two statements which are A3 : I think cultural design product provide a good benefit to society, and A4 : I think cultural design product represent a good value for the money.

For A3 statement, the result shows sig. equal to 0.001 and and sig (2-tailed) in the second row is 0.003 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to think cultural design product provide a good benefit to society more than buy-for-other respondents.

For A4 statement, the result shows sig. equal to 0.009 and and sig (2-tailed) in the second row is 0.010 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to think cultural design product represent a good value for the money more than buy-for-other respondents.

Table 4.27 Subjective norm - Purpose of buying Factor

Independent Samples Test						
Subjective norm - Purpose of buying Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
SN1 : I buy cultural design product as people who are important to me do.	Equal variances assumed	7.095	.008	2.875	449	.004
	Equal variances not assumed			2.465	43.100	.018
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	Equal variances assumed	4.536	.034	3.352	449	.001
	Equal variances not assumed			2.642	42.129	.012

Table 4.27 Subjective norm - Purpose of buying Factor (cont.)

Independent Samples Test						
Subjective norm - Purpose of buying Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	Equal variances assumed	.263	.608	3.794	449	.000
	Equal variances not assumed			3.369	43.568	.002
SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me.	Equal variances assumed	.443	.506	2.637	449	.009
	Equal variances not assumed			2.324	43.465	.025

Group Statistics					
Subjective norm - Purpose of buying Factor	Buy for own use	N	Mean	Std. Deviation	Std. Error Mean
SN1 : I buy cultural design product as people who are important to me do.	Yes	412	3.89	1.036	.051
	No	39	3.38	1.248	.200
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	Yes	412	4.35	.868	.043
	No	39	3.85	1.159	.186
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	Yes	412	4.42	.814	.040
	No	39	3.90	.940	.151

Table 4.27 Subjective norm - Purpose of buying Factor (cont.)

Group Statistics					
Subjective norm - Purpose of buying Factor	Buy for own use	N	Mean	Std. Deviation	Std. Error Mean
SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me.	Yes	412	4.29	.821	.040
	No	39	3.92	.957	.153

For T-Test analysis in subjective norm with purpose of buying factor, it shows the differences among group of buy for own use and for other of four statements which are SN1 : I buy cultural design product as people who are important to me do, SN3 : I subscribe to cultural design product's information more when people who are important to me do, SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me, and SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me.

For SN1 statement, the result shows sig. equal to 0.008 and and sig (2-tailed) in the second row is 0.018 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to buy cultural design product as people who are important to them do more than buy-for-other respondents.

For SN3 statement, the result shows sig. equal to 0.034 and and sig (2-tailed) in the second row is 0.012 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to subscribe to cultural design product's information more when people who are important to them do more than buy-for-other respondents.

For SN4 statement, the result shows sig. equal to 0.608 and and sig (2-tailed) in the first row is 0.000 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to be

willing to buy cultural design product more when people who are important to them recommend them more than buy-for-other respondents.

For SN5 statement, the result shows sig. equal to 0.506 and and sig (2-tailed) in the first row is 0.009 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to make a decision to buy cultural design product easier when people who are important to them recommend them more than buy-for-other respondents.

Table 4.28 Product Design - Purpose of buying Factor

Independent Samples Test						
Product Design - Purpose of buying Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
D2 : Cultural design product can represent my style.	Equal variances assumed	2.302	.130	3.816	449	.000
	Equal variances not assumed			3.193	42.802	.003
D4 : Cultural design product can solve my needs.	Equal variances assumed	.000	.982	3.154	449	.002
	Equal variances not assumed			2.557	42.433	.014
D5 : Cultural design product is practical.	Equal variances assumed	1.463	.227	2.386	449	.017
	Equal variances not assumed			2.494	46.378	.016

Table 4.28 Product Design - Purpose of buying Factor (cont.)

Group Statistics					
Product Design - Purpose of buying Factor	Buy for own use	N	Mean	Std. Deviation	Std. Error Mean
D2 : Cultural design product can represent my style.	Yes	412	4.25	.696	.034
	No	39	3.79	.864	.138
D4 : Cultural design product can solve my needs.	Yes	412	4.39	.677	.033
	No	39	4.03	.873	.140
D5 : Cultural design product is practical.	Yes	412	4.48	.692	.034
	No	39	4.21	.656	.105

For T-Test analysis in product design with purpose of buying factor, it shows the differences among group of buy for own use and for other of three statements which are D2 : Cultural design product can represent my style, D4 : Cultural design product can solve my needs, and D5 : Cultural design product is practical.

For D2 statement, the result shows sig. equal to 0.130 and and sig (2-tailed) in the first row is 0.000 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to think cultural design product can represent their style more than buy-for-other respondents.

For D4 statement, the result shows sig. equal to 0.982 and and sig (2-tailed) in the first row is 0.002 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to think cultural design product can solve their needs more than buy-for-other respondents.

For D5 statement, the result shows sig. equal to 0.227 and and sig (2-tailed) in the first row is 0.017 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of

buy for own use is higher than buy for other, so buy-for-own-use respondents tend to think cultural design product is practical more than buy-for-other respondents.

Table 4.29 Cultural Attractiveness - Purpose of buying Factor

Independent Samples Test						
Cultural Attractiveness - Purpose of buying Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
C3 : The culture from cultural design product is interesting.	Equal variances assumed	.054	.817	1.989	449	.047
	Equal variances not assumed			1.882	44.533	.066

Group Statistics					
Cultural Attractiveness - Purpose of buying Factor	Buy for own use	N	Mean	Std. Deviation	Std. Error Mean
C3 : The culture from cultural design product is interesting.	Yes	412	4.46	.596	.029
	No	39	4.26	.637	.102

For T-Test analysis in cultural attractiveness with purpose of buying factor, it shows the differences among group of buy for own use and for other of one statement which is C3 : The culture from cultural design product is interesting.

For C3 statement, the result shows sig. equal to 0.817 and and sig (2-tailed) in the first row is 0.047 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to think the culture from cultural design product is interesting more than buy-for-other respondents.

Table 4.30 Perceived Risk - Purpose of buying Factor

Independent Samples Test						
Perceived Risk - Purpose of buying Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
PR1 : I am afraid that the cultural design product might not practical.	Equal variances assumed	2.035	.154	-3.536	449	.000
	Equal variances not assumed			-3.061	43.228	.004
PR3 : I am afraid that the cultural design product might not worth for money.	Equal variances assumed	1.321	.251	-3.169	449	.002
	Equal variances not assumed			-3.405	46.989	.001
PR4 : I am afraid that the cultural design product might lower social status.	Equal variances assumed	7.581	.006	-4.303	449	.000
	Equal variances not assumed			-3.515	42.519	.001
PR5 : I am afraid that the cultural design product might not support local company.	Equal variances assumed	1.531	.217	-2.123	449	.034
	Equal variances not assumed			-1.973	44.239	.055

Table 4.30 Perceived Risk - Purpose of buying Factor (cont.)

Group Statistics					
Perceived Risk - Purpose of buying Factor	Buy for own use	N	Mean	Std. Deviation	Std. Error Mean
PR1 : I am afraid that the cultural design product might not practical.	Yes	412	2.37	.784	.039
	No	39	2.85	.933	.149
PR3 : I am afraid that the cultural design product might not worth for money.	Yes	412	2.35	.898	.044
	No	39	2.82	.823	.132
PR4 : I am afraid that the cultural design product might lower social status.	Yes	412	1.93	.820	.040
	No	39	2.54	1.047	.168
PR5 : I am afraid that the cultural design product might not support local company.	Yes	412	2.18	.936	.046
	No	39	2.51	1.023	.164

For T-Test analysis in perceived risk with purpose of buying factor, it shows the differences among group of buy for own use and for other of four statements which are PR1 : I am afraid that the cultural design product might not practical, PR3 : I am afraid that the cultural design product might not worth for money, PR4 : I am afraid that the cultural design product might lower social status, and PR5 : I am afraid that the cultural design product might not support local company.

For PR1 statement, the result shows sig. equal to 0.154 and and sig (2-tailed) in the first row is 0.000 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for other is higher than buy for own use, so buy-for-other respondents tend to afraid that the cultural design product might not practical more than buy-for-own-use respondents.

For PR3 statement, the result shows sig. equal to 0.251 and and sig (2-tailed) in the first row is 0.002 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of

buy for other is higher than buy for own use, so buy-for-other respondents tend to afraid that the cultural design product might not worth for money more than buy-for-own-use respondents.

For PR4 statement, the result shows sig. equal to 0.006 and and sig (2-tailed) in the second row is 0.001 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for other is higher than buy for own use, so buy-for-other respondents tend to afraid that the cultural design product might lower social status more than buy-for-own-use respondents.

For PR5 statement, the result shows sig. equal to 0.217 and and sig (2-tailed) in the first row is 0.034 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for other is higher than buy for own use, so buy-for-other respondents tend to afraid that the cultural design product might not support local company more than buy-for-own-use respondents.

Table 4.31 Repurchase Intention - Purpose of buying Factor

Independent Samples Test						
Repurchase Intention - Purpose of buying Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
RI1 : I want to buy cultural design product.	Equal variances assumed	10.505	.001	3.611	449	.000
	Equal variances not assumed			3.512	44.992	.001
RI2 : I will buy cultural design product when I have a chance.	Equal variances assumed	.766	.382	3.436	449	.001
	Equal variances not assumed			2.801	42.496	.008

Table 4.31 Repurchase Intention - Purpose of buying Factor (cont.)

Independent Samples Test						
Repurchase Intention - Purpose of buying Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
RI3 : I am willing to pay extra money for cultural design product.	Equal variances assumed	7.984	.005	4.153	449	.000
	Equal variances not assumed			3.252	42.058	.002
RI5 : I intend to buy more cultural design product.	Equal variances assumed	9.046	.003	5.161	449	.000
	Equal variances not assumed			3.974	41.889	.000

Group Statistics					
Repurchase Intention - Purpose of buying Factor	Buy for own use	N	Mean	Std. Deviation	Std. Error Mean
RI1 : I want to buy cultural design product.	Yes	412	4.37	.646	.032
	No	39	3.97	.668	.107
RI2 : I will buy cultural design product when I have a chance.	Yes	412	4.25	.588	.029
	No	39	3.90	.754	.121
RI3 : I am willing to pay extra money for cultural design product.	Yes	412	4.22	.845	.042
	No	39	3.62	1.138	.182
RI5 : I intend to buy more cultural design product.	Yes	412	4.39	.722	.036
	No	39	3.74	.993	.159

For T-Test analysis in repurchase intention with purpose of buying factor, it shows the differences among group of buy for own use and for other of four statements

which are RI1 : I want to buy cultural design product, RI2 : I will buy cultural design product when I have a chance, RI3 : I am willing to pay extra money for cultural design product, and RI5 : I intend to buy more cultural design product.

For RI1 statement, the result shows sig. equal to 0.001 and and sig (2-tailed) in the second row is 0.001 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to want to buy cultural design product more than buy-for-other respondents.

For RI2 statement, the result shows sig. equal to 0.382 and and sig (2-tailed) in the first row is 0.001 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to buy cultural design product when they have a chance more than buy-for-other respondents.

For RI3 statement, the result shows sig. equal to 0.005 and and sig (2-tailed) in the second row is 0.002 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to be willing to pay extra money for cultural design product more than buy-for-other respondents.

For RI5 statement, the result shows sig. equal to 0.003 and and sig (2-tailed) in the second row is 0.000 (sig<0.05), which means there is the difference between group of buy for own use and for other in this statement. The result shows the mean score of buy for own use is higher than buy for other, so buy-for-own-use respondents tend to buy more cultural design product more than buy-for-other respondents.

Table 4.32 Attitude toward product - Marital Status Factor

Independent Samples Test						
Attitude toward product - Marital Status Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
A4 : I think cultural design product represent a good value for the money.	Equal variances assumed	7.746	.006	-2.883	449	.004
	Equal variances not assumed			-2.844	390.877	.005

Group Statistics					
Attitude toward product - Marital Status Factor	MS	N	Mean	Std. Deviation	Std. Error Mean
A4 : I think cultural design product represent a good value for the money.	Single	258	4.13	.715	.045
	Married	193	4.34	.788	.057

For T-Test analysis in attitude toward product with marital status factor, it shows the differences among group of single and married status of one statement which is A4 : I think cultural design product represent a good value for the money.

For A4 statement, the result shows sig. equal to 0.006 and and sig (2-tailed) in the second row is 0.005 (sig<0.05), which means there is the difference between single and married status in this statement. The result shows the mean score of married is higher than single, so married respondents tend to think cultural design product represent a good value for the money more than single respondents.

Table 4.33 Subjective Norm - Marital Status Factor

Independent Samples Test						
Subjective Norm - Marital Status Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	Equal variances assumed	.268	.605	-2.659	449	.008
	Equal variances not assumed			-2.626	393.391	.009

Group Statistics					
Subjective Norm - Marital Status Factor	MS	N	Mean	Std. Deviation	Std. Error Mean
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	Single	258	4.29	.801	.050
	Married	193	4.50	.873	.063

For T-Test analysis in subjective norm with marital status factor, it shows the differences among group of single and married status of one statement which is SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.

For SN4 statement, the result shows sig. equal to 0.605 and and sig (2-tailed) in the first row is 0.008 (sig<0.05), which means there is the difference between single and married status in this statement. The result shows the mean score of married is higher than single, so marrried respondents tend to be willing to buy cultural design product more when people who are important to them recommend them more than single respondents.

Table 4.34 Perceived behavioral control - Marital Status Factor

Independent Samples Test						
Perceived behavioral control - Marital Status Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
B3 : The decision to buy cultural design product is not beyond my control.	Equal variances assumed	1.914	.167	-3.499	449	.001
	Equal variances not assumed			-3.572	439.435	.000
B4 : The decision to buy cultural design product is entirely up to me.	Equal variances assumed	.017	.896	-4.331	449	.000
	Equal variances not assumed			-4.372	427.076	.000

Group Statistics					
Perceived behavioral control - Marital Status Factor	MS	N	Mean	Std. Deviation	Std. Error Mean
B3 : The decision to buy cultural design product is not beyond my control.	Single	258	4.32	.707	.044
	Married	193	4.54	.612	.044
B4 : The decision to buy cultural design product is entirely up to me.	Single	258	4.33	.603	.038
	Married	193	4.58	.564	.041

For T-Test analysis in perceived behavioral control with marital status factor, it shows the differences among group of single and married status of two statements which are B3 : The decision to buy cultural design product is not beyond my control, and B4 : The decision to buy cultural design product is entirely up to me.

For B3 statement, the result shows sig. equal to 0.167 and and sig (2-tailed) in the first row is 0.001 (sig<0.05), which means there is the difference between single and married status in this statement. The result shows the mean score of married is

higher than single, so marrried respondents tend to think that the decision to buy cultural design product is not beyond their control more than single respondents.

For B4 statement, the result shows sig. equal to 0.896 and and sig (2-tailed) in the first row is 0.000 (sig<0.05), which means there is the difference between single and married status in this statement. The result shows the mean score of married is higher than single, so marrried respondents tend to think that the decision to buy cultural design product is entirely up to them more than single respondents.

Table 4.35 Product Design - Marital Status Factor

Independent Samples Test						
Product Design - Marital Status Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
D2 : Cultural design product can represent my style.	Equal variances assumed	3.217	.074	-3.926	449	.000
	Equal variances not assumed			-3.929	414.794	.000

Group Statistics					
Product Design - Marital Status Factor	MS	N	Mean	Std. Deviation	Std. Error Mean
D2 : Cultural design product can represent my style.	Single	258	4.10	.713	.044
	Married	193	4.36	.709	.051

For T-Test analysis in product design with marital status factor, it shows the differences among group of single and married status of one statement which is D2 : Cultural design product can represent my style.

For D2 statement, the result shows sig. equal to 0.074 and and sig (2-tailed) in the first row is 0.000 (sig<0.05), which means there is the difference between single and married status in this statement. The result shows the mean score of married is higher than single, so married respondents tend to think that cultural design product can represent their style more than single respondents.

Table 4.36 Cultural Attractiveness - Marital Status Factor

Independent Samples Test						
Cultural Attractiveness - Marital Status Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
C1 : The culture from cultural design product has appealing story.	Equal variances assumed	5.660	.018	2.999	449	.003
	Equal variances not assumed			2.999	413.800	.003
C3 : The culture from cultural design product is interesting.	Equal variances assumed	1.385	.240	-2.106	449	.036
	Equal variances not assumed			-2.093	404.565	.037

Group Statistics					
Cultural Attractiveness - Marital Status Factor	MS	N	Mean	Std. Deviation	Std. Error Mean
C1 : The culture from cultural design product has appealing story.	Single	258	4.36	.610	.038
	Married	193	4.19	.609	.044
C3 : The culture from cultural design product is interesting.	Single	258	4.39	.589	.037
	Married	193	4.51	.613	.044

For T-Test analysis in cultural attractiveness with marital status factor, it shows the differences among group of single and married status of two statements which are C1 : The culture from cultural design product has appealing story, and C3 : The culture from cultural design product is interesting.

For C1 statement, the result shows sig. equal to 0.018 and and sig (2-tailed) in the second row is 0.003 (sig<0.05), which means there is the difference between single and married status in this statement. The result shows the mean score of single is higher than married, so single respondents tend to think that the culture from cultural design product has appealing story more than married respondents.

For C3 statement, the result shows sig. equal to 0.240 and and sig (2-tailed) in the first row is 0.036 (sig<0.05), which means there is the difference between single and married status in this statement. The result shows the mean score of married is higher than single, so married respondents tend to think that the culture from cultural design product is interesting more than single respondents.

Table 4.37 Perceived Risk - Marital Status Factor

Independent Samples Test						
Perceived Risk - Marital Status Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
PR1 : I am afraid that the cultural design product might not practical.	Equal variances assumed	62.724	.000	4.328	449	.000
	Equal variances not assumed			4.599	439.183	.000

Table 4.37 Perceived Risk - Marital Status Factor (cont.)

Independent Samples Test						
Perceived Risk - Marital Status Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
PR3 : I am afraid that the cultural design product might not worth for money.	Equal variances assumed	.333	.564	4.861	449	.000
	Equal variances not assumed			4.800	393.039	.000
PR4 : I am afraid that the cultural design product might lower social status.	Equal variances assumed	1.316	.252	3.138	449	.002
	Equal variances not assumed			3.123	405.781	.002
PR5 : I am afraid that the cultural design product might not support local company.	Equal variances assumed	43.351	.000	3.021	449	.003
	Equal variances not assumed			3.181	446.112	.002

Group Statistics					
Perceived Risk - Marital Status Factor	MS	N	Mean	Std. Deviation	Std. Error Mean
PR1 : I am afraid that the cultural design product might not practical.	Single	258	2.55	.916	.057
	Married	193	2.23	.586	.042
PR3 : I am afraid that the cultural design product might not worth for money.	Single	258	2.56	.845	.053
	Married	193	2.16	.922	.066
PR4 : I am afraid that the cultural design product might lower social status.	Single	258	2.09	.836	.052
	Married	193	1.84	.866	.062

Table 4.37 Perceived Risk - Marital Status Factor (cont.)

Group Statistics					
Perceived Risk - Marital Status Factor	MS	N	Mean	Std. Deviation	Std. Error Mean
PR5 : I am afraid that the cultural design product might not support local company.	Single	258	2.32	1.066	.066
	Married	193	2.05	.734	.053

For T-Test analysis in perceived risk with marital status factor, it shows the differences among group of single and married status of four statements which are PR1 : I am afraid that the cultural design product might not practical, PR3 : I am afraid that the cultural design product might not worth for money, PR4 : I am afraid that the cultural design product might lower social status, and PR5 : I am afraid that the cultural design product might not support local company.

For PR1 statement, the result shows sig. equal to 0.000 and and sig (2-tailed) in the second row is 0.000 (sig<0.05), which means there is the difference between single and married status in this statement. The result shows the mean score of single is higher than married, so single respondents tend to afraid that the cultural design product might not practical more than married respondents.

For PR3 statement, the result shows sig. equal to 0.564 and and sig (2-tailed) in the first row is 0.000 (sig<0.05), which means there is the difference between single and married status in this statement. The result shows the mean score of single is higher than married, so single respondents tend to afraid that the cultural design product might not worth for money more than married respondents.

For PR4 statement, the result shows sig. equal to 0.252 and and sig (2-tailed) in the first row is 0.002 (sig<0.05), which means there is the difference between single and married status in this statement. The result shows the mean score of single is higher than married, so single respondents tend to afraid that the cultural design product might lower social status more than married respondents.

For PR5 statement, the result shows sig. equal to 0.000 and and sig (2-tailed) in the second row is 0.002 (sig<0.05), which means there is the difference between

single and married status in this statement. The result shows the mean score of single is higher than married, so single respondents tend to afraid that the cultural design product might not support local company more than married respondents.

Table 4.38 Repurchase Intention - Marital Status Factor

Independent Samples Test						
Repurchase Intention - Marital Status Factor		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
RI3 : I am willing to pay extra money for cultural design product.	Equal variances assumed	1.289	.257	-3.029	449	.003
	Equal variances not assumed			-3.118	445.648	.002

Group Statistics					
Repurchase Intention - Marital Status Factor	MS	N	Mean	Std. Deviation	Std. Error Mean
RI3 : I am willing to pay extra money for cultural design product.	Single	258	4.06	.952	.059
	Married	193	4.32	.776	.056

For T-Test analysis in repurchase intention with marital status factor, it shows the differences among group of single and married status of one statement which is RI3 : I am willing to pay extra money for cultural design product.

For RI3 statement, the result shows sig. equal to 0.257 and and sig (2-tailed) in the first row is 0.003 (sig<0.05), which means there is the difference between single and married status in this statement. The result shows the mean score of married is

higher than single, so married respondents tend to be willing to pay extra money for cultural design product more than single respondents.

4.5 One-Way ANOVA

One-way ANOVA is used to analyze a significant difference (sig. < 0.05) in more than two subgroups, including cultural design product type, distributor, culture area, age, education, and income.

Table 4.39 Attitude toward Product compare with cultural design product type

ANOVA						
Attitude toward Product compare with cultural design product type		Sum of Squares	df	Mean Square	F	Sig.
A1 : I like the image of cultural design product.	Between Groups	7.319	3	2.440	6.134	.000
	Within Groups	177.777	447	.398		
	Total	185.095	450			
A3 : I think cultural design product provide a good benefit to society.	Between Groups	3.439	3	1.146	2.743	.043
	Within Groups	186.822	447	.418		
	Total	190.262	450			
A5 : I prefer to buy cultural design product rather than other product.	Between Groups	17.282	3	5.761	8.051	.000
	Within Groups	319.853	447	.716		

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P1	(J) P1	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
A1 : I like the image of cultural design product.	Daily uses	Clothing	-.36138*	.08599	.000	-.5892	-.1335
		Accessory	-.24962*	.08796	.028	-.4827	-.0165

Table 4.39 Attitude toward Product compare with cultural design product type (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P1	(J) P1	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
A3 : I think cultural design product provide a good benefit to society.	Home decorations	Daily uses	.24912*	.08878	.031	.0138	.4844
A5 : I prefer to buy cultural design product rather than other product.	Daily uses	Clothing	-.32971*	.11534	.027	-.6354	-.0241
		Home decorations	-.33509*	.11617	.025	-.6429	-.0272
		Accessory	-.57914*	.11799	.000	-.8918	-.2665

From the data of attitude toward product compared with cultural design product type, for A1 : I like the image of cultural design product statement, it shows significant difference with the sig of 0.000 between daily uses, clothing and accessory. According to the Bonferroni table, it shows that subgroup of daily uses tend to like the image of cultural design product less than clothing and accessory subgroup with the mean difference of 0.36138 and 0.24962 respectively.

For A3 : I think cultural design product provide a good benefit to society statement, it shows significant difference with the sig of 0.043 between home decorations and daily uses. According to the Bonferroni table, it shows that subgroup of home decorations tend to think cultural design product provide a good benefit to society more than daily uses subgroup with the mean difference of 0.24912.

For A5 : I prefer to buy cultural design product rather than other product statement, it shows significant difference with the sig of 0.000 between daily uses, clothing, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of daily uses tend to prefer buying cultural design product rather than

other product the least among other subgroups, followed by clothing, home decorations and accessory subgroup with the mean difference of 0.32971, 0.33509 and0.57914 respectively.

Table 4.40 Subjective Norm compare with cultural design product type

ANOVA						
Subjective Norm compare with cultural design product type		Sum of Squares	df	Mean Square	F	Sig.
SN1 : I buy cultural design product as people who are important to me do.	Between Groups	21.562	3	7.187	6.581	.000
	Within Groups	488.186	447	1.092		
	Total	509.747	450			
SN2 : I am interested in cultural design product more when people who are important to me do.	Between Groups	10.847	3	3.616	5.558	.001
	Within Groups	290.781	447	.651		
	Total	301.627	450			
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	Between Groups	12.380	3	4.127	5.161	.002
	Within Groups	357.394	447	.800		
	Total	369.774	450			
SN4 : I'm willing to buy cultural design product more when people who are important to me	Between Groups	12.802	3	4.267	6.293	.000
	Within Groups	303.118	447	.678		
	Total	315.920	450			

Table 4.40 Subjective Norm compare with cultural design product type (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P1	(J) P1	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
SN1 : I buy cultural design product as people who are important to me do.	Daily uses	Clothing	-.49338*	.14249	.004	-.8710	-.1158
		Home decorations	-.44956*	.14352	.011	-.8299	-.0692
		Accessory	-.61147*	.14576	.000	-.9978	-.2252
SN2 : I am interested in cultural design product more when people who are important to me do.	Accessory	Clothing	.31567*	.10514	.017	.0370	.5943
		Home decorations	.35357*	.10597	.006	.0728	.6344
		Daily uses	.39962*	.11250	.003	.1015	.6977
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	Daily uses	Clothing	-.33625*	.12192	.036	-.6593	-.0132
		Accessory	-.48055*	.12472	.001	-.8111	-.1500
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	Daily uses	Home decorations	-.42632*	.11309	.001	-.7260	-.1266
		Accessory	-.44417*	.11486	.001	-.7486	-.1398

From the data of subjective norm compared with cultural design product type, for SN1 : I buy cultural design product as people who are important to me do statement, it shows significant difference with the sig of 0.000 between daily uses, clothing, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of daily uses tend to buy cultural design product as people who are important to them do the least among other subgroups, followed by clothing, home decorations and accessory subgroup with the mean difference of 0.49338, 0.44956 and 0.61147 respectively.

For SN2 : I am interested in cultural design product more when people who are important to me do statement, it shows significant difference with the sig of 0.001 between daily uses, clothing, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of accessory tend to interested in cultural design product more when people who are important to them do the most among other subgroups, followed by clothing, home decorations and daily uses subgroup with the mean difference of 0.31567, 0.35357 and 0.39962 respectively.

For SN3 : I subscribe to cultural design product's information more when people who are important to me do statement, it shows significant difference with the sig of 0.002 between daily uses, clothing and accessory. According to the Bonferroni table, it shows that subgroup of daily uses tend to subscribe to cultural design product's information more when people who are important to them do less than clothing and accessory subgroup with the mean difference of 0.33625 and 0.48055 respectively.

For SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me statement, it shows significant difference with the sig of 0.000 between daily uses, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of daily uses tend to be willing to buy cultural design product more when people who are important to them do less than home decorations and accessory subgroup with the mean difference of 0.42632 and 0.44417 respectively.

Table 4.41 Perceived Behavioral control with cultural design product type

ANOVA						
Perceived Behavioral control with cultural design product type		Sum of Squares	df	Mean Square	F	Sig.
B1: I am confident I can buy cultural design product.	Between Groups	19.180	3	6.393	18.342	.000
	Within Groups	155.809	447	.349		
	Total	174.989	450			
B2 : I find it's not hard to find the distribution channel to buy cultural design product.	Between Groups	4.508	3	1.503	4.480	.004
	Within Groups	149.900	447	.335		
	Total	154.408	450			
B4 : The decision to buy cultural design product is entirely up to me.	Between Groups	4.419	3	1.473	4.207	.006
	Within Groups	156.530	447	.350		
	Total	160.949	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P1	(J) P1	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
B1: I am confident I can buy cultural design product.	Accessory	Clothing	.25086*	.07696	.007	.0469	.4548
		Home decorations	.40060*	.07757	.000	.1950	.6062
		Daily uses	.58261*	.08235	.000	.3644	.8008
	Daily uses	Clothing	-.33175*	.08050	.000	-.5451	-.1184

Table 4.41 Perceived Behavioral control with cultural design product type (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P1	(J) P1	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
B2 : I find it's not hard to find the distribution channel to buy cultural design product.	Accessory	Daily uses	.24774*	.08077	.014	.0337	.4618
B4 : The decision to buy cultural design product is entirely up to me.	Accessory	Clothing	.27391*	.07714	.003	.0695	.4783

From the data of perceived behavioral control compared with cultural design product type, for B1: I am confident I can buy cultural design product statement, it shows significant difference with the sig of 0.000 between daily uses, clothing, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of accessory tend to be confident that they can buy cultural design product the most among other subgroups, followed by clothing, home decorations and daily uses subgroup with the mean difference of 0.25086, 0.40060 and 0.58261 respectively. Moreover, it shows that subgroup of daily uses tend to be confident that they can buy cultural design product less than clothing subgroup with the mean difference of 0.33175.

For B2 : I find it's not hard to find the distribution channel to buy cultural design product statement, it shows significant difference with the sig of 0.004 between daily uses and accessory. According to the Bonferroni table, it shows that subgroup of accessory tend to be confident that they can find the distribution channel to buy cultural design product more than daily uses subgroup with the mean difference of 0.24774.

For B4 : The decision to buy cultural design product is entirely up to me statement, it shows significant difference with the sig of 0.006 between clothing and accessory. According to the Bonferroni table, it shows that subgroup of accessory tend

to be confident that they can entirely decide to buy cultural design product more than clothing subgroup with the mean difference of 0.27391.

Table 4.42 Product Design with cultural design product type

ANOVA						
Product Design with cultural design product type		Sum of Squares	df	Mean Square	F	Sig.
D1 : Cultural design product shows good aesthetic.	Between Groups	3.829	3	1.276	2.922	.034
	Within Groups	195.258	447	.437		
	Total	199.086	450			
D2 : Cultural design product can represent my style.	Between Groups	36.404	3	12.135	27.314	.000
	Within Groups	198.585	447	.444		
	Total	234.989	450			
D3 : Cultural design product has good function.	Between Groups	3.908	3	1.303	3.203	.023
	Within Groups	181.764	447	.407		
	Total	185.672	450			
D4 : Cultural design product can solve my needs.	Between Groups	8.612	3	2.871	6.011	.001
	Within Groups	213.477	447	.478		
	Total	222.089	450			
D5 : Cultural design product is practical.	Between Groups	10.689	3	3.563	7.761	.000
	Within Groups	205.218	447	.459		
	Total	215.907	450			

Table 4.42 Product Design with cultural design product type (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P1	(J) P1	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D1 : Cultural design product shows good aesthetic.	Accessory	Clothing	.22955*	.08616	.048	.0012	.4579
D2 : Cultural design product can represent my style.	Clothing	Home decorations	-.28118*	.08535	.006	-.5074	-.0550
	Accessory	Clothing	.73416*	.08689	.000	.5039	.9644
		Home decorations	.45298*	.08757	.000	.2209	.6850
		Daily uses	.64859*	.09297	.000	.4022	.8950
D3 : Cultural design product has good function.	Accessory	daily uses	.25921*	.08894	.022	.0235	.4949
D4 : Cultural design product can solve my needs.	Clothing	Accessory	.27419*	.09009	.015	.0355	.5129
		daily uses	.34525*	.09423	.002	.0955	.5950
	Home decorations	daily uses	.26272*	.09490	.035	.0112	.5142
D5 : Cultural design product is practical.	Accessory	Clothing	.36031*	.08833	.000	.1262	.5944
		Home decorations	.33155*	.08902	.001	.0956	.5675
		daily uses	.37585*	.09451	.000	.1254	.6263

From the data of product design compared with cultural design product type, for D1 : Cultural design product shows good aesthetic statement, it shows significant

difference with the sig of 0.034 between clothing and accessory. According to the Bonferroni table, it shows that subgroup of accessory tend to agree that cultural design product shows good aesthetic more than clothing subgroup with the mean difference of 0.22955.

For D2 : Cultural design product can represent my style statement, it shows significant difference with the sig of 0.000 between daily uses, clothing, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of accessory tend to agree that cultural design product can represent their style the most among other subgroups, followed by home decorations, daily uses and clothing subgroup with the mean difference of 0.45298, 0.64859 and 0.73416 respectively. Moreover, it shows that subgroup of clothing tend to agree that cultural design product can represent their style less than home decoration subgroup with the mean difference of 0.28118.

For D3 : Cultural design product has good function statement, it shows significant difference with the sig of 0.023 between daily uses and accessory. According to the Bonferroni table, it shows that subgroup of accessory tend to agree that cultural design product has good function more than daily uses subgroups with the mean difference of 0.25291.

For D4 : Cultural design product can solve my needs statement, it shows significant difference with the sig of 0.001 between daily uses, clothing, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of clothing tend to agree that cultural design product can solve my needs more than accessory and daily uses subgroup with the mean difference of 0.27419 and 0.34525 respectively. Moreover, it shows that subgroup of home decorations tend to agree that cultural design product can solve my needs more than daily uses subgroup with the mean difference of 0.26272.

For D5 : Cultural design product is practical statement, it shows significant difference with the sig of 0.000 between daily uses, clothing, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of accessory tend to agree that cultural design product is practical the most among other subgroups, followed by home decorations, clothing and daily uses subgroup with the mean difference of 0.33155, 0.36031 and 0.37585 respectively.

Table 4.43 Cultural Attractiveness with cultural design product type

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
C1 : The culture from cultural design product has appealing story.	Between Groups	18.330	3	6.110	17.995	.000
	Within Groups	151.772	447	.340		
	Total	170.102	450			
C2 : The culture from cultural design product is charming.	Between Groups	10.426	3	3.475	10.930	.000
	Within Groups	142.128	447	.318		
	Total	152.554	450			
C3 : The culture from cultural design product is interesting.	Between Groups	4.186	3	1.395	3.925	.009
	Within Groups	158.887	447	.355		
	Total	163.073	450			
C5 : The culture from cultural design product is high-valued.	Between Groups	5.237	3	1.746	4.483	.004
	Within Groups	174.071	447	.389		
	Total	179.308	450			

Table 4.43 Cultural Attractiveness with cultural design product type (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P1	(J) P1	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
C1 : The culture from cultural design product has appealing story.	Clothing	Home decorations	.30941*	.07462	.000	.1117	.5071
		daily uses	.47827*	.07945	.000	.2677	.6888
	Accessory	Home decorations	.31488*	.07656	.000	.1120	.5178
		daily uses	.48374*	.08127	.000	.2684	.6991
C2 : The culture from cultural design product is charming.	daily uses	Clothing	-.28497*	.07688	.001	-.4887	-.0812
		Home decorations	-.42368*	.07744	.000	-.6289	-.2185
		Accessory	-.34690*	.07865	.000	-.5553	-.1385
C3 : The culture from cultural design product is interesting.	Accessory	Clothing	.25691*	.07772	.006	.0510	.4629
C5 : The culture from cultural design product is high-valued.	Clothing	Home decorations	.28871*	.07991	.002	.0769	.5005

From the data of cultural attractiveness compared with cultural design product type, for C1 : The culture from cultural design product has appealing story statement, it shows significant difference with the sig of 0.000 between accessory, clothing, home decorations and daily uses. According to the Bonferroni table, it shows that subgroup of clothing tend to agree that the culture from cultural design product has appealing story more than home decorations and daily uses subgroup with the mean difference of 0.30941 and 0.47827 respectively. Moreover, it shows that subgroup of

accessory tend to agree that the culture from cultural design product has appealing story more than home decorations and daily uses subgroup with the mean difference of 0.31488 and 0.48374 respectively.

For C2 : The culture from cultural design product is charming statement, it shows significant difference with the sig of 0.000 between daily uses, clothing, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of daily uses tend to agree that the culture from cultural design product is charming the least among other subgroups, followed by clothing, accessory and home decorations subgroup with the mean difference of 0.28497, 0.34690 and 0.42368 respectively.

For C3 : The culture from cultural design product is interesting statement, it shows significant difference with the sig of 0.009 between clothing and accessory. According to the Bonferroni table, it shows that subgroup of accessory tend to agree that the culture from cultural design product is interesting more than clothing subgroups with the mean difference of 0.25691.

For C5 : The culture from cultural design product is high-valued statement, it shows significant difference with the sig of 0.004 between clothing and home decorations. According to the Bonferroni table, it shows that subgroup of clothing tend to agree that the culture from cultural design product is high-valued more than home decorations subgroups with the mean difference of 0.28871.

Table 4.44 Perceived Risk with cultural design product type

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
PR3 : I am afraid that the cultural design product might not worth for money.	Between Groups	7.145	3	2.382	2.974	.031
	Within Groups	357.950	447	.801		
	Total	365.095	450			

Table 4.44 Perceived Risk with cultural design product type (cont.)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
PR4 : I am afraid that the cultural design product might lower social status.	Between Groups	15.647	3	5.216	7.396	.000
	Within Groups	315.244	447	.705		
	Total	330.891	450			
PR5 : I am afraid that the cultural design product might not support local company.	Between Groups	18.894	3	6.298	7.313	.000
	Within Groups	384.929	447	.861		
	Total	403.823	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P1	(J) P1	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
PR3 : I am afraid that the cultural design product might not worth for money.	daily uses	Accessory	.33788*	.12482	.042	.0071	.6686
PR4 : I am afraid that the cultural design product might lower social status.	Clothing	Home decorations	.33414*	.10754	.012	.0492	.6191
		Accessory	.48474*	.10947	.000	.1946	.7748
	daily uses	Accessory	.33261*	.11713	.028	.0222	.6430
PR5 : I am afraid that the cultural design product might not support local company.	Accessory	Home decorations	-.54881*	.12192	.000	-.8719	-.2257
		daily uses	-.42293*	.12943	.007	-.7659	-.0799

From the data of perceived risk compared with cultural design product type, for PR3 : I am afraid that the cultural design product might not worth for money statement, it shows significant difference with the sig of 0.031 between accessory and daily uses. According to the Bonferroni table, it shows that subgroup of daily uses tend to agree that they are afraid that the cultural design product might not worth for money more than accessory subgroup with the mean difference of 0.33788.

For PR4 : I am afraid that the cultural design product might lower social status statement, it shows significant difference with the sig of 0.000 between daily uses, clothing, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of daily uses tend to agree that they are afraid that the cultural design product might lower social status more than accessory subgroup with the mean difference of 0.33261. Moreover, it shows that subgroup of clothing tend to agree that they are afraid that the cultural design product might lower social status more than home decorations and accessory subgroup with the mean difference of 0.33414 and 0.48474 respectively.

For PR5 : I am afraid that the cultural design product might not support local company statement, it shows significant difference with the sig of 0.000 between daily uses, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of accessory tend to agree that they are afraid that the cultural design product might not support local company less than daily uses and home decorations subgroup with the mean difference of 0.42293 and 0.54881 respectively.

Table 4.45 Repurchase Intention with cultural design product type

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
RI1 : I want to buy cultural design product.	Between Groups	6.827	3	2.276	5.432	.001
	Within Groups	187.284	447	.419		
	Total	194.111	450			

Table 4.45 Repurchase Intention with cultural design product type (cont.)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
RI2 : I will buy cultural design product when I have a chance.	Between Groups	5.151	3	1.717	4.709	.003
	Within Groups	162.986	447	.365		
	Total	168.137	450			
RI3 : I am willing to pay extra money for cultural design product.	Between Groups	33.258	3	11.086	15.361	.000
	Within Groups	322.596	447	.722		
	Total	355.854	450			
RI4 : I think it's a good idea to buy cultural design product.	Between Groups	16.592	3	5.531	14.033	.000
	Within Groups	176.179	447	.394		
	Total	192.772	450			
RI5 : I intend to buy more cultural design product.	Between Groups	14.154	3	4.718	8.359	.000
	Within Groups	252.290	447	.564		
	Total	266.443	450			

Table 4.45 Repurchase Intention with cultural design product type (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P1	(J) P1	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
RI1 : I want to buy cultural design product.	Accessory	Home decorations	.23333*	.08504	.038	.0080	.4587
		daily uses	.34211*	.09028	.001	.1028	.5814
RI2 : I will buy cultural design product when I have a chance.	Clothing	Home decorations	.27070*	.07732	.003	.0658	.4756
		Accessory	.22725*	.07872	.024	.0186	.4358
RI3 : I am willing to pay extra money for cultural design product.	Home decorations	Clothing	.43522*	.10879	.000	.1469	.7235
		daily uses	.74430*	.11667	.000	.4351	1.0535
	daily uses	Clothing	-.30908*	.11583	.047	-.6160	-.0021
		Accessory	-.56513*	.11849	.000	-.8791	-.2511
RI4 : I think it's a good idea to buy cultural design product.	Accessory	Clothing	.31768*	.08184	.001	.1008	.5346
		Home decorations	.27440*	.08248	.006	.0558	.4930
		daily uses	.56344*	.08757	.000	.3314	.7955
	daily uses	Clothing	-.24576*	.08560	.026	-.4726	-.0189
		Home decorations	-.28904*	.08622	.005	-.5175	-.0606
RI5 : I intend to buy more cultural design product.	Home decorations	Clothing	-.33468*	.09620	.003	-.5896	-.0797
	Accessory	Home decorations	.41964*	.09871	.000	.1581	.6812
		daily uses	.35517*	.10479	.005	.0775	.6329

From the data of repurchase intention compared with cultural design product type, for RI1 : I want to buy cultural design product statement, it shows significant difference with the sig of 0.001 between accessory, home decorations and daily uses. According to the Bonferroni table, it shows that subgroup of accessory tend to agree that they want to buy cultural design product more than home decorations and daily uses subgroup with the mean difference of 0.23333 and 0.34211 respectively.

For the statement "RI2: I will buy cultural design product when I have a chance", clothing was found to be significantly differ with the sig of 0.003 from home decorations and accessory with a mean difference of 0.27070 and 0.22725, respectively. According to the Bonferroni table, it shows that subgroup of clothing tend to agree that they will buy cultural design product when they have a chance more than home decorations and accessory subgroup.

For RI3: I am willing to pay extra money for cultural design product statement, it shows significant difference with the sig of 0.000 between daily uses, clothing, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of daily uses tend to agree that they are willing to pay extra money for cultural design product less than clothing and accessory subgroup with the mean difference of 0.30908 and 0.56513 respectively. Moreover, it shows that subgroup of home decorations tend to agree that they are willing to pay extra money for cultural design product more than clothing and daily uses subgroup with the mean difference of 0.43522 and 0.74430 respectively.

For RI4: I think it's a good idea to buy cultural design product statement, it shows significant difference with the sig of 0.000 between daily uses, clothing, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of daily uses tend to agree that they think it's a good idea to buy cultural design product less than clothing and home decorations subgroup with the mean difference of 0.24576 and 0.28904 respectively. Moreover, it shows that subgroup of accessory tend to agree with the statement more than home decorations, clothing and daily uses subgroup with the mean difference of 0.27440, 0.31768 and 0.56344 respectively.

For RI5 : I intend to buy more cultural design product statement, it shows significant difference with the sig of 0.000 between daily uses, clothing, home decorations and accessory. According to the Bonferroni table, it shows that subgroup of

home decorations tend to agree that they intend to buy more cultural design product less than clothing subgroup with the mean difference of 0.33468. Moreover, it shows that subgroup of accessory tend to agree with the statement more than home decorations, and daily uses subgroup with the mean difference of 0.41694 and 0.35517 respectively.

Table 4.46 Attitude toward Product with Distributor factor

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
A1 : I like the image of cultural design product.	Between Groups	5.631	3	1.877	4.675	.003
	Within Groups	179.464	447	.401		
	Total	185.095	450			
A2 : I can rely on cultural design product to deliver outstanding quality.	Between Groups	4.745	3	1.582	3.426	.017
	Within Groups	206.390	447	.462		
	Total	211.135	450			
A3 : I think cultural design product provide a good benefit to society.	Between Groups	13.797	3	4.599	11.650	.000
	Within Groups	176.464	447	.395		
	Total	190.262	450			
A4 : I think cultural design product represent a good value for the money.	Between Groups	14.955	3	4.985	9.272	.000
	Within Groups	240.314	447	.538		
	Total	255.268	450			

Table 4.46 Attitude toward Product with Distributor factor (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P3	(J) P3	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
A1 : I like the image of cultural design product.	Local store	Manufacturer website	-.31957*	.09832	.007	-.5801	-.0590
		Retail store	-.19903*	.06916	.025	-.3823	-.0158
A2 : I can rely on cultural design product to deliver outstanding quality.	Manufacturer website	Retail store	.28636*	.10287	.034	.0137	.5590
A3 : I think cultural design product provide a good benefit to society.	Retail store	Manufacturer website	.41851*	.09512	.000	.1664	.6706
		Middleman website	.39267*	.09644	.000	.1371	.6482
		Local store	.30223*	.06858	.000	.1205	.4840
A4 : I think cultural design product represent a good value for the money.	Local store	Middleman website	-.38978*	.11528	.005	-.6953	-.0843
		Retail store	-.40249*	.08003	.000	-.6146	-.1904

From the data of attitude toward product compared with distributor factor, for the statement “A1 : I like the image of cultural design product”, the mean score between local store and manufacturer website statically differ from each other at a significance level of 0.003 with mean difference of -0.31957. Likewise, local store also differs from retail store at a mean difference of -0.19903. According to the Bonferroni

table, it shows that subgroup of local store tend to agree with the statement less than manufacturer website and retail store.

In terms of the statement “A2: I can rely on cultural design product to deliver outstanding quality”, manufacturer website differs from retail store by 0.28636. According to the Bonferroni table, it shows that subgroup of manufacturer website tend to agree with the statement more than retail store.

In terms of statement “A3: I think cultural design product provide a good benefit to society”, retail store significantly differs from manufacturer website, middleman website, and local store at a mean difference of 0.41851, 0.39267, and 0.30223 respectively. According to the Bonferroni table, it shows that subgroup of retail store tend to agree with the statement the most of all subgroups.

For A4: I think cultural design product represent a good value for the money statement, it shows significant difference with the sig of 0.000 between local store, middleman website and retail store. According to the Bonferroni table, it shows that subgroup of local store tend to agree that they think cultural design product represent a good value for the money less than middleman website and retail store subgroup with the mean difference of 0.38978 and 0.40294 respectively.

Table 4.47 Subjective Norm with Distributor factor

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
SN3 : I subscribe to cultural design product’s information more when people who are important to me do.	Between Groups	9.879	3	3.293	4.090	.007
	Within Groups	359.895	447	.805		
	Total	369.774	450			

Table 4.47 Subjective Norm with Distributor factor (cont.)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	Between Groups	15.782	3	5.261	7.835	.000
	Within Groups	300.138	447	.671		
	Total	315.920	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P3	(J) P3	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	Local store	Middleman website	-.38633*	.14107	.039	-.7602	-.0125
		Retail store	-.29327*	.09793	.017	-.5528	-.0337
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	Local store	Manufacturer website	-.38906*	.12715	.014	-.7260	-.0521
		Retail store	-.41113*	.08943	.000	-.6481	-.1741

From the data of subjective norm compared with distributor factor, for the statement "SN3: I subscribe to cultural design product's information more when people who are important to me do", the mean score between local store, middleman website and retail store statically differ from each other at a significance level of 0.007. According to the Bonferroni table, it shows that subgroup of local store tend to agree

that they subscribe to cultural design product's information more when people who are important to me do less than middleman website and retail store subgroup with the mean difference of 0.38633 and 0.29327 respectively.

For SN4: I'm willing to buy cultural design product more when people who are important to me recommend me statement, it shows significant difference with the sig of 0.001 between local store, manufacturer website and retail store. According to the Bonferroni table, it shows that subgroup of local store tend to agree that they are willing to buy cultural design product more when people who are important to me recommend me less than manufacturer website and retail store subgroup with the mean difference of 0.38906 and 0.41113 respectively.

Table 4.48 Perceived Behavioral Control with Distributor factor

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
B2 : I find it's not hard to find the distribution channel to buy cultural design product.	Between Groups	5.300	3	1.767	5.296	.001
	Within Groups	149.108	447	.334		
	Total	154.408	450			
B3 : The decision to buy cultural design product is not beyond my control.	Between Groups	4.355	3	1.452	3.224	.023
	Within Groups	201.277	447	.450		
	Total	205.632	450			

Table 4.48 Perceived Behavioral Control with Distributor factor (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P3	(J) P3	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
B2 : I find it's not hard to find the distribution channel to buy cultural design product.	Retail store	Manufacturer website	.24307*	.08744	.034	.0113	.4748
		Middleman website	.29570*	.08865	.006	.0608	.5306
B3 : The decision to buy cultural design product is not beyond my control.	Manufacturer website	Retail store	.27533*	.10159	.042	.0061	.5445

From the data of perceived behavioral control compared with distributor factor, for B2: I find it's not hard to find the distribution channel to buy cultural design product statement, it shows significant difference with the sig of 0.001 between retail store, manufacturer website and middleman website. According to the Bonferroni table, it shows that subgroup of retail store tend to be confident that they find it's not hard to find the distribution channel to buy cultural design product more than manufacturer website and middleman website with the mean difference of 0.24307 and 0.29570 respectively.

For B3 : The decision to buy cultural design product is not beyond my control statement, it shows significant difference with the sig of 0.023 between retail store and manufacturer website. According to the Bonferroni table, it shows that subgroup of manufacturer website tend to agree that the decision to buy cultural design product is not beyond my control more than retail store subgroup with the mean difference of 0.27533.

Table 4.49 Product Design with Distributor factor

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
D1 : Cultural design product shows good aesthetic.	Between Groups	9.660	3	3.220	7.598	.000
	Within Groups	189.427	447	.424		
	Total	199.086	450			
D2 : Cultural design product can represent my style.	Between Groups	10.427	3	3.476	6.918	.000
	Within Groups	224.562	447	.502		
	Total	234.989	450			
D4 : Cultural design product can solve my needs.	Between Groups	7.703	3	2.568	5.353	.001
	Within Groups	214.386	447	.480		
	Total	222.089	450			
D5 : Cultural design product is practical.	Between Groups	17.252	3	5.751	12.940	.000
	Within Groups	198.655	447	.444		
	Total	215.907	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P3	(J) P3	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D1 : Cultural design product shows good aesthetic.	Retail store	Middleman website	.33842*	.09992	.005	.0736	.6032
		Local store	.30086*	.07105	.000	.1126	.4892
D2 : Cultural design product can represent my style.	Retail store	Manufacturer website	.42898*	.10731	.000	.1446	.7133
		Local store	.25870*	.07736	.005	.0537	.4637

Table 4.49 Product Design with Distributor factor (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P3	(J) P3	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D4 : Cultural design product can solve my needs.	Local store	Manufacturer website	-.32577*	.10747	.015	-.6106	-.0410
		Retail store	-.26861*	.07559	.003	-.4689	-.0683
D5 : Cultural design product is practical.	Local store	Manufacturer website	-.36533*	.10345	.003	-.6395	-.0912
		Retail store	-.44371*	.07276	.000	-.6365	-.2509

From the data of product design compared with distributor factor, for D1 : Cultural design product shows good aesthetic statement, it shows significant difference with the sig of 0.000 between retail store, local store and middleman website. According to the Bonferroni table, it shows that subgroup of retail store tend to agree that cultural design product shows good aesthetic more than local store and middleman website with the mean difference of 0.30086 and 0.33842 respectively.

For D2 : Cultural design product can represent my style statement, it shows significant difference with the sig of 0.000 between retail store, local store and manufacturer website. According to the Bonferroni table, it shows that subgroup of retail store tend to agree that cultural design product can represent my style more than manufacturer website and local store subgroup with the mean difference of 0.42898 and 0.25870 respectively.

For D4 : Cultural design product can solve my needs statement, it shows significant difference with the sig of 0.001 between retail store, local store and manufacturer website. According to the Bonferroni table, it shows that subgroup of local store tend to agree that cultural design product can solve my needs less than

manufacturer website and retail store subgroup with the mean difference of 0.32577 and 0.26861 respectively.

For D5 : Cultural design product is practical statement, it shows significant difference with the sig of 0.000 between retail store, local store and manufacturer website. According to the Bonferroni table, it shows that subgroup of local store tend to agree that cultural design product is practical less than manufacturer website and retail store subgroup with the mean difference of 0.36533 and 0.44371 respectively.

Table 4.50 Cultural Attractiveness with Distributor factor

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
C1 : The culture from cultural design product has appealing story.	Between Groups	9.028	3	3.009	8.351	.000
	Within Groups	161.074	447	.360		
	Total	170.102	450			
C5 : The culture from cultural design product is high-valued.	Between Groups	15.231	3	5.077	13.831	.000
	Within Groups	164.077	447	.367		
	Total	179.308	450			

Table 4.50 Cultural Attractiveness with Distributor factor (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P3	(J) P3	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
C1 : The culture from cultural design product has appealing story.	Manufacturer website	Middleman website	.43541*	.11346	.001	.1347	.7361
		Local store	.36292*	.09315	.001	.1161	.6098
	Retail store	Middleman website	.28006*	.09214	.015	.0359	.5242
		Local store	.20757*	.06552	.010	.0339	.3812
C5 : The culture from cultural design product is high-valued.	Middleman website	Manufacturer website	-.61148*	.11451	.000	-.9150	-.3080
		Local store	-.26714*	.09525	.032	-.5196	-.0147
		Retail store	-.49179*	.09299	.000	-.7382	-.2454
	Local store	Manufacturer website	-.34434*	.09402	.002	-.5935	-.0952
		Retail store	-.22465*	.06613	.004	-.3999	-.0494

From the data of cultural attractiveness compared with distributor factor, for C1 : The culture from cultural design product has appealing story statement, it shows significant difference with the sig of 0.000 between retail store, local store, manufacturer website and middleman website. According to the Bonferroni table, it shows that subgroup of retail store tend to agree that the culture from cultural design product has appealing story more than local store and middleman website with the mean

difference of 0.20757 and 0.28006 respectively. Moreover, it also shows that subgroup of manufacturer website tend to agree that the culture from cultural design product has appealing story more than local store and middleman website with the mean difference of 0.36292 and 0.43541 respectively.

For C5 : The culture from cultural design product is high-valued statement, it shows significant difference with the sig of 0.000 between retail store, local store, manufacturer website and middleman website. According to the Bonferroni table, it shows that subgroup of local store tend to agree that the culture from cultural design product is high-valued less than manufacturer website and retail store with the mean difference of 0.34434 and 0.22465, respectively. Moreover, it also shows that subgroup of middleman website tend to agree that the culture from cultural design product is high-valued less than local store, retail store and manufacturer website with the mean difference of 0.26714, 0.49179 and 0.61148 respectively.

Table 4.51 Perceived Risk with Distributor factor

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
PR2 : I am afraid that the cultural design product might harm physical health.	Between Groups	7.292	3	2.431	3.603	.014
	Within Groups	301.577	447	.675		
	Total	308.869	450			
PR3 : I am afraid that the cultural design product might not worth for money.	Between Groups	37.009	3	12.336	16.808	.000
	Within Groups	328.086	447	.734		
	Total	365.095	450			

Table 4.51 Perceived Risk with Distributor factor (cont.)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
PR4 : I am afraid that the cultural design product might lower social status.	Between Groups	15.640	3	5.213	7.392	.000
	Within Groups	315.251	447	.705		
	Total	330.891	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P3	(J) P3	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
PR2 : I am afraid that the cultural design product might harm physical health.	Manufacturer website	Retail store	.34522*	.12435	.034	.0157	.6748
PR3 : I am afraid that the cultural design product might not worth for money.	Manufacturer website	Middleman website	.50048*	.16193	.013	.0714	.9296
		Retail store	.64544*	.12970	.000	.3017	.9892
	Local store	Middleman website	.43684*	.13469	.008	.0799	.7938
		Retail store	.58180*	.09351	.000	.3340	.8296
PR4 : I am afraid that the cultural design product might lower social status.	Retail store	Manufacturer website	-.36616*	.12714	.025	-.7031	-.0292
		Local store	-.40881*	.09166	.000	-.6517	-.1659

From the data of perceived risk compared with distributor factor, for PR2 : I am afraid that the cultural design product might harm physical health statement, it shows significant difference with the sig of 0.014 between retail store and manufacturer website. According to the Bonferroni table, it shows that subgroup of manufacturer website tend to agree that they are afraid that the cultural design product might harm physical health more than retail store subgroup with the mean difference of 0.34533.

For PR3 : I am afraid that the cultural design product might not worth for money statement, it shows significant difference with the sig of 0.000 between retail store, local store, middleman website and manufacturer website. According to the Bonferroni table, it shows that subgroup of manufacturer website tend to agree that they are afraid that the cultural design product might not worth for money more than retail store and middleman website subgroup with the mean difference of 0.64544 and 0.50048 respectively. Also, it shows that subgroup of local store tend to agree that they are afraid that the cultural design product might not worth for money more than retail store and middleman website subgroup with the mean difference of 0.58180 and 0.43684 respectively.

Table 4.52 Repurchase Intention with Distributor factor

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
RI1 : I want to buy cultural design product.	Between Groups	11.693	3	3.898	9.551	.000
	Within Groups	182.418	447	.408		
	Total	194.111	450			
RI3 : I am willing to pay extra money for cultural design product.	Between Groups	22.308	3	7.436	9.965	.000
	Within Groups	333.546	447	.746		
	Total	355.854	450			
RI5 : I intend to buy more cultural design product.	Between Groups	7.208	3	2.403	4.143	.007
	Within Groups	259.236	447	.580		
	Total	266.443	450			

Table 4.52 Repurchase Intention with Distributor factor (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P3	(J) P3	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
RI1 : I want to buy cultural design product.	Middleman website	Manufacturer website	-.47432*	.12075	.001	-.7943	-.1543
		Local store	-.27308*	.10043	.041	-.5392	-.0069
	Retail store	Middleman website	.48055*	.09805	.000	.2207	.7404
		Local store	.20746*	.06972	.019	.0227	.3922
RI3 : I am willing to pay extra money for cultural design product.	Middleman website	Manufacturer website	.52600*	.16327	.008	.0933	.9587
		Local store	.56280*	.13581	.000	.2029	.9227
	Retail store	Manufacturer website	.37380*	.13078	.027	.0272	.7204
		Local store	.41061*	.09428	.000	.1608	.6605
RI5 : I intend to buy more cultural design product.	Retail store	Local store	.27746*	.08312	.005	.0572	.4977

From the data of repurchase intention compared with distributor factor, for RI1 : I want to buy cultural design product statement, it shows significant difference with the sig of 0.000 between retail store, local store, middleman website and manufacturer website. According to the Bonferroni table, it shows that subgroup of middleman website tend to agree that they want to buy cultural design product less than local store and manufacturer subgroup with the mean difference of 0.27308 and

0.47432, respectively. Moreover, it also shows that subgroup of retail store tend to agree that they want to buy cultural design product more than middleman website and local store subgroup with the mean difference of 0.48055 and 0.20746, respectively.

For RI3 : I am willing to pay extra money for cultural design product statement, it shows significant difference with the sig of 0.000 between retail store, local store, middleman website and manufacturer website. According to the Bonferroni table, it shows that subgroup of middleman website tend to agree that they're willing to pay extra money for cultural design product more than local store and manufacturer subgroup with the mean difference of 0.56280 and 0.52600, respectively. Moreover, it also shows that subgroup of retail store tend to agree with the statement more than manufacturer website and local store subgroup with the mean difference of 0.37380 and 0.41061, respectively.

For RI5 : I intend to buy more cultural design product statement, it shows significant difference with the sig of 0.007 between retail store and local store. According to the Bonferroni table, it shows that subgroup of retail store tend to agree that they intend to buy more cultural design product more than local store subgroup with the mean difference of 0.27746.

Table 4.53 Attitude toward product with Cultural Area

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
A2 : I can rely on cultural design product to deliver outstanding quality.	Between Groups	4.999	3	1.666	3.614	.013
	Within Groups	206.136	447	.461		
	Total	211.135	450			
A4 : I think cultural design product represent a good value for the money.	Between Groups	4.985	3	1.662	2.968	.032
	Within Groups	250.283	447	.560		
	Total	255.268	450			
A5 : I prefer to buy cultural design product rather than other product.	Between Groups	8.185	3	2.728	3.708	.012
	Within Groups	328.950	447	.736		
	Total	337.135	450			

Table 4.53 Attitude toward product with Cultural Area (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P4	(J) P4	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
A2 : I can rely on cultural design product to deliver outstanding quality.	North	South	.35434*	.12165	.023	.0320	.6767
A4 : I think cultural design product represent a good value for the money.	Central	South	.37332*	.13236	.030	.0225	.7241
A5 : I prefer to buy cultural design product rather than other product.	Central	North	.27443*	.09437	.023	.0243	.5245

From the data of attitude toward product compared with cultural area, for A2 : I can rely on cultural design product to deliver outstanding quality statement, it shows significant difference with the sig of 0.013 between north and south area. According to the Bonferroni table, it shows that subgroup of north tend to agree that they can rely on cultural design product to deliver outstanding quality more than south subgroup with the mean difference of 0.35434.

For A4 : I think cultural design product represent a good value for the money statement, it shows significant difference with the sig of 0.032 between central and south area. According to the Bonferroni table, it shows that subgroup of central tend to agree with the statement more than south subgroup with the mean difference of 0.37332.

For A5 : I prefer to buy cultural design product rather than other product statement, it shows significant difference with the sig of 0.012 between central and south area. According to the Bonferroni table, it shows that subgroup of central tend to agree with the statement more than north subgroup with the mean difference of 0.27443.

Table 4.54 Subjective Norm with Cultural Area

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
SN1 : I buy cultural design product as people who are important to me do.	Between Groups	22.392	3	7.464	6.846	.000
	Within Groups	487.356	447	1.090		
	Total	509.747	450			
SN2 : I am interested in cultural design product more when people who are important to me do.	Between Groups	18.001	3	6.000	9.456	.000
	Within Groups	283.627	447	.635		
	Total	301.627	450			
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	Between Groups	11.215	3	3.738	4.661	.003
	Within Groups	358.558	447	.802		
	Total	369.774	450			
SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me.	Between Groups	9.957	3	3.319	4.837	.003
	Within Groups	306.691	447	.686		
	Total	316.647	450			

Table 4.54 Subjective Norm with Cultural Area (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P4	(J) P4	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
SN1 : I buy cultural design product as people who are important to me do.	Central	North	.50734*	.11486	.000	.2029	.8117
SN2 : I am interested in cultural design product more when people who are important to me do.	Central	North	.44206*	.08763	.000	.2098	.6743
		Northeast	.34569*	.10731	.008	.0613	.6301
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	Central	North	.28989*	.09852	.021	.0288	.5510
		South	.45763*	.15843	.024	.0378	.8775
SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me.	North	Northeast	-.39153*	.11403	.004	-.6937	-.0893
		Central	-.26802*	.09112	.021	-.5095	-.0265

From the data of subjective norm compared with cultural area, for SN1 : I buy cultural design product as people who are important to me do statement, it shows significant difference with the sig of 0.000 between north and central area. According to the Bonferroni table, it shows that subgroup of central tend to agree with the statement more than north subgroup with the mean difference of 0.50734.

For SN2 : I am interested in cultural design product more when people who are important to me do statement, it shows significant difference with the sig of 0.000 between north, northeast and central area. According to the Bonferroni table, it shows

that subgroup of central tend to agree with the statement more than north and northeast subgroup with the mean difference of 0.44206 and 0.34569, respectively.

For SN3 : I subscribe to cultural design product's information more when people who are important to me do statement, it shows significant difference with the sig of 0.003 between north, south and central area. According to the Bonferroni table, it shows that subgroup of central tend to agree with the statement more than north and south subgroup with the mean difference of 0.28989 and 0.45763, respectively.

For SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me statement, it shows significant difference with the sig of 0.003 between north, northeast and central area. According to the Bonferroni table, it shows that subgroup of north tend to agree with the statement more than central and northeast subgroup with the mean difference of 0.26802 and 0.39153, respectively.

Table 4.55 Perceived Behavioral Control with Cultural Area

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
B1: I am confident I can buy cultural design product.	Between Groups	12.992	3	4.331	11.949	.000
	Within Groups	161.997	447	.362		
	Total	174.989	450			
B4 : The decision to buy cultural design product is entirely up to me.	Between Groups	4.694	3	1.565	4.476	.004
	Within Groups	156.255	447	.350		
	Total	160.949	450			

Table 4.55 Perceived Behavioral Control with Cultural Area (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P4	(J) P4	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
B1: I am confident I can buy cultural design product.	Central	North	.30275*	.06622	.000	.1273	.4782
		Northeast	.31243*	.08110	.001	.0975	.5274
		South	.48935*	.10649	.000	.2071	.7716
B4 : The decision to buy cultural design product is entirely up to me.	Northeast	North	-.23387*	.08139	.026	-.4496	-.0182
		Central	-.25847*	.07965	.008	-.4696	-.0474

From the data of perceived behavioral compared with cultural area, for B1: I am confident I can buy cultural design product statement, it shows significant difference with the sig of 0.000 between central, south, north and northeast area. According to the Bonferroni table, it shows that subgroup of central tend to agree with the statement the most among north, northeast and south subgroup with the mean difference of 0.30275, 0.31243 and 0.48935, respectively.

For B4 : The decision to buy cultural design product is entirely up to me statement, it shows significant difference with the sig of 0.004 between central, north and northeast area. According to the Bonferroni table, it shows that subgroup of northeast tend to agree with the statement less than north and central subgroup with the mean difference of 0.23387 and 0.25487, respectively.

Table 4.56 Product Design with Cultural Area

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
D2 : Cultural design product can represent my style.	Between Groups	9.809	3	3.270	6.490	.000
	Within Groups	225.180	447	.504		
	Total	234.989	450			
D3 : Cultural design product has good function.	Between Groups	17.954	3	5.985	15.951	.000
	Within Groups	167.717	447	.375		
	Total	185.672	450			
D4 : Cultural design product can solve my needs.	Between Groups	11.106	3	3.702	7.843	.000
	Within Groups	210.983	447	.472		
	Total	222.089	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P4	(J) P4	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D2 : Cultural design product can represent my style.	Central	North	.33738*	.07808	.000	.1305	.5443
D3 : Cultural design product has good function.	Central	North	.25766*	.06738	.001	.0791	.4362
		Northeast	.46532*	.08252	.000	.2466	.6840
		South	.55411*	.10835	.000	.2670	.8412
	South	North	-.29644*	.10973	.043	-.5872	-.0056
		Central	-.55411*	.10835	.000	-.8412	-.2670

Table 4.56 Product Design with Cultural Area (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P4	(J) P4	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D4 : Cultural design product can solve my needs.	Central	North	.20846*	.07558	.036	.0082	.4087
		South	.53716*	.12153	.000	.2151	.8592
	South	North	-.32870*	.12308	.047	-.6549	-.0025
		Northeast	-.50128*	.13417	.001	-.8568	-.1457
		Central	-.53716*	.12153	.000	-.8592	-.2151

From the data of product design compared with cultural area, for D2 : Cultural design product can represent my style statement, it shows significant difference with the sig of 0.000 between central and north area. According to the Bonferroni table, it shows that subgroup of central tend to agree with the statement more than north subgroup with the mean difference of 0.33738.

For D3 : Cultural design product has good function statement, it shows significant difference with the sig of 0.000 between central, south, north and northeast area. According to the Bonferroni table, it shows that subgroup of central tend to agree with the statement the most among north, northeast and south subgroup with the mean difference of 0.25766, 0.46532 and 0.55411, respectively. Moreover, it also shows that subgroup of south tend to agree with the statement less than north and central subgroup with the mean difference of 0.29644 and 0.55411, respectively.

For D4 : Cultural design product can solve my needs statement, it shows significant difference with the sig of 0.000 between central, south, north and northeast area. According to the Bonferroni table, it shows that subgroup of south tend to agree with the statement the least among north, northeast and central subgroup with the mean difference of 0.32870, 0.50128 and 0.53716, respectively. Moreover, it also shows that

subgroup of central tend to agree with the statement more than north and south subgroup with the mean difference of 0.20846 and 0.53716, respectively.

Table 4.57 Cultural Attractiveness with Cultural Area

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
C3 : The culture from cultural design product is interesting.	Between Groups	3.137	3	1.046	2.922	.034
	Within Groups	159.936	447	.358		
	Total	163.073	450			
C5 : The culture from cultural design product is high-valued.	Between Groups	6.242	3	2.081	5.374	.001
	Within Groups	173.066	447	.387		
	Total	179.308	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P4	(J) P4	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
C3 : The culture from cultural design product is interesting.	North	South	.29165*	.10716	.040	.0077	.5756
C5 : The culture from cultural design product is high-valued.	North	South	.42035*	.11147	.001	.1249	.7157

From the data of cultural attractiveness compared with cultural area, for C3 : The culture from cultural design product is interesting statement, it shows significant difference with the sig of 0.034 between south and north area. According to the Bonferroni table, it shows that subgroup of north tend to agree with the statement more than south subgroup with the mean difference of 0.29165.

For C5 : The culture from cultural design product is high-valued statement, it shows significant difference with the sig of 0.001 between south and north area. According to the Bonferroni table, it shows that subgroup of north tend to agree with the statement more than south subgroup with the mean difference of 0.42035.

Table 4.58 Perceived Risk with Cultural Area

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
PR1 : I am afraid that the cultural design product might not practical.	Between Groups	9.776	3	3.259	5.134	.002
	Within Groups	283.688	447	.635		
	Total	293.463	450			
PR3 : I am afraid that the cultural design product might not worth for money.	Between Groups	12.395	3	4.132	5.236	.001
	Within Groups	352.701	447	.789		
	Total	365.095	450			
PR5 : I am afraid that the cultural design product might not support local company.	Between Groups	13.198	3	4.399	5.034	.002
	Within Groups	390.625	447	.874		
	Total	403.823	450			

Table 4.58 Perceived Risk with Cultural Area (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P4	(J) P4	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
PR1 : I am afraid that the cultural design product might not practical.	Central	North	-.25303*	.08764	.024	-.4853	-.0208
		Northeast	-.32521*	.10733	.016	-.6096	-.0408
		South	-.37810*	.14092	.045	-.7515	-.0046
PR3 : I am afraid that the cultural design product might not worth for money.	North	Central	.36916*	.09772	.001	.1102	.6281
PR5 : I am afraid that the cultural design product might not support local company.	Northeast	North	.37702*	.12869	.021	.0360	.7181
		Central	.43340*	.12594	.004	.0997	.7671

From the data of perceived risk compared with cultural area, for PR1 : I am afraid that the cultural design product might not practical statement, it shows significant difference with the sig of 0.002 between central, south, northeast and north area. According to the Bonferroni table, it shows that subgroup of central tend to agree with the statement the least among north, northeast and south subgroup with the mean difference of 0.25303, 0.32521 and 0.37810, respectively.

For PR3 : I am afraid that the cultural design product might not worth for money statement, it shows significant difference with the sig of 0.001 between central and north area. According to the Bonferroni table, it shows that subgroup of north tend to agree with the statement more than central subgroup with the mean difference of 0.36916.

For PR5 : I am afraid that the cultural design product might not support local company statement, it shows significant difference with the sig of 0.021 between central, northeast and north area. According to the Bonferroni table, it shows that

subgroup of northeast tend to agree with the statement more than north and central subgroup with the mean difference of 0.37702 and 0.43340, respectively.

Table 4.59 Repurchase Intention with Cultural Area

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
RI1 : I want to buy cultural design product.	Between Groups	4.083	3	1.361	3.202	.023
	Within Groups	190.028	447	.425		
	Total	194.111	450			
RI5 : I intend to buy more cultural design product.	Between Groups	7.840	3	2.613	4.517	.004
	Within Groups	258.603	447	.579		
	Total	266.443	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) P4	(J) P4	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
RI1 : I want to buy cultural design product.	South	North	-.32936*	.11680	.030	-.6389	-.0198
		Central	-.32725*	.11534	.029	-.6329	-.0216
RI5 : I intend to buy more cultural design product.	Central	Northeast	.27903*	.10247	.040	.0075	.5506
		South	.36332*	.13455	.043	.0068	.7199

From the data of repurchase intention compared with cultural area, for RI1 : I want to buy cultural design product statement, it shows significant difference with the sig of 0.023 between central, south and north area. According to the Bonferroni table, it shows that subgroup of south tend to agree with the statement less than north and central subgroup with the mean difference of 0.32936 and 0.32725, respectively.

For RI5 : I intend to buy more cultural design product statement, it shows significant difference with the sig of 0.004 between central, northeast and south area. According to the Bonferroni table, it shows that subgroup of central tend to agree with the statement more than northeast and south subgroup with the mean difference of 0.27903 and 0.36332, respectively.

Table 4.60 Attitude toward product with Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
A1 : I like the image of cultural design product.	Between Groups	8.604	5	1.721	4.339	.001
	Within Groups	176.492	445	.397		
	Total	185.095	450			
A3 : I think cultural design product provide a good benefit to society.	Between Groups	6.960	5	1.392	3.379	.005
	Within Groups	183.302	445	.412		
	Total	190.262	450			
A4 : I think cultural design product represent a good value for the money.	Between Groups	17.519	5	3.504	6.558	.000
	Within Groups	237.749	445	.534		
	Total	255.268	450			
A5 : I prefer to buy cultural design product rather than other product.	Between Groups	20.124	5	4.025	5.650	.000
	Within Groups	317.011	445	.712		
	Total	337.135	450			

Table 4.60 Attitude toward product with Age (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
A1 : I like the image of cultural design product.	51-60	31-40	-.35938*	.10659	.012	-.6739	-.0448
		41-50	-.48533*	.10822	.000	-.8047	-.1660
A3 : I think cultural design product provide a good benefit to society.	51-60	21-30	.35333*	.10643	.015	.0392	.6674
A4 : I think cultural design product represent a good value for the money.	41-50	21-30	.36609*	.09060	.001	.0987	.6334
A5 : I prefer to buy cultural design product rather than other product.	31-40	21-30	.44510*	.10156	.000	.1454	.7448

From the data of attitude toward product compared with age, for A1 : I like the image of cultural design product statement, it shows significant difference with the sig of 0.001 between 51-60, 31-40 and 41-50 age range. According to the Bonferroni table, it shows that subgroup of 51-60 tend to agree with the statement less than 31-40 and 41-50 subgroup with the mean difference of 0.35938 and 0.48533, respectively.

For A3 : I think cultural design product provide a good benefit to society statement, it shows significant difference with the sig of 0.005 between 51-60 and 21-30 age range. According to the Bonferroni table, it shows that subgroup of 51-60 tend to agree with the statement more than 21-30 subgroup with the mean difference of 0.35333.

For A4 : I think cultural design product represent a good value for the money statement, it shows significant difference with the sig of 0.000 between 21-30 and 41-50 age range. According to the Bonferroni table, it shows that subgroup of 41-50 tend

to agree with the statement more than 21-30 subgroup with the mean difference of 0.36609.

For A5 : I prefer to buy cultural design product rather than other product statement, it shows significant difference with the sig of 0.000 between 21-30 and 31-40 age range. According to the Bonferroni table, it shows that subgroup of 31-40 tend to agree with the statement more than 21-30 subgroup with the mean difference of 0.44510.

Table 4.61 Subjective Norm with Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
SN1 : I buy cultural design product as people who are important to me do.	Between Groups	45.063	5	9.013	8.631	.000
	Within Groups	464.684	445	1.044		
	Total	509.747	450			
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	Between Groups	28.869	5	5.774	8.951	.000
	Within Groups	287.051	445	.645		
	Total	315.920	450			
SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me.	Between Groups	30.094	5	6.019	9.347	.000
	Within Groups	286.553	445	.644		
	Total	316.647	450			

Table 4.61 Subjective Norm with Age (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
SN1 : I buy cultural design product as people who are important to me do.	31-40	21-30	.53760*	.12296	.000	.1747	.9005
		51-60	.77344*	.17295	.000	.2630	.9838
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	31-40	21-30	.30667*	.09664	.024	.0215	.5919
	41-50	21-30	.39797*	.09955	.001	.1042	.6917
SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me.	31-40	21-30	.31979*	.09656	.015	.0348	.6048
		51-60	.47396*	.13582	.008	.0731	.8748
	41-50	51-60	.44692*	.13789	.019	.0400	.8539

From the data of subjective norm compared with age, for SN1 : I buy cultural design product as people who are important to me do statement, it shows significant difference with the sig of 0.000 between 31-40, 21-30 and 51-60 age range. According to the Bonferroni table, it shows that subgroup of 31-40 tend to agree with the statement more than 21-30 and 51-60 subgroup with the mean difference of 0.53760 and 0.77344, respectively.

For SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me statement, it shows significant difference with the sig of 0.000 between 31-40, 21-30 and 41-50 age range. According to the Bonferroni table, it shows that subgroup of 31-40 tend to agree with the statement more than 21-30

subgroup with the mean difference of 0.30667. Also, it shows that subgroup of 41-50 tend to agree with the statement more than 21-30 subgroup with the mean difference of 0.39797.

For SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me statement, it shows significant difference with the sig of 0.000 between 31-40, 21-30, 51-60 and 41-50 age range. According to the Bonferroni table, it shows that subgroup of 31-40 tend to agree with the statement more than 21-30 and 51-60 subgroup with the mean difference of 0.31979 and 0.47396, respectively. Also, it shows that subgroup of 41-50 tend to agree with the statement more than 51-60 subgroup with the mean difference of 0.44692.

Table 4.62 Perceived Behavioral Control with Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
B4 : The decision to buy cultural design product is entirely up to me.	Between Groups	6.959	5	1.392	4.022	.001
	Within Groups	153.990	445	.346		
	Total	160.949	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
B4 : The decision to buy cultural design product is entirely up to me.	51-60	21-30	.32000*	.09755	.017	.0321	.6079

From the data of perceived behaviroral control compared with age, for B4 : The decision to buy cultural design product is entirely up to me statement, it shows

significant difference with the sig of 0.001 between 21-30 and 51-60 age range. According to the Bonferroni table, it shows that subgroup of 51-60 tend to agree with the statement more than 21-30 subgroup with the mean difference of 0.32000.

Table 4.63 Product Design with Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
D2 : Cultural design product can represent my style.	Between Groups	11.257	5	2.251	4.478	.001
	Within Groups	223.732	445	.503		
	Total	234.989	450			
D3 : Cultural design product has good function.	Between Groups	13.960	5	2.792	7.236	.000
	Within Groups	171.712	445	.386		
	Total	185.672	450			
D4 : Cultural design product can solve my needs.	Between Groups	22.182	5	4.436	9.876	.000
	Within Groups	199.906	445	.449		
	Total	222.089	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D2 : Cultural design product can represent my style.	41-50	21-30	.26725*	.08788	.037	.0079	.5266

Table 4.63 Product Design with Age (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D3 : Cultural design product has good function.	31-40	21-30	.40458*	.07475	.000	.1840	.6252
		41-50	.26168*	.07981	.017	.0261	.4972
D4 : Cultural design product can solve my needs.	31-40	21-30	.41396*	.08065	.000	.1759	.6520
		51-60	.61979*	.11344	.000	.2850	.9546
	41-50	51-60	.39656*	.11517	.009	.0567	.7365

From the data of product design compared with age, for D2 : Cultural design product can represent my style statement, it shows significant difference with the sig of 0.001 between 21-30 and 41-50 age range. According to the Bonferroni table, it shows that subgroup of 41-50 tend to agree with the statement more than 21-30 subgroup with the mean difference of 0.26725.

For D3 : Cultural design product has good function statement, it shows significant difference with the sig of 0.000 between 21-30, 31-40 and 41-50 age range. According to the Bonferroni table, it shows that subgroup of 31-40 tend to agree with the statement more than 21-30 and 41-50 subgroup with the mean difference of 0.40458 and 0.26168, respectively.

For D4 : Cultural design product can solve my needs statement, it shows significant difference with the sig of 0.000 between 21-30, 31-40, 41-50 and 51-60 age range. According to the Bonferroni table, it shows that subgroup of 31-40 tend to agree with the statement more than 21-30 and 51-60 subgroup with the mean difference of 0.41396 and 0.61979, respectively. Also, it shows that subgroup of 41-50 tend to agree with the statement more than 51-60 subgroup with the mean difference of 0.39656.

Table 4.64 Perceived Risk with Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
PR1 : I am afraid that the cultural design product might not practical.	Between Groups	44.639	5	8.928	15.966	.000
	Within Groups	248.825	445	.559		
	Total	293.463	450			
PR2 : I am afraid that the cultural design product might harm physical health.	Between Groups	19.065	5	3.813	5.855	.000
	Within Groups	289.804	445	.651		
	Total	308.869	450			
PR3 : I am afraid that the cultural design product might not worth for money.	Between Groups	34.708	5	6.942	9.350	.000
	Within Groups	330.388	445	.742		
	Total	365.095	450			
PR4 : I am afraid that the cultural design product might lower social status.	Between Groups	23.367	5	4.673	6.762	.000
	Within Groups	307.525	445	.691		
	Total	330.891	450			
PR5 : I am afraid that the cultural design product might not support local company.	Between Groups	33.256	5	6.651	7.987	.000
	Within Groups	370.566	445	.833		
	Total	403.823	450			

Table 4.64 Perceived Risk with Age (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
PR1 : I am afraid that the cultural design product might not practical.	21-30	31-40	.72625*	.08998	.000	.4607	.9918
		41-50	.53304*	.09268	.000	.2595	.8066
		51-60	.54917*	.12400	.000	.1832	.9151
PR2 : I am afraid that the cultural design product might harm physical health.	31-40	21-30	-.42750*	.09711	.000	-.7141	-.1409
		51-60	-.54167*	.13659	.001	-.9447	-.1386
PR3 : I am afraid that the cultural design product might not worth for money.	41-50	21-30	-.57507*	.10680	.000	-.8902	-.2599
		31-40	-.37486*	.11071	.012	-.7016	-.0481
	51-60	21-30	-.65333*	.14289	.000	-1.0750	-.2316
		31-40	-.45313*	.14584	.030	-.8835	-.0227
PR4 : I am afraid that the cultural design product might lower social status.	51-60	21-30	-.76250*	.13786	.000	-1.1693	-.3557
		31-40	-.53906*	.14070	.002	-.9543	-.1238
		41-50	-.51902*	.14285	.005	-.9406	-.0974
PR5 : I am afraid that the cultural design product might not support local company.	21-30	31-40	.46875*	.10981	.000	.1447	.7928
		51-60	.75000*	.15133	.000	.3034	1.1966

From the data of product design compared with age, for PR1 : I am afraid that the cultural design product might not practical statement, it shows significant difference with the sig of 0.000 between 21-30, 31-40, 41-50 and 51-60 age range.

According to the Bonferroni table, it shows that subgroup of 21-30 tend to agree with the statement more than 31-40, 41-50 and 51-60 subgroup with the mean difference of 0.72625, 0.53304 and 0.54917, respectively.

For PR2 : I am afraid that the cultural design product might harm physical health statement, it shows significant difference with the sig of 0.000 between 21-30, 31-40 and 51-60 age range. According to the Bonferroni table, it shows that subgroup of 31-40 tend to agree with the statement less than 21-30 and 51-60 subgroup with the mean difference of 0.42750 and 0.54167, respectively.

For PR3 : I am afraid that the cultural design product might not worth for money statement, it shows significant difference with the sig of 0.000 between 21-30, 31-40, 41-50 and 51-60 age range. According to the Bonferroni table, it shows that subgroup of 41-50 tend to agree with the statement less than 21-30 and 31-40 subgroup with the mean difference of 0.57507 and 0.37486, respectively. Moreover, it shows that subgroup of 51-60 tend to agree with the statement less than 21-30 and 31-40 subgroup with the mean difference of 0.65333 and 0.45313, respectively.

For PR4 : I am afraid that the cultural design product might lower social status statement, it shows significant difference with the sig of 0.000 between 21-30, 31-40, 41-50 and 51-60 age range. According to the Bonferroni table, it shows that subgroup of 51-60 tend to agree with the statement less than 21-30, 31-40 and 41-50 subgroup with the mean difference of 0.76250, 0.53906 and 0.51902, respectively.

For PR5 : I am afraid that the cultural design product might not support local company statement, it shows significant difference with the sig of 0.000 between 21-30, 31-40 and 51-60 age range. According to the Bonferroni table, it shows that subgroup of 21-30 tend to agree with the statement more than 31-40 and 51-60 subgroup with the mean difference of 0.46875 and 0.75000, respectively.

Table 4.65 Repurchase Intention with Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
RI1 : I want to buy cultural design product.	Between Groups	10.001	5	2.000	4.834	.000
	Within Groups	184.110	445	.414		
	Total	194.111	450			
RI3 : I am willing to pay extra money for cultural design product. RI3	Between Groups	20.995	5	4.199	5.580	.000
	Within Groups	334.859	445	.752		
	Total	355.854	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
RI1 : I want to buy cultural design product.	31-40	21-30	.34458*	.07740	.000	.1162	.5730
RI3 : I am willing to pay extra money for cultural design product.	21-30	31-40	-.37594*	.10438	.005	-.6840	-.0679
		41-50	-.42261*	.10752	.001	-.7399	-.1053

From the data of repurchase intention compared with age, for RI1 : I want to buy cultural design product statement, it shows significant difference with the sig of 0.000 between 21-30 and 31-40 age range. According to the Bonferroni table, it shows

that subgroup of 31-40 tend to agree with the statement more than 21-30 subgroup with the mean difference of 0.34458.

For RI3 : I am willing to pay extra money for cultural design product statement, it shows significant difference with the sig of 0.000 between 21-30, 31-40 and 41-50 age range. According to the Bonferroni table, it shows that subgroup of 21-30 tend to agree with the statement less than 31-40 and 41-50 subgroup with the mean difference of 0.37594 and 0.42261, respectively.

Table 4.66 Attitude toward product with Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
A2 : I can rely on cultural design product to deliver outstanding quality.	Between Groups	6.818	3	2.273	4.972	.002
	Within Groups	204.318	447	.457		
	Total	211.135	450			
A5 : I prefer to buy cultural design product rather than other product.	Between Groups	18.120	3	6.040	8.463	.000
	Within Groups	319.015	447	.714		
	Total	337.135	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
A2 : I can rely on cultural design product to deliver outstanding quality.	Master's and above	Highschool	-.46296*	.16264	.028	-.8940	-.0320
		Bachelor's	-.35651*	.10366	.004	-.6312	-.0818
A5 : I prefer to buy cultural design product rather than other product.	Master's and above	Highschool	-.63426*	.20323	.012	-1.1728	-.0957
		Bachelor's	-.59693*	.12952	.000	-.9402	-.2537

From the data of attitude toward product compared with education, for A2 : I can rely on cultural design product to deliver outstanding quality statement, it shows significant difference with the sig of 0.002 between highschool, bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of master's and above tend to agree with the statement less than highschool and bachelor's subgroup with the mean difference of 0.46296 and 0.35651, respectively.

For A5 : I prefer to buy cultural design product rather than other product statement, it shows significant difference with the sig of 0.000 between highschool, bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of master's and above tend to agree with the statement less than highschool and bachelor's subgroup with the mean difference of 0.63426 and 0.59693, respectively.

Table 4.67 Subjective Norm with Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
SN2 : I am interested in cultural design product more when people who are important to me do.	Between Groups	15.829	3	5.276	8.252	.000
	Within Groups	285.799	447	.639		
	Total	301.627	450			
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	Between Groups	30.026	3	10.009	13.168	.000
	Within Groups	339.748	447	.760		
	Total	369.774	450			
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	Between Groups	29.152	3	9.717	15.147	.000
	Within Groups	286.768	447	.642		
	Total	315.920	450			

Table 4.67 Subjective Norm with Education (cont.)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me.	Between Groups	12.454	3	4.151	6.100	.000
	Within Groups	304.194	447	.681		
	Total	316.647	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
SN2 : I am interested in cultural design product more when people who are important to me do.	Highschool	Bachelor's	.43187*	.15934	.042	.0096	.8541
	Master's and above	Highschool	-.91204*	.19236	.000	-1.4218	-.4023
		Bachelor's	-.48017*	.12260	.001	-.8051	-.1553
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	Master's and above	Highschool	-.80787*	.20973	.001	-1.3637	-.2521
		Bachelor's	-.83590*	.13367	.000	-1.1901	-.4817
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	Master's and above	Highschool	-.83565*	.19268	.000	-1.3463	-.3250
		Bachelor's	-.81941*	.12280	.000	-1.1448	-.4940
SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me.	Bachelor's	Master's and above	.53454*	.12648	.000	.1994	.8697

From the data of subjective norm compared with education, for SN2 : I am interested in cultural design product more when people who are important to me do statement, it shows significant difference with the sig of 0.000 between highschool, bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of master's and above tend to agree with the statement less than highschool and bachelor's subgroup with the mean difference of 0.91204 and 0.48017, respectively. Also, it shows that subgroup of highschool tend to agree with the statement more than bachelor's subgroup with the mean difference of 0.43187.

For SN3 : I subscribe to cultural design product's information more when people who are important to me do statement, it shows significant difference with the sig of 0.000 between highschool, bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of master's and above tend to agree with the statement less than highschool and bachelor's subgroup with the mean difference of 0.80787 and 0.83590, respectively.

For SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me statement, it shows significant difference with the sig of 0.000 between highschool, bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of master's and above tend to agree with the statement less than highschool and bachelor's subgroup with the mean difference of 0.83565 and 0.81941, respectively.

For SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me statement, it shows significant difference with the sig of 0.000 between bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of bachelor's tend to agree with the statement more than master's and above subgroup with the mean difference of 0.53454.

Table 4.68 Perceived Behavioral Control with Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
B1: I am confident I can buy cultural design product.	Between Groups	7.534	3	2.511	6.704	.000
	Within Groups	167.455	447	.375		
	Total	174.989	450			
B2 : I find it's not hard to find the distribution channel to buy cultural design product.	Between Groups	3.830	3	1.277	3.790	.010
	Within Groups	150.578	447	.337		
	Total	154.408	450			
B4 : The decision to buy cultural design product is entirely up to me.	Between Groups	8.196	3	2.732	7.995	.000
	Within Groups	152.753	447	.342		
	Total	160.949	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
B1: I am confident I can buy cultural design product.	Highschool	Bachelor's	.37602*	.12197	.013	.0528	.6992
		Master's and above	.61343*	.14724	.000	.2232	1.0036
B2 : I find it's not hard to find the distribution channel to buy cultural design product.	Highschool	Bachelor's	.32066*	.11566	.035	.0142	.6272
		Master's and above	.37269*	.13962	.047	.0027	.7427
B4 : The decision to buy cultural design product is entirely up to me.	Lower than highschool	Highschool	-1.81481*	.42839	.000	-2.9501	-.6795
		Bachelor's	-1.41444*	.41446	.004	-2.5128	-.3161
		Master's and above	-1.45833*	.42188	.004	-2.5763	-.3403
	Highschool	Bachelor's	.40038*	.11649	.004	.0917	.7091

From the data of perceived behavioral control compared with education, for B1: I am confident I can buy cultural design product statement, it shows significant difference with the sig of 0.000 between highschool, bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of highschool tend to agree with the statement more than bachelor's and master's and above subgroup with the mean difference of 0.37602 and 0.61343, respectively.

For B2 : I find it's not hard to find the distribution channel to buy cultural design product statement, it shows significant difference with the sig of 0.010 between highschool, bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of highschool tend to agree with the statement more than bachelor's and master's and above subgroup with the mean difference of 0.32066 and 0.37269, respectively.

For B4 : The decision to buy cultural design product is entirely up to me statement, it shows significant difference with the sig of 0.000 between lower than highschool, highschool, bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of lower than highschool tend to agree with the statement less than highschool, bachelor's and master's and above subgroup with the mean difference of 1.81481, 1.41444 and 1.45833, respectively. Also, it shows that subgroup of highschool tend to agree with the statement less than bachelor's subgroup with the mean difference of 0.40038.

Table 4.69 Product Design with Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
D2 : Cultural design product can represent my style.	Between Groups	13.218	3	4.406	8.881	.000
	Within Groups	221.771	447	.496		
	Total	234.989	450			

Table 4.69 Product Design with Education (cont.)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
D3 : Cultural design product has good function.	Between Groups	11.416	3	3.805	9.761	.000
	Within Groups	174.256	447	.390		
	Total	185.672	450			
D4 : Cultural design product can solve my needs.	Between Groups	7.263	3	2.421	5.037	.002
	Within Groups	214.826	447	.481		
	Total	222.089	450			
D5 : Cultural design product is practical.	Between Groups	9.246	3	3.082	6.666	.000
	Within Groups	206.661	447	.462		
	Total	215.907	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D2 : Cultural design product can represent my style.	Highschool	Lower than highschool	1.62963*	.51618	.010	.2617	2.9975
		Bachelor's	.39968*	.14036	.028	.0277	.7717
		Master's and above	.75463*	.16944	.000	.3056	1.2037
	Master's and above	Bachelor's	-.35495*	.10799	.007	-.6411	-.0688

Table 4.69 Product Design with Education (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D3 : Cultural design product has good function.	Highschool	Lower than highschool	1.70370*	.45755	.001	.4912	2.9162
		Bachelor's	.40959*	.12442	.006	.0799	.7393
		Master's and above	.68287*	.15020	.000	.2848	1.0809
	Bachelor's	Lower than highschool	1.29412*	.44267	.022	.1210	2.4672
		Master's and above	.27328*	.09573	.027	.0196	.5270
D4 : Cultural design product can solve my needs.	Bachelor's	Master's and above	.36742*	.10629	.004	.0858	.6491
D5 : Cultural design product is practical.	Highschool	Lower than highschool	1.59259*	.49828	.009	.2721	2.9131
	Bachelor's	Lower than highschool	1.49198*	.48208	.013	.2144	2.7695
		Master's and above	.32531*	.10425	.012	.0490	.6016

From the data of product design compared with education, for D2 : Cultural design product can represent my style statement, it shows significant difference with the sig of 0.000 between lower than highschool, highschool, bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of highschool tend to agree with the statement more than lower than highschool, bachelor's and master's and above subgroup with the mean difference of 1.62963, 0.39968 and 0.75463, respectively. Also, it shows that subgroup of master's and above tend to agree with the statement less than bachelor's subgroup with the mean difference of 0.35495.

For D3 : Cultural design product has good function statement, it shows significant difference with the sig of 0.000 between lower than highschool, highschool, bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of highschool tend to agree with the statement more than lower than highschool, bachelor's and master's and above subgroup with the mean difference of 1.70370, 0.40959 and 0.68289, respectively. Also, it shows that subgroup of bachelor's tend to agree with the statement more than lower than highschool and master's and above subgroup with the mean difference of 1.29412 and 0.27328, respectively.

For D4 : Cultural design product can solve my needs statement, it shows significant difference with the sig of 0.002 between bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of bachelor's tend to agree with the statement more than master's and above subgroup with the mean difference of 0.36742.

For D5 : Cultural design product is practical statement, it shows significant difference with the sig of 0.000 between lower than highschool, highschool, bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of highschool tend to agree with the statement more than lower than highschool subgroup with the mean difference of 1.59259. Also, it shows that subgroup of bachelor's tend to agree with the statement more than lower than highschool and master's and above subgroup with the mean difference of 1.49198 and 0.32531, respectively.

Table 4.70 Cultural Attractiveness with Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
C2 : The culture from cultural design product is charming.	Between Groups	3.582	3	1.194	3.583	.014
	Within Groups	148.972	447	.333		
	Total	152.554	450			
C4 : The culture from cultural design product is fashionable.	Between Groups	8.881	3	2.960	5.546	.001
	Within Groups	238.595	447	.534		
	Total	247.477	450			

Table 4.70 Cultural Attractiveness with Education (cont.)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
C5 : The culture from cultural design product is high-valued.	Between Groups	4.447	3	1.482	3.789	.011
	Within Groups	174.861	447	.391		
	Total	179.308	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
C2 : The culture from cultural design product is charming.	Highschool	Lower than highschool	1.16667*	.42306	.036	.0455	2.2878
C4 : The culture from cultural design product is fashionable.	Bachelor's	Master's and above	.36408*	.11202	.007	.0672	.6609
C5 : The culture from cultural design product is high-valued.	Lower than highschool	Highschool	-1.37037*	.45835	.018	-2.5850	-.1557
		Bachelor's	-1.45989*	.44344	.006	-2.6350	-.2848
		Master's and above	-1.41667*	.45138	.011	-2.6128	-.2205

From the data of cultural attractiveness compared with education, for C2 : The culture from cultural design product is charming statement, it shows significant difference with the sig of 0.014 between lower than highschool and highschool subgroup. According to the Bonferroni table, it shows that subgroup of highschool tend to agree with the statement more than lower than highschool subgroup with the mean difference of 1.16667.

For C4 : The culture from cultural design product is fashionable statement, it shows significant difference with the sig of 0.001 between bachelor's and master's and above subgroup. According to the Bonferroni table, it shows that subgroup of bachelor's tend to agree with the statement more than master's and above subgroup with the mean difference of 0.36408.

For C5 : The culture from cultural design product is high-valued statement, it shows significant difference with the sig of 0.011 between lower than highschool, highschool, bachelor's and master's and above. According to the Bonferroni table, it shows that subgroup of lower than highschool tend to agree with the statement less than highschool, bachelor's and master's and above subgroup with the mean difference of 1.37037, 1.45989 and 1.41667, respectively.

Table 4.71 Perceived Risk with Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
PR1 : I am afraid that the cultural design product might not practical.	Between Groups	6.105	3	2.035	3.166	.024
	Within Groups	287.358	447	.643		
	Total	293.463	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
PR1 : I am afraid that the cultural design product might not practical.	Master's and above	Bachelor's	.37834*	.12293	.013	.0526	.7041

From the data of perceived risk compared with education, for PR1 : I am afraid that the cultural design product might not practical statement, it shows significant difference with the sig of 0.024 between master's and above and bachelor's subgroup. According to the Bonferroni table, it shows that subgroup of master's and above tend to agree with the statement more than bachelor's subgroup with the mean difference of 0.37834.

Table 4.72 Repurchase Intention with Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
RI1 : I want to buy cultural design product.	Between Groups	7.125	3	2.375	5.678	.001
	Within Groups	186.985	447	.418		
	Total	194.111	450			
RI3 : I am willing to pay extra money for cultural design product.	Between Groups	30.183	3	10.061	13.809	.000
	Within Groups	325.671	447	.729		
	Total	355.854	450			
RI5 : I intend to buy more cultural design product.	Between Groups	11.754	3	3.918	6.877	.000
	Within Groups	254.689	447	.570		
	Total	266.443	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
RI1 : I want to buy cultural design product.	Master's and above	Highschool	-.46528*	.15559	.018	-.8776	-.0530
		Bachelor's	-.39249*	.09916	.001	-.6553	-.1297

Table 4.72 Repurchase Intention with Education (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
RI3 : I am willing to pay extra money for cultural design product.	Master's and above	Highschool	-.89583*	.20534	.000	-1.4400	-.3517
		Bachelor's	-.81918*	.13087	.000	-1.1660	-.4724
RI5 : I intend to buy more cultural design product.	Master's and above	Highschool	-.69213*	.18158	.001	-1.1733	-.2109
		Bachelor's	-.43148*	.11573	.001	-.7382	-.1248

From the data of repurchase intention compared with education, for RI1 : I want to buy cultural design product statement, it shows significant difference with the sig of 0.001 between master's and above, highschool and bachelor's subgroup. According to the Bonferroni table, it shows that subgroup of master's and above tend to agree with the statement less than highschool and bachelor's subgroup with the mean difference of 0.46528 and 0.39249, respectively.

For RI3 : I am willing to pay extra money for cultural design product statement, it shows significant difference with the sig of 0.000 between master's and above, highschool and bachelor's subgroup. According to the Bonferroni table, it shows that subgroup of master's and above tend to agree with the statement less than highschool and bachelor's subgroup with the mean difference of 0.89583 and 0.81918, respectively.

For RI5 : I intend to buy more cultural design product statement, it shows significant difference with the sig of 0.000 between master's and above, highschool and bachelor's subgroup. According to the Bonferroni table, it shows that subgroup of master's and above tend to agree with the statement less than highschool and bachelor's subgroup with the mean difference of 0.69213 and 0.43148, respectively.

Table 4.73 Attitude toward product with Income

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
A2 : I can rely on cultural design product to deliver outstanding quality.	Between Groups	14.626	4	3.656	8.299	.000
	Within Groups	196.510	446	.441		
	Total	211.135	450			
A4 : I think cultural design product represent a good value for the money.	Between Groups	12.132	4	3.033	5.564	.000
	Within Groups	243.136	446	.545		
	Total	255.268	450			
A5 : I prefer to buy cultural design product rather than other product.	Between Groups	37.008	4	9.252	13.749	.000
	Within Groups	300.127	446	.673		
	Total	337.135	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
A2 : I can rely on cultural design product to deliver outstanding quality.	15,000-30,000	45,001-60,000	.46245*	.10677	.000	.1613	.7636
		More than 60,000	.59717*	.17072	.005	.1156	1.0788
A4 : I think cultural design product represent a good value for the money.	15,000-30,000	45,001-60,000	.42863*	.11876	.003	.0936	.7637

Table 4.73 Attitude toward product with Income (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
A5 : I prefer to buy cultural design product rather than other product.	15,000-30,000	Lower than 15,000	.73446*	.15115	.000	.3080	1.1609
		45,001-60,000	.55466*	.13195	.000	.1824	.9269
		More than 60,000	.99772*	.21098	.000	.4025	1.5929
	30,001-45,000	Lower than 15,000	.67725*	.16882	.001	.2010	1.1535
		45,001-60,000	.49746*	.15186	.011	.0690	.9259
		More than 60,000	.94051*	.22398	.000	.3087	1.5724

From the data of attitude toward product compared with income, for A2 : I can rely on cultural design product to deliver outstanding quality statement, it shows significant difference with the sig of 0.000 between 15,000-30,000, 45,001-60,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than 45,001-60,000 and more than 60,000 subgroup with the mean difference of 0.46245 and 0.59717, respectively.

For A4 : A4 : I think cultural design product represent a good value for the money statement, it shows significant difference with the sig of 0.000 between 15,000-30,000 and 45,001-60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than 45,001-60,000 subgroup with the mean difference of 0.42863.

For A5 : I prefer to buy cultural design product rather than other product statement, it shows significant difference with the sig of 0.000 between lower than

15,000, 15,000-30,000, 45,001-60,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000, 45,001-60,000 and more than 60,000 subgroup with the mean difference of 0.73446, 0.55466 and 0.99772, respectively. Also, it shows that subgroup of 30,001-45,000 tend to agree with the statement more than lower than 15,000, 45,001-60,000 and more than 60,000 subgroup with the mean difference of 0.67725, 0.49746 and 0.94051, respectively.

Table 4.74 Subjective Norm with Income

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
SN1 : I buy cultural design product as people who are important to me do.	Between Groups	72.680	4	18.170	18.541	.000
	Within Groups	437.067	446	.980		
	Total	509.747	450			
SN2 : I am interested in cultural design product more when people who are important to me do.	Between Groups	20.343	4	5.086	8.064	.000
	Within Groups	281.285	446	.631		
	Total	301.627	450			
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	Between Groups	62.101	4	15.525	22.505	.000
	Within Groups	307.673	446	.690		
	Total	369.774	450			
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	Between Groups	32.495	4	8.124	12.784	.000
	Within Groups	283.425	446	.635		
	Total	315.920	450			
SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me.	Between Groups	23.544	4	5.886	8.956	.000
	Within Groups	293.104	446	.657		
	Total	316.647	450			

Table 4.74 Subjective Norm with Income (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
SN1 : I buy cultural design product as people who are important to me do.	15,000-30,000	Lower than 15,000	.64654*	.18241	.004	.1320	1.1611
		30,001-45,000	.57717*	.12403	.000	.2273	.9271
		45,001-60,000	.68694*	.15923	.000	.2377	1.1361
		More than 60,000	1.69389*	.25461	.000	.9756	2.4122
	More than 60,000	Lower than 15,000	-1.04735*	.30157	.006	-1.8981	-.1966
		30,001-45,000	-1.11672*	.27029	.000	-1.8792	-.3542
		45,001-60,000	-1.00694*	.28814	.005	-1.8198	-.1941
SN2 : I am interested in cultural design product more when people who are important to me do.	45,001-60,000	15,000-30,000	-.43285*	.12774	.008	-.7932	-.0725
	More than 60,000	Lower than 15,000	-.87689*	.24193	.003	-1.5594	-.1944
		15,000-30,000	-.97035*	.20425	.000	-1.5466	-.3941
		30,001-45,000	-.78087*	.21683	.004	-1.3926	-.1692

Table 4.74 Subjective Norm with Income (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
SN3 : I subscribe to cultural design product's information more when people who are important to me do.	15,000-30,000	Lower than 15,000	.72816*	.15304	.000	.2964	1.1599
		30,001-45,000	.48026*	.10406	.000	.1867	.7738
		45,001-60,000	.82109*	.13360	.000	.4442	1.1980
		More than 60,000	1.32664*	.21362	.000	.7240	1.9293
	30,001-45,000	More than 60,000	.84639*	.22678	.002	.2066	1.4861
SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me.	15,000-30,000	Lower than 15,000	.52190*	.14689	.004	.1075	.9363
		45,001-60,000	.63301*	.12822	.000	.2713	.9947
		More than 60,000	.95940*	.20503	.000	.3810	1.5378
	30,001-45,000	Lower than 15,000	.46988*	.16405	.044	.0071	.9327
		45,001-60,000	.58099*	.14757	.001	.1647	.9973
		More than 60,000	.90738*	.21766	.000	.2934	1.5214
SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me.	15,000-30,000	Lower than 15,000	.65959*	.14938	.000	.2382	1.0810
		45,001-60,000	.43131*	.13039	.010	.0635	.7992
		More than 60,000	.69936*	.20850	.009	.1112	1.2876
	30,001-45,000	Lower than 15,000	.59803*	.16683	.004	.1274	1.0687
		More than 60,000	.63780*	.22134	.041	.0134	1.2622

From the data of subjective norm compared with income, for SN1 : I buy cultural design product as people who are important to me do statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000, 30,001-45,000, 45,001-60,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000, 30,001-45,000, 45,001-60,000 and more than 60,000 subgroup with the mean difference of 0.64654, 0.57717, 0.68694 and 1.69389, respectively. Also, it shows that subgroup of more than 60,000 tend to agree with the statement less than lower than 15,000, 30,001-45,000 and 45,001-60,000 subgroup with the mean difference of 1.04735, 1.11672 and 1.00694, respectively.

For SN2 : I am interested in cultural design product more when people who are important to me do statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000, 30,001-45,000, 45,001-60,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 45,001-60,000 tend to agree with the statement less than 15,000-30,000 subgroup with the mean difference of 0.43285. Also, it shows that subgroup of more than 60,000 tend to agree with the statement less than lower than 15,000, 15,000-30,000 and 30,001-45,000 subgroup with the mean difference of 0.87689, 0.97035 and 0.78087, respectively.

For SN3 : I subscribe to cultural design product's information more when people who are important to me do statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000, 30,001-45,000, 45,001-60,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000, 30.001-45,000, 45,001-60,000 and more than 60,000 subgroup with the mean difference of 0.72816, 0.48026, 0.82109 and 1.32664, respectively. Also, it shows that subgroup of 30,001 - 45,000 tend to agree with the statement more than more than 60,000 subgroup with the mean difference of 0.84639.

For SN4 : I'm willing to buy cultural design product more when people who are important to me recommend me statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000, 30,001-45,000, 45,001-60,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that

subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000, 45,001-60,000 and more than 60,000 subgroup with the mean difference of 0.52190, 0.63301 and 0.95940, respectively. Also, it shows that subgroup of 30,001-45,000 tend to agree with the statement more than lower than 15,000, 45,001-60,000 and more than 60,000 subgroup with the mean difference of 0.46988, 0.58099 and 0.90738, respectively.

For SN5 : I make a decision to buy cultural design product easier when people who are important to me recommend me statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000, 30,001-45,000, 45,001-60,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000, 45,001-60,000 and more than 60,000 subgroup with the mean difference of 0.65959, 0.43131 and 0.69936, respectively. Also, it shows that subgroup of 30,001-45,000 tend to agree with the statement more than lower than 15,000 and more than 60,000 subgroup with the mean difference of 0.59803 and 0.63780, respectively.

Table 4.75 Perceived Behavioral Control with Income

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
B1: I am confident I can buy cultural design product.	Between Groups	7.453	4	1.863	4.960	.001
	Within Groups	167.536	446	.376		
	Total	174.989	450			
B3 : The decision to buy cultural design product is not beyond my control.	Between Groups	12.522	4	3.131	7.230	.000
	Within Groups	193.110	446	.433		
	Total	205.632	450			

Table 4.75 Perceived Behavioral Control with Income (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
B1: I am confident I can buy cultural design product.	15,000-30,000	30,001-45,000	.22808*	.07679	.031	.0114	.4447
		45,001-60,000	.31054*	.09858	.017	.0324	.5887
B3 : The decision to buy cultural design product is not beyond my control.	Lower than 15,000	15,000-30,000	-.60551*	.12125	.000	-.9476	-.2635
		30,001-45,000	-.48850*	.13542	.003	-.8705	-.1065

From the data of perceived behavioral control compared with income, for B1: I am confident I can buy cultural design product statement, it shows significant difference with the sig of 0.001 between 15,000-30,000, 30,001-45,000 and 45,001-60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than 30,001-45,000 and 45,001-60,000 subgroup with the mean difference of 0.22808 and 0.31054, respectively.

For B3 : The decision to buy cultural design product is not beyond my control statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000, and 30,001-45,000 subgroup. According to the Bonferroni table, it shows that subgroup of lower than 15,000 tend to agree with the statement less than 15,000-30,000 and 30,001-45,000 subgroup with the mean difference of 0.60551 and 0.48850, respectively.

Table 4.76 Product Design with Income

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
D1 : Cultural design product shows good aesthetic.	Between Groups	12.528	4	3.132	7.488	.000
	Within Groups	186.558	446	.418		
	Total	199.086	450			
D3 : Cultural design product has good function.	Between Groups	6.166	4	1.542	3.830	.005
	Within Groups	179.506	446	.402		
	Total	185.672	450			
D4 : Cultural design product can solve my needs.	Between Groups	29.755	4	7.439	17.250	.000
	Within Groups	192.334	446	.431		
	Total	222.089	450			
D5 : Cultural design product is practical.	Between Groups	9.347	4	2.337	5.046	.001
	Within Groups	206.560	446	.463		
	Total	215.907	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D1 : Cultural design product shows good aesthetic.	15,000-30,000	Lower than 15,000	.47556*	.11917	.001	.1394	.8118
		30,001-45,000	.30068*	.08103	.002	.0721	.5293
D3 : Cultural design product has good function.	15,000-30,000	45,001-60,000	.37624*	.10204	.003	.0884	.6641

Table 4.76 Product Design with Income (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D4 : Cultural design product can solve my needs.	15,000-30,000	Lower than 15,000	.76322*	.12100	.000	.4219	1.1046
		30,001-45,000	.33423*	.08228	.001	.1021	.5663
		45,001-60,000	.55109*	.10563	.000	.2531	.8491
		More than 60,000	.48859*	.16890	.040	.0121	.9651
	30,001-45,000	Lower than 15,000	.42899*	.13514	.016	.0477	.8102
D5 : Cultural design product is practical.	15,000-30,000	30,001-45,000	.26084*	.08527	.024	.0203	.5014
		More than 60,000	.56204*	.17503	.014	.0683	1.0558

From the data of product design compared with income, for D1 : Cultural design product shows good aesthetic statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000, and 30,001-45,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000 and 30,001-45,000 subgroup with the mean difference of 0.47556 and 0.30068, respectively.

For D3 : Cultural design product has good function statement, it shows significant difference with the sig of 0.005 between 15,000-30,000 and 45,001-60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000

tend to agree with the statement more than 45,001-60,000 subgroup with the mean difference of 0.37624.

For D4 : Cultural design product can solve my needs statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000, 30,001-45,000, 45,001-60,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000, 30,001-45,000, 45,001-60,000 and more than 60,000 subgroup with the mean difference of 0.76322, 0.33423, 0.55109 and 0.48859, respectively. Also, it shows that subgroup of 30,001-45,000 tend to agree with the statement more than lower than 15,000 subgroup with the mean difference of 0.42899.

For D5 : Cultural design product is practical statement, it shows significant difference with the sig of 0.001 between 15,000-30,000, 30,001-45,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than 30,001-45,000 and more than 60,000 subgroup with the mean difference of 0.26084 and 0.56204, respectively.

Table 4.77 Cultural Attractiveness with Income

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
C1 : The culture from cultural design product has appealing story.	Between Groups	9.232	4	2.308	6.399	.000
	Within Groups	160.870	446	.361		
	Total	170.102	450			
C3 : The culture from cultural design product is interesting.	Between Groups	8.541	4	2.135	6.163	.000
	Within Groups	154.532	446	.346		
	Total	163.073	450			
C4 : The culture from cultural design product is fashionable.	Between Groups	15.844	4	3.961	7.627	.000
	Within Groups	231.632	446	.519		
	Total	247.477	450			

Table 4.77 Cultural Attractiveness with Income (cont.)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
C5 : The culture from cultural design product is high-valued.	Between Groups	7.347	4	1.837	4.764	.001
	Within Groups	171.961	446	.386		
	Total	179.308	450			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
C1 : The culture from cultural design product has appealing story.	15,000-30,000	45,001-60,000	.42766*	.09660	.000	.1551	.7002
C3 : The culture from cultural design product is interesting.	15,000-30,000	Lower than 15,000	.37768*	.10846	.005	.0717	.6837
		45,001-60,000	.32920*	.09468	.006	.0621	.5963
C4 : The culture from cultural design product is fashionable.	15,000-30,000	Lower than 15,000	.44492*	.13279	.009	.0703	.8195
		30,001-45,000	.35401*	.09029	.001	.0993	.6087
		More than 60,000	.60401*	.18535	.012	.0811	1.1269
C5 : The culture from cultural design product is high-valued.	15,000-30,000	45,001-60,000	.36237*	.09988	.003	.0806	.6441

From the data of cultural attractiveness compared with income, for C1 : The culture from cultural design product has appealing story statement, it shows significant difference with the sig of 0.000 between 15,000-30,000, and 45,001-60,000 subgroup.

According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than 45,001-60,000 subgroup with the mean difference of 0.42766.

For C3 : The culture from cultural design product is interesting statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000 and 45,001-60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000 and 45,001-60,000 subgroup with the mean difference of 0.37768 and 0.32920 respectively.

For C4 : The culture from cultural design product is fashionable statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000, 30,001-45,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000, 30,001-45,000 and more than 60,000 subgroup with the mean difference of 0.44492, 0.35401 and 0.60401 respectively.

For C5 : The culture from cultural design product is high-valued statement, it shows significant difference with the sig of 0.001 between 15,000-30,000 and 45,001-60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than 45,001-60,000 subgroup with the mean difference of 0.36237.

Table 4.78 Perceived Risk with Income

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
PR1 : I am afraid that the cultural design product might not practical.	Between Groups	19.350	4	4.838	7.871	.000
	Within Groups	274.113	446	.615		
	Total	293.463	450			
PR3 : I am afraid that the cultural design product might not worth for money.	Between Groups	9.757	4	2.439	3.062	.017
	Within Groups	355.338	446	.797		
	Total	365.095	450			

Table 4.78 Perceived Risk with Income (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
PR1 : I am afraid that the cultural design product might not practical.	15,000-30,000	Lower than 15,000	-.57476*	.14446	.001	-.9823	-.1672
		30,001-45,000	-.34074*	.09822	.006	-.6178	-.0636
		More than 60,000	-.66378*	.20163	.011	-1.2326	-.0950
PR3 : I am afraid that the cultural design product might not worth for money.	Lower than 15,000	15,000-30,000	.54557*	.16447	.010	.0816	1.0096

From the data of perceived risk compared with income, for PR1 : I am afraid that the cultural design product might not practical statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000, 30,001-45,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement less than lower than 15,000, 30,001-45,000 and more than 60,000 subgroup with the mean difference of 0.57476, 0.34074 and 0.66378, respectively.

For PR3 : I am afraid that the cultural design product might not worth for money statement, it shows significant difference with the sig of 0.017 between lower than 15,000 and 15,000-30,000 subgroup. According to the Bonferroni table, it shows that subgroup of lower than 15,000 tend to agree with the statement more than 15,000-30,000 subgroup with the mean difference of 0.54557.

Table 4.79 Repurchase Intention with Income

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
RI1 : I want to buy cultural design product.	Between Groups	18.261	4	4.565	11.579	.000
	Within Groups	175.849	446	.394		
	Total	194.111	450			
RI2 : I will buy cultural design product when I have a chance.	Between Groups	6.364	4	1.591	4.386	.002
	Within Groups	161.774	446	.363		
	Total	168.137	450			
RI3 : I am willing to pay extra money for cultural design product.	Between Groups	16.537	4	4.134	5.434	.000
	Within Groups	339.316	446	.761		
	Total	355.854	450			
RI4 : I think it's a good idea to buy cultural design product.	Between Groups	8.736	4	2.184	5.293	.000
	Within Groups	184.035	446	.413		
	Total	192.772	450			
RI5 : I intend to buy more cultural design product.	Between Groups	13.578	4	3.394	5.987	.000
	Within Groups	252.866	446	.567		
	Total	266.443	450			

Table 4.79 Repurchase Intention with Income (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
RI1 : I want to buy cultural design product.	15,000-30,000	Lower than 15,000	.53871*	.11570	.000	.2123	.8651
		30,001-45,000	.22509*	.07867	.044	.0031	.4470
		45,001-60,000	.50032*	.10100	.000	.2154	.7852
RI2 : I will buy cultural design product when I have a chance.	15,000-30,000	Lower than 15,000	.32957*	.11097	.031	.0165	.6426
		30,001-45,000	.22698*	.07546	.028	.0141	.4399
RI3 : I am willing to pay extra money for cultural design product.	15,000-30,000	Lower than 15,000	.47268*	.16072	.034	.0193	.9261
		30,001-45,000	.33322*	.10928	.024	.0249	.6415
RI4 : I think it's a good idea to buy cultural design product.	15,000-30,000	Lower than 15,000	.38576*	.11836	.012	.0518	.7197
		More than 60,000	.54106*	.16521	.011	.0750	1.0071
RI5 : I intend to buy more cultural design product.	15,000-30,000	45,001-60,000	.46748*	.12111	.001	.1258	.8091
		More than 60,000	.57026*	.19366	.034	.0239	1.1166

From the data of repurchase intention compared with income, for RI1 : I want to buy cultural design product statement, it shows significant difference with the

sig of 0.000 between lower than 15,000, 15,000-30,000, 30,001-45,000 and 45,001-60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000, 30,001-45,000 and 45,001-60,000 subgroup with the mean difference of 0.53871, 0.22509 and 0.50032, respectively.

For RI2 : I will buy cultural design product when I have a chance statement, it shows significant difference with the sig of 0.002 between lower than 15,000, 15,000-30,000 and 30,001-45,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000 and 30,001-45,000 subgroup with the mean difference of 0.32957 and 0.22698, respectively.

For RI3 : I am willing to pay extra money for cultural design product statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000 and 30,001-45,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000 and 30,001-45,000 subgroup with the mean difference of 0.47268 and 0.33322, respectively.

For RI4 : I think it's a good idea to buy cultural design product statement, it shows significant difference with the sig of 0.000 between lower than 15,000, 15,000-30,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than lower than 15,000 and more than 60,000 subgroup with the mean difference of 0.38576 and 0.54106, respectively.

For RI5 : I intend to buy more cultural design product statement, it shows significant difference with the sig of 0.000 between 15,000-30,000, 45,001-60,000 and more than 60,000 subgroup. According to the Bonferroni table, it shows that subgroup of 15,000-30,000 tend to agree with the statement more than 45,001-60,000 and more than 60,000 subgroup with the mean difference of 0.46748 and 0.57026, respectively.

4.6 Regression Analysis

4.6.1 Regression Analysis of Repurchase Intention

Table 4.80 Regression Analysis of Repurchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849[a]	.721	.718	.28093

a. Predictors: (Constant), BMean, PRMean, SNMean, CMean, DMean, AMean

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.691	6	15.115	191.518	.000[a]
	Residual	35.042	444	.079		
	Total	125.733	450			

a. Predictors: (Constant), BMean, PRMean, SNMean, CMean, DMean, AMean

b. Dependent Variable: RIMean

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.191	.188		1.015	.311
	AMean	.352	.043	.337	8.126	.000
	SNMean	.124	.024	.175	5.121	.000
	BMean	.048	.043	.038	1.111	.267
	DMean	.229	.045	.208	5.045	.000
	CMean	.244	.049	.192	4.991	.000
	PRMean	-.086	.024	-.097	-3.528	.000

a. Dependent Variable: RIMean

According to table of 4.6.1 Regression Analysis of Repurchase Intention, F value is 191.518 and sig. value is 0.00, so this indicates that the regression model is usable. Moreover, the model summary shows R Square 0.721 that means the predictor independent variables of this study can explain the change in dependent variable for 72.1%.

The above table shows the cause and effect relation of attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness and perceived risk toward repurchase intention. There is one factor that is not significantly influenced to repurchase intention which is perceived behavioral control, as the sig. value is more than 0.05. Besides, there are remaining five factors which have significantly affected the repurchase intention which are attitude toward product, subjective norm, product design, cultural attractiveness and perceived risk. The most influential positive factor toward repurchase intention is attitude toward product, with the standardized coefficients beta of 0.337. Followed by product design with the beta of 0.208, cultural attractiveness with the beta of 0.192, and subjective norm with the beta 0.175. The significant negative factor toward repurchase intention is perceived risk with the beta of -0.097.

CHAPTER V
DISCUSSION

5.1 Gender

This study uses T-test analysis to test the differences among gender male and female with each variable which are attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness, perceived risk and repurchase intention. The result shows that there are differences among male and female gender in each variable.

For attitude toward product, perceived behavioral control and perceived risk, these 3 factors significantly influence among gender differently aspects. For females in attitude toward product perspective, they tend to like the image of cultural design product and trust in cultural design product's quality more. Another study found that women focus more on overall image when purchasing a product (Xue & Yen, 2007). This finding was also supported by another literature, which found that females are more sensitive to intangible components of a product more than males (Desmet & Hekkert, 2002). Also in perceived behavioral control, females are more confident that they can buy cultural design product and it's not hard to find the distribution channel to buy cultural design product. For females in perceived risk term, they afraid that the cultural design product might not worth for money. However, for males in attitude toward product perspective, they agree more that cultural design product provide good benefits to society and are worth the money. This finding is similar to past study performed on OTOP product. The study found that Thai consumers purchased OTOP products to support the local business (Songwatananon, 2016). In perceived behavioral control, males tend to feel that cultural design product is affordable. Other studies also found that females are more sensitive to price than males in various products (Munnukka, 2005 and Strombom et al., 2002). Lastly in perceived risk term, males tend to afraid that cultural design product might harm physical health. This finding is in contrast with another study who found that females are generally more health-conscious

than males (Barebring et al., 2020). However, this finding is explainable in the sense that males may have more protective behavior than women due to the influences of their stereotypic gender role and masculinity.

For subjective norm and product design variable, these 2 factors significantly influence males more than females. Males are more affected in subjective norm by subscribing to cultural design product's information more when people who are important to them do. In perspective of product design, the result shows that males tend to agree more that cultural design product can represent their style.

For cultural attractiveness and repurchase intention variable, these 2 factors significantly influence females more than males. Females tend to think that culture from cultural design product has appealing stories, fashionable and high-valued. In repurchase intention term, females are more likely to buy cultural design product when they have a chance.

5.2 Purpose of Buying

This study uses T-test analysis to test the differences among purpose of buying with each variable which are attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness, perceived risk and repurchase intention. The result shows that there are significant differences among purpose of buying with these variables without perceived behavioral control factor. With the same direction of the result, it can be grouped that for people who buy for own use, they are more concern in positive variable as attitude toward product, subjective norm, product design, cultural attractiveness, repurchase intention. For people who buy for other, they are more concerned about perceived risk variable. This finding is consistent with another study, which found that perceived risk influences consumers more when choosing gifts for other (Kim, 2020). Moreover, another study also elaborated that the perceived risk has more impact when buying for others and even more when the distance between sender and receiver is longer (Parsons, 2002). In addition, the gift giver perceived that it's hard to handle the situation if something goes wrong with the gift that has been given to others (Sherry, 1983).

5.3 Marital Status

This study uses T-test analysis to test the differences among marital status with each variable which are attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness, perceived risk and repurchase intention. The result shows that there are significant differences among single and married in each variable.

For cultural attractiveness, this factor significantly influence among marital status differently. Single respondents more agree that culture from cultural design product has appealing story but married respondents more agree that culture from cultural design product is interesting.

For perceived risk variable, this factor significantly influences single respondents more than married respondents. For attitude toward product, subjective norm, perceived behavioral control, product design and repurchase intention variable, these 5 factors significantly influence married respondents more than single respondents.

However, past research has shown that married consumers consider more things when purchasing an item as compared to single consumers. The research found that they think they are responsible for considering the benefits of the product for other members of the family (Kenney, 2002 and Razzouk et al., 2007).

5.4 Cultural Product Type

The study has 4 different subgroups of daily uses, clothing, accessory and home decorations which tested with each variable which are attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness, perceived risk and repurchase intention. The result shows that all variables have significant differences among each cultural product type.

For daily uses product, respondents who lately bought this type of product tend to be affected by attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness and repurchase intention variables less than other types. Between, people tend to be more concerned about perceived risk while having experienced buying this product type.

For clothing product, respondents who lately bought this type of product tend to be affected by cultural attractiveness, perceived risk and repurchase intention variables more than other types. The perceived risk aspect is that they concern that the cultural design product might lower their social status. The repurchase intention that they agree more is they will buy cultural design product again when they have a chance.

For accessory product, respondents who lately bought this type of product tend to be affected by perceived behavioral control, product design, cultural attractiveness and repurchase intention more than other types. Moreover, people tend to be less concerned about perceived risk while having experienced buying this product type. The perceived risk aspect that this group concern less than other groups is the cultural design product might not support local company.

For home decorations product, respondents who lately bought this type of product tend to be affected by attitude toward product and repurchase intention more than other types. The attitude toward product aspect that this group agree more than other groups is they think cultural design product provide a good benefit to society. The repurchase intention aspect that this group agree more than other groups is they are willing to pay extra money for cultural design product.

5.5 Distribution Channel

The study has 4 different subgroups of retail store, local store, manufacturer website and middleman website which tested with each variable which are attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness, perceived risk and repurchase intention. The result shows that all variables have significant differences among each distribution channel.

For retail store, respondents who lately bought this cultural design product from this distribution channel tend to be influenced by attitude toward product, perceived behavioral control, product design, and repurchase intention more than other types. The perceived behavioral control aspect that this group agree more than other groups is it's not hard to find the distribution channel to buy cultural design product. This finding is consistent with past study that retail stores enable an individual to access products conveniently. In another word, they can purchase the product immediately.

Moreover, the retail store also enables consumers to assess the product in tangible way (Beauchamp & Ponder, 2010).

For local store, respondents who lately bought this cultural design product from this distribution channel tend to be influenced by subjective norm and product design less than other types. For manufacturer website, respondents who lately bought this cultural design product from this distribution channel tend to be influenced by perceived behavioral control and perceived risk more than other types. Other study also found that consumers are more concerned when purchasing items from websites. The reason is they are concerned whether the product will provide exact quality and appearance as specified on the website. Moreover, consumers are concerned about money scamming and security of their payment (Chiu et al., 2014). For middleman website, respondents who lately bought cultural design product from the distribution channel tend to be influenced by cultural attractiveness the least than any other types.

5.6 Cultural Area

The study has 4 different subgroups of north, northeast, central and south area which tested with each variable which are attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness, perceived risk and repurchase intention. The result shows that all variables have significant differences among each cultural area.

For north area, respondents who lately bought this cultural design product from this cultural area tend to be influenced by attitude toward product and cultural attractiveness more than other area. The sub-culture of northern part of Thailand is unique. The culture of the northern provinces are characterized by the tradition of Lanna culture, which is well-known for its craftsmanship, beautiful rituals, and distinctive design identity (Apivantanoporn & Walsh, 2012). This well-known cultural essence of northern Thailand, therefore, explains the importance of the cultural attractiveness of cultural design product from the north area. For northeast area, respondents who lately bought this cultural design product from this cultural area tend to be influenced by perceived behavioral control less than other area. For central area, respondents who lately bought this cultural design product from this cultural area tend to be influenced

by attitude toward product, subjective norm, product design, repurchase intention more than other area. Between, concern perceived risk less than other area. For south area, respondents who lately bought this cultural design product from this cultural area tend to be influenced by product design less than other area.

5.7 Age

The study has 6 different subgroups of 20 and below, 21-30, 31-40, 41-50, 51-60, and 60 and above, which tested with each variable which are attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness, perceived risk and repurchase intention. The result shows that all variables have significant differences among each age group For attitude toward product, this factors significantly influence among age differently in each statement. For 31 - 50 years old, is more tend to agree with subjective norm, product design, and repurchase intention variable than other age group.This age group is highly sensitive to the subjective norm because they are at the age group that may have an established family i.e. married or having dependent individuals. As such, they must consider subjective norm in order to ensure that their dependents will be positively affected by their purchase decision (Altawallbeh et al., 2015). Younger people below 20 to 30 years old also tend to be concerned about perceived risk more than other group age. This finding is inconsistent with another study in that other study found that younger consumers tend to be less risk sensitive, particularly from the health risk perspective. This is because they perceived that they are still young, healthier, and easier to recover from other consequences than the elder (Romer & Jamieson, 2001). That being said, experiences gain throughout their lives among older generation may enable an older individual to be less risk sensitive as experience may help them cope better with risk. However, younger people tend to have less agree with repurchase intention.

5.8 Education

The study has 4 different subgroups of lower highschool, highschool, bachelor’s degree, master’s degree and above, which tested with each variable which

are attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness, perceived risk and repurchase intention. The result shows that all variables have significant differences among each education degree. It can be grouped that the higher degree tends to agree with attitude toward product, subjective norm, perceived behavioral control, product design and repurchase intention less than lower education. On the other hand, lower education tends to be affected by subjective norm more than higher education. This finding is similar to another study, which found that subjective norm is more important to an individual with lower education qualifications than individuals with higher qualifications. This is because individuals with higher qualifications have more capability and skill to assess product information independently. People with lower qualification, on the other hand, may not have enough knowledge or skill to assess certain products. Thus, they tend to follow the norm and purchase products that appeared to be popular (McDonald & Crandall, 2015).

5.9 Income

The study has 5 different subgroups of lower than 15,000, 15,001 - 30,000, 30,001 - 45,000, 45,001 - 60,000, more than 60,000 which tested with each variable which are attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness, perceived risk and repurchase intention. The result shows that all variables have significant differences among each income group. It can be grouped that the low income is more concerned with attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness and repurchase intention. However, in perceived risk, it's significantly influence among each income group in differently aspects

5.10 Factors influencing repurchase intention

For the repurchase intention variable, this study has tested 6 variables with this variable including attitude toward product, subjective norm, perceived behavioral control, product design, cultural attractiveness, and perceived risk. It found that the relationship between all these variables including attitude toward product, subjective

norm, product design, and cultural attractiveness to repurchase intention is the positive relation. Between, perceived risk to repurchase intention is the negative relation. However, perceived behavioral control has no influence on repurchase intention.

Lastly, the result of regression analysis on the repurchase intention found that attitude toward product has a positive influence on repurchase intention with the beta of 0.337 and the significance of 0.000, so attitude toward product is the most influential variable for repurchase intention which it is likely that people will repurchase once they have good attitude toward product. Other studies also found that attitude toward a product is an important determinant of repurchase intention. This is because the attitude toward a product has a direct influence on customer satisfaction, which in turn creates a sense of customer loyalty (Amoroso & Ackaradejruangsri, 2017).

CHAPTER VI
CONCLUSION

6.1 Conclusion

This study has 3 main objectives which can identify and answer all the objectives, so this study becomes successful as it can fulfill all objectives.

The first is to understand the significant factors that influenced repurchase intention toward cultural design products. The result shows that there are 4 variables which show a positive relationship toward repurchase intention, which are attitude toward product, subjective norm, product design, and cultural attractiveness. The most positive influential factor toward repurchase intention is attitude toward product. Moreover, there is one variable which shows a negative relationship toward repurchase intention, which is perceived risk.

The second is to explore the customer behavior in each character. Females are more concerned of image of cultural design product but they trust in cultural design product's quality, so females are more confident in buying cultural design product. Different product types are affected differently by attitude toward the product, subjective norm, perceived behavioral control, product design, cultural attractiveness, and repurchase intention. In terms of distribution channels, Thai consumers perceived that retail store is easy to find. Regarding local store, consumers are less influenced by product design and subjective norm compared to other types of distribution channels. Perceived risk and perceived behavioral control influences purchase behavior of consumer purchasing through manufacturer's website. Cultural attractiveness is the least important variable to a middleman's website. Different cultural areas are influenced by different factors. For product from the north, consumers are influenced by attitudes toward product and cultural attractiveness. This study also found age variation differently influence factor toward cultural design products. Younger people tend to have lower repurchase intentions while older people are less influenced by a subjective norm. In terms of educational background, people with higher qualifications

tend to be influenced more by attitudes toward a product, and product design. While people with lower qualifications need to consider subjective norms more. This study also found that perceived risk is an important factor for all income groups. In terms of repurchase intention, the most influential factor is attitude toward the product.

Third, if the purpose of buying cultural product design has any different concern compared with buy for own use. The findings of this study show that consumer buying cultural design product for personal use are more concerned of attitude toward the product, subjective norm, product design, cultural attractiveness, and repurchase intention whereas consumer buying for others considers perceived risk as their priority.

6.2 Recommendations for Cultural Design Product Brands' Owners

Based on the findings of gender differences and cultural design products, it is recommended that cultural design product brand owners target female consumers over male consumers. This is because female consumers show more trust in cultural design product more than males. Moreover, females are more attracted to the image of cultural design products. Therefore, it is easier for product owners to market and sell products to female consumers than male consumers. Pricing is also an important factor for female consumers when it comes to cultural design products as this study found that females are more concerned about the value of money. Brands must ensure that the price is reasonable. Otherwise, the brand will have to develop value-added components to the product to make sure that the product is worth the premium price. On the other hand, males are less sensitive to price when it comes to cultural product. However, their concern is product safety. Thus, brand owners that target male consumers need to ensure the legit labeling of its product. Unlike females that can be drawn to cultural design product through brand image, males are drawn to social norms. Thus, marketing of cultural design product for males should focus on creating a product based on trends. For clothing product brand owner, it is recommended that they focus on the attractiveness of the design so that consumers can feel trendy and perceived higher in their social status group. Brand owners should promote its website so that is it easier to find and also appear trustworthy. For example, safety information of the product must be provided on the website to minimize perceived risk among the consumers.

6.3 Recommendations for Online Shopping Platform

Similarly, consumers from different backgrounds are affected differently by different factors. For example, online shopping platforms should segment its consumer demographically. Online shopping platform should enable consumer to filter products by age, gender, product type, cultural area and pricing. In addition, the platform should also utilize an interface that is easy to use. The online platform should highlight the product safety information, as well as, consumers' reviews to decrease perceived risk in all aspects.

6.4 Limitations and Options for Future Research

The limitation of this study is that data were collected from participants who have purchased cultural design products in the past year. While this information enables the researcher to identify factors that are important to the existing group of customers, it is also important to consider consumer that has not purchased cultural design product before. The information gathered through consumer with no purchase history may help researcher, brand owners, and distributors to have a better understanding of how to expand cultural product to wider consumer base. This study found that image is one of the influential factors, especially among females. Also, branding might become matter to purchase intention. Thus, future research could be done to investigate brand and image of cultural product in greater detail as well.

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APPENDICES

Appendix A: Questionnaire

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาในระดับปริญญาโท สาขาการจัดการธุรกิจ วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล โดยผู้วิจัยมีวัตถุประสงค์ในการศึกษาปัจจัย ที่ส่งผลต่อความตั้งใจในการซื้อซ้ำของลูกค้าคนไทย สำหรับสินค้าวัฒนธรรมในประเทศไทย

แบบสอบถามประกอบด้วย 8 ส่วน ดังนี้

ส่วนที่ 1 คำถามคัดกรอง และข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ส่วนที่ 2 ทัศนคติต่อสินค้า

ส่วนที่ 3 การคล้อยตามกลุ่มอ้างอิง

ส่วนที่ 4 การรับรู้ความสามารถในการควบคุมพฤติกรรม

ส่วนที่ 5 การออกแบบสินค้า

ส่วนที่ 6 ความน่าดึงดูดใจของวัฒนธรรม

ส่วนที่ 7 การรับรู้ความเสี่ยง

ส่วนที่ 8 ความตั้งใจในการซื้อซ้ำ

โดยข้อมูลส่วนตัวของผู้ตอบแบบสอบถามจะถูกเก็บรักษาไว้ ไม่เปิดเผยต่อสาธารณะเป็นรายบุคคล แต่จะรายงานผลการวิจัยเป็นข้อมูลส่วนรวม ทั้งนี้จึงใคร่ขอความร่วมมือผู้ตอบแบบสอบถาม ให้ข้อมูลตามความเป็นจริง เพื่อประโยชน์ของงานวิจัย และขอขอบคุณที่ให้ความร่วมมือ ในการตอบแบบสอบถามเป็นอย่างดี (ประมาณ 10 นาที)

คำชี้แจง:

สินค้าวัฒนธรรม คือ สินค้าที่แฝงด้วยวัฒนธรรมเป็นส่วนหนึ่งของสินค้า อาจเกิดจากการใช้วัตถุดิบท้องถิ่น หรือภูมิปัญญาพื้นบ้านเพื่อการผลิต ครอบคลุมถึงของใช้ในชีวิตประจำวัน เสื้อผ้า เครื่องประดับ ของแต่งบ้าน

<u>ส่วนที่ 1 คำถามคัดกรอง</u>

1. คุณได้ซื้อสินค้าวัฒนธรรมภายใน 1 ปีที่ผ่านมา

☐ ใช่ ☐ ไม่

2. สินค้าวัฒนธรรมรูปแบบใด เป็นสิ่งที่คุณได้ซื้อล่าสุด

☐ เสื้อผ้า ☐ ของแต่งบ้าน ☐ เครื่องประดับ ☐ ของใช้ในชีวิตประจำวัน

☐ อื่นๆ โปรดระบุ _____

3. คุณซื้อสำหรับใช้เอง

☐ ใช่ ☐ ไม่

4. สถานที่ที่คุณได้ซื้อสินค้า

☐ ซื้อทางออนไลน์ ผ่านช่องทางหลักของผู้ผลิต

☐ ซื้อทางออนไลน์ ผ่านแอพพลิเคชั่นตัวกลางที่รวบรวมไว้ให้

☐ ร้านค้าท้องถิ่นในพื้นที่

☐ ร้านค้าปลีกทั่วไป ที่รวบรวมสินค้าวัฒนธรรมไว้ให้

5. สินค้าที่ซื้อแสดงถึงวัฒนธรรมของภาคใด

☐ ภาคเหนือ ; กำแพงเพชร เชียงราย เชียงใหม่ ตาก นครสวรรค์ น่าน พะเยา พิจิตร พิษณุโลก เพชรบูรณ์ แพร่ แม่ฮ่องสอน ลำปาง ลำพูน สุโขทัย อุตรดิตถ์ อุทัยธานี

☐ ภาคตะวันออกเฉียงเหนือ ; กาฬสินธุ์ ขอนแก่น ชัยภูมิ นครพนม นครราชสีมา บุรีรัมย์ มหาสารคาม มุกดาหาร ยโสธร ร้อยเอ็ด เลย ศรีสะเกษ สกลนคร สุรินทร์ หนองคาย หนองบัวลำภู อำนาจเจริญ อุดรธานี อุบลราชธานี บึงกาฬ

☐ ภาคกลาง ; กรุงเทพมหานคร กาญจนบุรี ชัยนาท นครนายก นครปฐม นนทบุรี ปทุมธานี ประจวบคีรีขันธ์ พระนครศรีอยุธยา เพชรบุรี ราชบุรี ลพบุรี สมุทรปราการ สมุทรสงคราม สมุทรสาคร สระบุรี สิงห์บุรี สุพรรณบุรี อ่างทอง จันทบุรี ฉะเชิงเทรา ชลบุรี ตราด ปราจีนบุรี ระยอง สระแก้ว

☐ ภาคใต้ ; กระบี่ ชุมพร ตรัง นครศรีธรรมราช นราธิวาส ปัตตานี พังงา พัทลุง ภูเก็ต ยะลา ระนอง สงขลา สตูล สุราษฎร์ธานี

ข้อมูลส่วนตัว

กรุณาเลือกคำตอบที่ใกล้เคียงกับคุณมากที่สุด

1. เพศ

☐ ชาย ☐ หญิง ☐ เพศทางเลือก

2. กลุ่มอายุ

☐ < 20 ปี

☐ 21-30 ปี

☐ 31-40 ปี

☐ 41-50 ปี

☐ 51-60 ปี

☐ > 61 ปี

3. สถานะการสมรส

☐ โสด ☐ แต่งงาน

4. วุฒิการศึกษา

☐ ต่ำกว่ามัธยมปลาย

☐ มัธยมปลาย หรือเทียบเท่า

☐ ปริญญาตรี

☐ ปริญญาโท หรือสูงกว่าปริญญาโท

5. รายได้ต่อเดือน

☐ น้อยกว่า 15,000 บาท

☐ 15,000 - 30,000 บาท

☐ 30,001 - 45,000 บาท

☐ 45,001 - 60,000 บาท

☐ มากกว่า 60,001 บาท

กรุณาให้คะแนนความเห็นด้วย 1-5 กับข้อความต่อไปนี้ โดย 1 หมายถึงไม่เห็นด้วยอย่างยิ่ง และ 5 หมายถึงเห็นด้วยอย่างยิ่ง

ส่วนที่ 2 ทัศนคติต่อสินค้า

	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. ฉันชอบภาพลักษณ์ของสินค้าวัฒนธรรม					
2. ฉันสามารถไว้ใจในคุณภาพของสินค้าวัฒนธรรม					
3. ฉันคิดว่าสินค้าวัฒนธรรมให้ประโยชน์แก่สังคม					
4. ฉันคิดว่าสินค้าวัฒนธรรมคุ้มค่ากับราคาที่ตั้งไว้					
5. ฉันอยากซื้อสินค้าวัฒนธรรมมากกว่าสินค้าอื่นทั่วไป					

ส่วนที่ 3 การคล้อยตามกลุ่มอ้างอิง

	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. ฉันซื้อสินค้าวัฒนธรรมตามเพื่อน หรือคนรอบข้างของฉัน					
2. ฉันสนใจสินค้าวัฒนธรรมมากขึ้น เมื่อเพื่อนหรือคนรอบข้างของฉันทำ					
3. ฉันรับข้อมูลสินค้าวัฒนธรรมมากขึ้น เมื่อเพื่อนหรือคนรอบข้างของฉันทำ					
4. ฉันยินดีที่จะซื้อสินค้าวัฒนธรรมใหม่ๆ เมื่อเพื่อนหรือคนรอบข้างของฉันแนะนำ					
5. ฉันตัดสินใจซื้อสินค้าวัฒนธรรมง่ายขึ้น เมื่อเพื่อนหรือคนรอบข้างของฉันแนะนำ					

ส่วนที่ 4 การรับรู้ความสามารถในการควบคุมพฤติกรรม

	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. ฉันมั่นใจว่าฉันสามารถซื้อสินค้าวัฒนธรรมได้					
2. ฉันพบว่ามันไม่ใช่เรื่องยาก ที่จะหาซื้อสินค้าวัฒนธรรม					
3. การตัดสินใจเลือกซื้อสินค้าวัฒนธรรม ไม่ติดข้อจำกัดส่วนตัวใดใด					
4. การตัดสินใจเลือกซื้อสินค้าวัฒนธรรม ขึ้นอยู่กับฉันทั้งสิ้น					

ส่วนที่ 5 การออกแบบสินค้า

	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. สินค้าวัฒนธรรม แสดงให้เห็นถึงความงามที่ดี					
2. สินค้าวัฒนธรรม สามารถแสดงตัวตนของฉันได้					
3. สินค้าวัฒนธรรม เป็นผลิตภัณฑ์ที่สามารถนำมาใช้งานได้ดี					
4. สินค้าวัฒนธรรม สามารถตอบสนองความต้องการของฉันได้					
5. สินค้าวัฒนธรรม สามารถใช้งานได้จริง					

ส่วนที่ 6 ความน่าดึงดูดใจของวัฒนธรรม

	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. วัฒนธรรมของสินค้าวัฒนธรรม มีเรื่องราวที่ดึงดูดใจ					
2. วัฒนธรรมของสินค้าวัฒนธรรม นั้นมีเสน่ห์					
3. วัฒนธรรมของสินค้าวัฒนธรรม นั้นน่าสนใจ					
4. วัฒนธรรมของสินค้าวัฒนธรรม อยู่ในรูปแบบสมัยนิยม					
5. วัฒนธรรมของสินค้าวัฒนธรรม นั้นมีคุณค่า					

ส่วนที่ 7 การรับรู้ความเสี่ยง

	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. ฉันกลัวว่าสินค้าวัฒนธรรม อาจใช้งานไม่ได้จริง					
2. ฉันกลัวว่าสินค้าวัฒนธรรม อาจเป็นอันตรายต่อร่างกายของฉัน					
3. ฉันกลัวว่าสินค้าวัฒนธรรม อาจไม่คุ้มค่าราคา					
4. ฉันกลัวว่าสินค้าวัฒนธรรม อาจทำให้สถานะทางสังคมฉันลดลง					
5. ฉันกลัวว่าสินค้าวัฒนธรรม อาจไม่ช่วยสนับสนุนชุมชนท้องถิ่นนั้นๆ					

ส่วนที่ 8 ความตั้งใจในการซื้อซ้ำ

	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. ฉันอยากซื้อสินค้าวัฒนธรรม					
2. ฉันจะซื้อสินค้าวัฒนธรรม เมื่อฉันมีโอกาส					
3. ฉันยินดีจ่ายเงินเพิ่มมากขึ้นเพื่อซื้อสินค้าวัฒนธรรม					
4. ฉันคิดว่ามันเป็นสิ่งที่ดีที่จะซื้อสินค้าวัฒนธรรม					
5. ฉันตั้งใจซื้อสินค้าวัฒนธรรมมากขึ้น					