FACTORS AFFECTING REPURCHASE INTENTION ON GREEN PRODUCTS

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ABSTRACT

For a business to thrive, management executives must take a proactive approach and provide clear direction toward success. The main aim of this research is to identify the crucial factors that influence customers' likelihood of repurchasing green products in the second-hand furniture market. The study also investigates the relationship between various variables such as Green Design, Product Familiarity, Environmental Knowledge, Sustainability Mindset, and Self-congruence, and Repurchase Intention. The study involved 200 participants over 18 years old in Bangkok and metropolitan areas, using quantitative methods. The study found that two factors have a significant impact on repurchase intention: product familiarity and self-congruence. The study found that self-congruence has the most significant impact, with product familiarity following behind.

KEY WORDS: Green Design/ Product Familiarity/ Environmental Knowledge/ Sustainability Mindset/ Self-congruence/

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CHAPTER I
INTRODUCTION

1.1 Introduction

Sustainability has become an essential topic in today's world, and businesses are increasingly adopting sustainable practices. With environmental concerns and climate change being at the forefront of people's minds, sustainable practices are of utmost importance. This trend is evident in various areas, including the growing use of natural energy, the adoption of recycled or sustainable materials, and the rising popularity of plant-based and alternative foods.

A sharp increase in recent years has accompanied the rise of the secondhand furniture industry. The idea of purchasing second hand products has been around for a while. However, after the COVID-19 outbreak, the demand for vintage decor has skyrocketed, making it a hot trend worldwide. Secondhand furniture has become a popular alternative for those who need to buy furniture or for those who simply love home decoration. As a result, secondhand furniture has become increasingly enjoyable and sought-after. According to a 2022 survey conducted by GlobalData, the secondhand market in North America has grown rapidly and is now estimated to be eight times larger than the general merchandise market. South America, Africa, Australia, Asia, and Europe respectively followed in terms of market growth. The survey also found that 62 percent of consumers from Generation Z and Millennials tend to look for secondhand products as their first option, rather than purchasing brand new products.

Moreover, ThredUp's 2023 Resale Report predicts that the market for secondhand goods will reach $350 billion globally and $70 billion in the U.S. by 2027, as more retailers join the resale trend. These estimates indicate a significant increase from the current market size, nearly doubling the global and U.S. markets. The global secondhand market reached $177 billion in 2022, while the used item market in the U.S. grew to $39 billion. This trend is largely due to an increasing awareness about sustainability and environmental issues among people. Many individuals also believe that buying

secondhand items is an easy way to save money, especially when compared to purchasing products from the traditional Fast Fashion industry.

Second-hand products from Japan are highly popular in Thailand. A research conducted by the Japan Re-use Business Journal provides probable reasons for this trend. Firstly, these products are easily accessible due to their affordable prices. Secondly, these products have good quality as Japanese tend to stop using them before they reach the end of their useful life. Additionally, Japan has festivals that focus on arranging a new house and getting rid of old things. Therefore, sometimes the discarded items may not be very old and can still be used for many more years.

This research aims to examine the likelihood of the repurchase intention on green products, with a specific focus on second-hand furniture in Bangkok and Metropolitan residents.

1.2 The scope of this study

The second-hand furniture market has seen significant growth in recent years, driven by the increasing environmental consciousness among consumers. As a result, manufacturers are also taking more care to produce environmentally friendly furniture. It would be beneficial to conduct research on the factors that influence customers to sustainably return and repurchase the second-hand furniture.

The study considered factors such as the product's green design, product familiarity, level of environmental knowledge, the role of sustainability mindset, and the intention of self-congruence. The research will employ quantitative methods and involve a sample size of 215 participants over the age of 18 residing in Bangkok and the surrounding metropolitan areas.

1.3 Research Questions

1. What are the factors affecting repurchase intention?
2. What is the most important factor affecting repurchase intention?
3. Does Green Design influence a customer's decision to buy a product again?
4. How Product Familiarity could affect consumers' buying decisions?

1.4 Research Objectives

1. To identify the major factors affecting repurchase intention of second-hand furniture
2. To define the relationship between five dependent variables and customer market segmentation i.e. age, gender, and income.
3. To provide solutions to stakeholders such as manufacturers and retailers.

CHAPTER II
LITERATURE REVIEW

2.1 Green Design

Hwang et al. (2013) defined green design as identifying, assessing, and considering environmental impacts in the design process and addressing human activities' possible threats and effects on the environment. This includes assessing the safety concerns related to the products and eliminating potential sources of pollution by making changes to the production processes, raw materials, and other relevant factors. The research from Fen (2014) highlights the emergence of Green Design as a global movement that revolutionized the way products are designed. By incorporating environmental factors and pollution prevention measures, Green Design aims to address the negative impact of industrialization on my planet. This approach not only enhances the sustainability of the products but also promotes a more responsible and mindful approach towards my environment. As per the findings of D'Agostini et al. (2017), green design is a systematic approach that encompasses environmental, health, safety, and sustainability objectives in all stages of a product's life cycle. In addition, Green Design refers to creating products, services, policies, and laws that minimize harmful environmental impact. According to Sihvonen and Partanen (2017), Green Design involves a collaborative effort across multiple disciplines and levels. Effective communication between all parties involved is necessary to achieve the most optimal product in terms of technical, economic, and environmental factors in the shortest possible time. Leung and Luximon (2021) describe it as a holistic approach to sustainability.

Refer to Hwang et al. (2013), implementing a Green Design strategy can reduce the environmental damage caused by my actions early on. Moreover, adopting Green Design practices can enhance the organization's reputation and promote a positive image, which may help attract more customers. (Jacobs et al., 2010). According to Moraga, Santos, and Carvajal-Trujillo (2021), a product's innovative and green design features are crucial in shaping a customer's intention to repurchase. Furthermore, it is

interesting to note that Ki and Kim (2016) found that green design products can actually increase repurchase intention for luxury sustainable fashion.

This paper defines Green Design as the process of creating environmentally conscious products that comply with regulations and have less impact on the environment throughout their lifecycle.

2.2 Product Familiarity

As clarified by Josiassen, Lukas, and Whitwell (2008), Product Familiarity refers to the degree to which a consumer is knowledgeable about a particular product category, a concept that can influence their purchasing behavior. Furthermore, Consumers' familiarity with a product category is critical in determining the advantage of choice from Chocarro, Cortiñas, & Elorz (2009) research. Chéron and Hayashi (2001) proposed that familiarity with a product is a composite measure of cognitive and behavioral experience. It has been found that understanding a product or product category has a significant impact on purchasing behavior. According to Söderlund (2002), customer familiarity results from frequent interactions with products, leading to improved customer trust and judgment accuracy. Familiarity can be gained by using a service frequently and having knowledge of it.

Shehryar, and Hunt (2005) highlighted that familiarity with a product can affect how much the fairness of a buying decision influences their willingness to make the repurchase. Besides, Giacalone et al. (2015) also defined Product Familiarity as the subjective evaluation of a consumer's knowledge about a product. It can be a reliable indicator of repeat purchase behavior, especially when consumers make generic food-related decisions. Additionally, Zaid (2020) emphasizes the significance of customers being acquainted with products through online channels. This familiarity can be achieved through various digital platforms such as websites, social media, and email marketing.

This paper defines Product Familiarity as the degree of consumers' knowledge about a particular product category that can influence their purchasing decision.

2.3 Environmental Knowledge

As per Coyle's research findings in 2005, Environmental Knowledge is outlined with three steps that lead to a comprehensive understanding: increasing awareness through simple ecological education, then moving toward more profound knowledge through observation, and analysis of environmental issues. Haron, Paim & Yahaya (2005) demonstrated Environmental Knowledge as an individual's ability to analyze ecological information and understand its impact on society and ecosystems. Based on the research conducted by Hollweg, Taylor, Bybee, Marcinkowski, McBeth & Zoido in 2011, Environmental Knowledge refers to a person's comprehension and understanding of various environmental concepts, issues, and problems. It also encompasses a set of cognitive and emotional tendencies, cognitive abilities and skills, and appropriate behavioral strategies to apply this knowledge and understanding in different environmental contexts effectively. Moreover, the study by Burchett (2015) defines Environmental Knowledge as an understanding of human-environment interactions, environmental issues, and ecological systems. Based on Kaya,& Elster (2019) research, the definition of environmental knowledge is understanding environmental concerns, having positive attitudes towards the environment, engaging in responsible actions and social activities related to the environment, as well as collaborating with stakeholders to address environmental issues.

The study conducted by Indriani et al. (2019) reveals that consumers who possess a better understanding of the green environment have a greater inclination towards buying eco-friendly products. In simpler words, people who are familiar with environmentally sustainable practices are more likely to invest in products that align with their values. Based on a study conducted by Mauliawan & Nurcaya in 2021, it was found that there is a positive relationship between environmental knowledge and the influence of eco-brands on repurchase intention. The study concludes that green knowledge plays a moderating role in the influence of eco-brands on the intention to repurchase green products in Indonesia.

In this paper, Environmental Knowledge is defined as having an understanding of environmental issues that may affect society and ecosystems, and taking responsible actions to prevent harmful effects on my planet.

2.4 Sustainability Mindset

Gretzel et al. (2014) list six core literacies characterizing a Sustainability Mindset: technical, analytical, ecological, multicultural, policy and political, and ethical literacy. Additionally, Kassel, Rimanoczy & Mitchell (2016) proposed a definition for the Sustainability Mindset as an understanding of the ecosystem and reflecting on individual values through actions that involve a combination of values (being), knowledge (thinking), and competencies (doing). According to Hermes & Rimanoczy (2018), a Sustainability Mindset comprises three dimensions. Firstly, it involves the capacity to perceive and comprehend how distinct components of a system are interconnected and how modifications in one part can impact the functioning of the entire system. Secondly, it involves the capacity to generate novel and innovative ideas or solutions to problems. Finally, it involves living in a sustainable way. In accordance with Iriste and Fox (2020) report, a Sustainability Mindset can be defined as a collection of principles, beliefs, and ethics that encourage individuals to act in a sustainable and responsible manner, especially in the workplace. This mindset is not a fixed or static state, but rather an ongoing process, as the awareness of sustainability evolves over time. Rimanoczy (2020) developed Sustainability Mindset Principles (SMPs) based on Kassel's study, which aimed to identify the defining characteristics of successful business leaders who prioritize sustainability. The SMPs provide a useful framework for exploring the knowledge, behaviors, and attitudes that can be intentionally developed in others to foster sustainability.

In a study conducted by Tan & Lau (2010), it was found that consumers who held strong personal norms regarding environmental issues were more likely to exhibit positive attitudes towards green products. Following that, Yazdanpanah and Forouzani (2015) discovered that consumers who possess a strong sense of morality and an understanding of the environmental impact are more inclined towards purchasing organic products. Moreover, according to a survey conducted in South Korea by Shin, Thai, Grewal, and Yulseong (2017), sustainability practices significantly increase word of mouth intention and repurchase intention.

This paper outlines that Sustainability Mindset occurs when individuals recognize the ecosystem, reflect on personal values, act sustainably and responsibly towards the environment.

2.5 Self-congruence

Self-congruence refers to the match between consumers, brands, and outcomes, also known as self-image congruence, self-congruity, and image congruence (Kressmann et al., 2006). Furthermore, Self-congruence theory was defined by Hogg et al. (2000) as the process by which consumers match their self-image with the image of a product or brand. Following that, Sirgy & Su (2000) defined Self-congruence as a vital role in a user's shopping behavior that defines the psychological perception of a person's self-image and the product-user image. Self-congruence is when individuals align their behavior with the expectations of others in order to maintain consistency in their self-concept and achieve a sense of psychological security, as demonstrated by Palmatier et al. (2009). Refer to Malär et al. (2011), Self-congruence is a multifaceted concept that includes both actual and ideal self-congruence dimensions.

Roy & Rabbanee (2015) discovered that a greater level of self-congruence with luxury brands positively impacts the propensity of individuals to reuse the shopping bags of said brands. Additionally, Premayani, Giantari, and Yasa (2018) found that self-image and functional congruity both have a positive and significant impact on attitude, which in turn has a positive effect on repurchase intention. A study by Goh, Jiang and Tee (2016) suggests that customers tend to become dependent on a product when they are confident and satisfied with it. This loyalty to the product results in repeated purchases based on positive past experiences, which instills trust and satisfaction in customers. In other words, contented customers are more likely to continue purchasing from the same brand in the future.

This paper introduces the concept of self-congruence as the alignment between a customer's self-image and a brand or product.

2.6 Repurchase Intention

According to the findings of Lacey, Suh & Morgan (2007), Repurchase Intention refers to an individual's decision to repurchase a service from the same company based on their current situation and expected circumstances. Additional research that was published in the same year discovered that Repurchase Intention refers to the tendency of consumers to buy the same product or brand repeatedly, as identified by

Khalifa & Liu (2007). Based on the research carried out by Chen, C. D., & Cheng, C. in 2009, it was found that Repurchase Intention referred to the probability of a customer to engage in repeat purchases of a particular product or service. Following the study from Razak et al. (2014), repurchase intention can be defined as the personal evaluation of the likelihood of making another purchase from the same business of a product, service, or brand. In addition, Sullivan & Kim (2018) defined Repurchase Intention as a customer's willingness to continue doing business with a company in the future. Moreover, the factors that primarily influence Repurchase Intention include positive experiences and a favorable overall atmosphere following the initial purchase.

In recent times, consumers who prioritize the environment have altered their buying behavior to favor products that do not harm nature. Consequently, when in need of a product, there's an increasing preference for second-hand products over new ones. The younger generation's social consciousness on environmental issues and natural resources is expected to further drive the consumption of second-hand products (Roux and Korchia, 2006). Moreover, Repurchase Intention is a crucial outcome for service companies as it helps them gain a competitive edge and maintain profitability through repeated purchases (Srivastava & Sharma, 2013). The study by De Farias et la (2019) also found that understanding factors leading to customer repurchase intention is crucial in predicting future green buying for green businesses.

This paper defines Repurchase Intention as the likelihood of a customer making a repeat purchase from the same business of a product, service, or brand.

CHAPTER III
METHODOLOGY

3.1 Research Methodology

In my research, I conducted a comprehensive study to investigate the impact of various factors on the repurchase intention of second-hand furniture items among individuals aged over 18 in Bangkok and the Metropolitan area. Specifically, I examined the influence of green design, product familiarity, environmental knowledge, sustainability mindset, and self-congruence on the likelihood of individuals to repurchase second-hand furniture items.

3.1.1 Sampling Plan

In order to collect data, I distributed an online questionnaire via platforms such as Line, Facebook, and Instagram. The survey consisted of questions about various factors and repurchase intention. By analyzing the collected data using statistical techniques, such as regression analysis, I aim to provide valuable insights to manufacturers and retailers on how to enhance their product sales and effectiveness. My research findings contribute to a better understanding of consumer behaviors and attitudes toward repurchasing second-hand furniture.

3.1.2 Research Instrument

As a part of my research process, I have created a survey questionnaire that is divided into four main sections. The primary goal of the first section is to filter out individuals who do not meet my specific sampling criteria. This is critical to ensure the precision and dependability of my data collection, which, in turn, will help us uphold the credibility of my findings.

In the second section of the questionnaire, I aim to explore the habits and behaviors of the participants. My goal is to understand how frequently certain behaviors occur, such as adopting green design, product familiarity, environmental knowledge,

sustainability mindset, and self-congruence to fulfill personal desires or enhance social status. By analyzing this information, I hope to gain valuable insights into how these factors influence consumer behavior. The questionnaire's second section is designed to delve deeper into the habits and behaviors of the participants. I are particularly interested in understanding how often specific behaviors, such as green design, product familiarity, environmental knowledge, sustainability mindset, and self-congruence, occur. The questions in each factor consisted of 1-5 scale questions, with answer choices ranging from Most Agree (5) to Least Agree (1).

The third aspect to consider is your purchasing behavior in regards to second-hand furniture. This includes how often you make these purchases and what the average amount spent per order is. Additionally, it's important to identify who or what most influences your decision to buy second-hand furniture. Finally, you should describe your typical buying behavior in regards to second-hand furniture and mention which items you buy the most.

The final section presents demographic information on the respondents, including age, gender, level of education, employment status, and average monthly income. By examining these variables, I can better understand the unique perspectives and experiences of the survey participants, and gain insights that can inform future research and decision-making.

3.2 Data Collection

The study will involve collecting data from a sample of 215 respondents through an online survey, which will be carefully designed to ensure the validity and reliability of the data. Once the data is collected, it will be thoroughly checked and cleaned to eliminate any inconsistencies or errors. Following this, the data will be analyzed using the Statistical Package for the Social Sciences (SPSS) program, which is a powerful tool for statistical analysis. The analysis will involve using various techniques to summarize and interpret the data, with the goal of drawing meaningful conclusions and insights. Overall, this rigorous approach will help ensure that the study produces accurate and reliable results.

CHAPTER IV
FINDING

This section presents the findings of the study, including an analysis of the respondents' demographic information such as age, gender, highest level of education, employment status, and monthly income. It also covers their purchasing behavior, which includes the frequency of purchasing second-hand furniture, the amount spent per order, the influence of others on the purchase, the behavior during the purchase, and the most frequently purchased items.

Furthermore, this section includes an analysis of five variables: Green Design, Product Familiarity, Environmental Knowledge, Sustainability Mindset, and Self-congruence on Repurchase Intention. Finally, it concludes with a regression analysis of the overall survey.

4.1 Demographic of Respondent Analysis

To gain a comprehensive understanding of an individual or group, it is essential to collect demographic data. This information is crucial in providing insights into the socioeconomic background and can help in developing appropriate policies and interventions.

4.1.1 Age

Table 4.1 Frequency - Age

Age	Frequency	Percent
18 - 25	115	53.5
26 - 35	71	33.0
Above 35	29	13.5
Total	**215**	**100.0**

Based on the collected data, it can be observed that the majority of individuals fall within the age range of 18 to 25, with a total of 115 people, accounting for 53.5% of the sample. The next largest age group is made up of individuals aged from 26 to 35, with 71 people, representing 33% of the sample. The smallest group in terms of size is composed of individuals aged above 35, with only 29 people, making up 13.5% of the sample.

4.1.2 Gender

Table 4.2 Frequency - Gender

Gender	Frequency	Percent
Male	51	23.7
Female	148	68.8
LGBT	16	7.4
Total	**215**	**100.0**

The table data shows that 215 people participated in the survey. Among them, 148 were female, which makes up 68.8% of the total respondents. In contrast, there were only 51 males, comprising 23.7% of the total. Additionally, 16 people identified as LGBT, accounting for 7.5% of the total respondents.

4.1.3 Highest level of education

Table 4.3 Frequency - Highest level of education

Highest level of education	Frequency	Percent
Bachelor's degree or lower	170	79.1
Master’s degree or higher	45	20.9
Total	**215**	**100.0**

In the survey, I classified education levels into four groups: Middle School or equivalent, High School or equivalent, Bachelor's degree or equivalent, and Master's degree or higher. I then merged the "Middle School or equivalent", "High School or

equivalent", and "Bachelor's degree or equivalent" categories into the "Bachelor's degree or lower" category. Therefore, the final results show the number of respondents with a Bachelor's degree or lower and those with a Master's degree or higher. According to the table, 170 people or 79.1 percent of the respondents had a Bachelor's degree or lower, while 45 people or 20.9 percent had a Master's degree or higher, which is the second highest response.

4.1.4 Employment Status

Table 4.4 Frequency - Employment Status

Employment Status	Frequency	Percent
Student	97	45.1
Private sector officer	54	25.1
Government / State enterprise officer	34	15.8
Freelancer, unemployed and others	30	14.0
Total	**215**	**100.0**

Based on the results obtained, it was found that the majority of the respondents were students, accounting for 45.1%, or 97 individuals. The next largest group was private sector officers, at 25.1%, or 54 people. Government or state enterprise officers accounted for 15.8%, or 34 individuals. Finally, there were 30 individuals, or 14%, who identified as freelancers, unemployed, or other.

4.1.5 Monthly income

Table 4.5 Frequency - Monthly income

Monthly income	Frequency	Percent
Less than 10,000 THB	58	27.0
10,000 THB - 30,000 THB	91	42.3
30,001 THB - 50,000 THB	34	15.8
50,001 THB - 70,000 THB	15	7.0
Over 70,000 THB	17	7.9
Total	**215**	**100.0**

Out of all the survey participants, the majority of them, which is 91 individuals (42.3 percent), stated that their average monthly income range falls between 10,000 THB to 30,000 THB. The second largest group was those who earn less than 10,000 THB, with 58 respondents (27 percent). The third category consists of 34 individuals (15.8 percent) who reported their income range to be between 30,001 THB to 50,000 THB. The fourth group is those who earn between 50,001 THB to 70,000 THB, with 15 people or 7 percent. Lastly, the highest earning group consisted of 17 respondents (7.9 percent) who earned over 70,000 THB.

4.2 Purchasing behavior

This section focuses on respondents' buying behavior, including frequency of purchasing second-hand furniture, amount spent per order, influence of others, purchase behavior, and most frequently purchased items. By examining these factors, I aim to gain a comprehensive understanding of the respondents' buying habits and preferences.

4.2.1 The frequency of people purchasing second-hand furniture

Table 4.6 Frequency - The frequency of people purchasing second-hand furniture

The frequency of people purchasing second-hand furniture	Frequency	Percent
Less than one time per month	157	73.0
Once a month or more	58	27.0
Total	**215**	**100.0**

In my study, I divided the frequency of second-hand furniture purchases by respondents into five categories: less than once per month, 1-2 times per month, 3-4 times per month, 5-10 times per month, and more than ten times per month. To simplify the data, I consolidated the response options for individuals who reported making purchases once a month or more into a single category. This allowed for clearer and more concise analysis of the results. According to Table 4.6, 157 people, or 73 percent, reported purchasing second-hand furniture less than once a month, while 58 individuals, or 27 percent, purchased once a month or more frequently.

4.2.2 The amount spent on second-hand furniture per order

Table 4.7 The amount spent on second-hand furniture per order

The amount spent on second-hand furniture per order	Frequency	Percent
Below 500 THB	35	16.3
501 THB - 1,000 THB	73	34.0
1,001 THB - 2,000 THB	60	27.9
2,001 THB - 3,000 THB	26	12.1
Above 3,000 THB	21	9.8
Total	**215**	**100.0**

The survey was participated by a total of 215 individuals. Based on how frequently they purchased second-hand items, I categorized the respondents into six different levels. The largest group, consisting of 73 individuals or 34 percent, spent between 501 THB - 1,000 THB for every order they placed when purchasing used furniture. The second most chosen option was 1,001 THB - 2,000 THB, which was preferred by 60 individuals, accounting for 27.9 percent. The third place was secured by 35 individuals or 16.3 percent of the participants who spent below 500 THB. The fourth category was 2,001 THB - 3,000 THB, with 21 individuals or 9.8 percent of the total respondents. Finally, the least popular option was Above 3,000.

4.2.3 The influence of groups or individuals on the purchase of second-hand furniture

Table 4.8 Frequency - The influence of individuals on the purchase of second-hand furniture

The influence of individuals on the purchase of second-hand furniture	Frequency	Percent
Myself	113	52.6
My family or relatives	61	28.4
My friends, celebrities or influencers	41	19.1
Total	**215**	**100.0**

Based on the responses gathered, this table presents a ranking of different factors that have an impact on the purchasing decisions of buyers of used furniture. To begin with, 113 individuals made their furniture purchase based on their personal preferences. In addition, 61 people seek decoration inspiration from their family or relatives. Lastly, 41 people's furniture purchasing decisions are influenced by their friends, celebrities, or influencers.

4.2.4 The behavior of the respondents while purchasing second-hand furniture

Table 4.9 Frequency - The behavior of the respondents

The behavior of the respondents	Frequency	Percent
When the current furniture is damaged or broken	98	45.6
When I want to follow the trend of vintage home decorating	47	21.9
When I am in a good mood and shopping is one of my hobbies	25	11.6
When I feel bored, when I surf the internet, and other reasons	45	20.9
Total	**215**	**100.0**

Based on the data presented in the table, it can be inferred that a majority of the survey participants opted to buy second-hand furniture when their current furniture was either damaged or broken. This was the case for 98 respondents, which represented 45.6 percent of the total participants. The second most common reason for purchasing used furniture was to follow the trend of vintage home decorating, as reported by 47 individuals. Other reasons for buying second-hand furniture included boredom, browsing the internet, and other miscellaneous reasons. Lastly, about 25 participants mentioned that they shopped for used furniture as a hobby, and did so when they were in a good mood.

4.2.5 The most frequently purchased items

Table 4.10 Frequency - The most frequently purchased items

The most frequently purchased items	Frequency	Percent
Table, chair, sofa, bed, cabinet, shelf	83	38.6
Picture frame, mirror, kitchen appliances	41	19.1
Dolls, toys, collectibles	68	31.6
Lamps, music instruments, and others	23	10.7
Total	**215**	**100.0**

Based on the provided data table, the most popular items among the respondents are tables, chairs, sofas, beds, cabinets, and shelves. 83 people, accounting for 38.6 percent, made these choices. The second most preferred items are dolls, toys, and collectibles, with 68 people or 31.6 percent selecting them. Picture frames, mirrors, and kitchen appliances are tied for third place, with 41 people, or 19.1 percent, choosing each. Lastly, lamps, musical instruments, and other items were chosen by 23 people, making up 10.7 percent of the total responses.

4.3 Green Design

4.3.1 Descriptive Statistic & Reliability Test

Table 4.11 Green Design - Descriptive Analysis

No.	Green Design	Mean	Std. Deviation
1	I tend to purchase products that follow the 4R Principle: Reduce, Reuse, Recycle, and Repair.	3.66	1.020
2	I feel that Green Design products show concern for the environment.	3.77	1.014
3	I feel that the brand with Green Design shows an environmentally friendly image.	3.83	1.020
4	I tend to purchase products that are made from safe materials.	3.67	.994
5	I prefer to purchase products that have a long-life cycle.	4.10	1.135

Table 4.11 Green Design - Descriptive Analysis (cont.)

No.	Green Design	Mean	Std. Deviation
6	I prefer purchasing low-maintenance products.	4.07	1.113
7	I prefer products that are designed for easy disassembly and reuse of materials.	3.96	1.020
	Mean of Green Design	**3.86**	**0.87479**

Table 4.12 Green Design - Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.923	.924	7

Green Design has seven main attributes. Respondents used a 1-5 Likert scale to indicate their level of agreement. Based on the survey results, the statement that received the highest rating in the Green Design factor was "I prefer to purchase products that have a long life cycle." with a mean score of 4.10. The statement "I prefer purchasing low-maintenance products." came in second with an average score of 4.07. The third most highly rated statement was "I prefer products that are designed for easy disassembly and reuse of materials." with an average score of 3.96. In addition, the reliability analysis shows a Cronbach's Alpha of 0.923, indicating high reliability and consistency of the variable.

4.3.2 Differences between Groups

4.3.2.1 T-Test Analysis

There are variations in the highest level of education attained between different groups of respondents.

Table 4.13 Green Design - Highest level of education

	Highest level of education	N	Mean	Std. Deviation
I prefer to purchase products that have a long-life cycle.	Bachelor's degree or lower	170	4.01	1.192
	Master’s degree or higher	45	4.44	.813
I prefer purchasing low-maintenance products.	Bachelor's degree or lower	170	3.98	1.171
	Master’s degree or higher	45	4.40	.780

Table 4.14 Green Design - Independent Sample T-Test

		Levene's Test for Equality of Variances	t-test for Equality of Means	
		Sig.	Sig. (2-tailed)	Mean Difference
I prefer to purchase products that have a long-life cycle.	Equal variances assumed	.062	.023	-.433
	Equal variances not assumed		.005	-.433
I prefer purchasing low-maintenance products.	Equal variances assumed	.059	.023	-.424
	Equal variances not assumed		.005	-.424

Based on the survey results, it was observed that respondents with a Master's degree or higher have a higher preference towards Green Design products than those with a Bachelor's degree or lower. The two statements with the highest mean values among the respondents with a Master's degree or higher were "I prefer to purchase products that have a long life cycle" with a mean value of 4.44 and "I prefer purchasing low-maintenance products" with a mean value of 4.40. Hence, it can be concluded that respondents with a Master's degree or higher tend to consider Green Design as an important factor while making a purchase decision compared to those with a Bachelor's degree or lower.

4.3.2.2 Anova Analysis

- Gender

Table 4.15 Green Design - Gender

Dependent Variable	(I) Gender	(J) Gender	Mean Difference (I-J)	Sig.
I feel that Green Design products show concern for the environment.	Female	Male	.395*	.049
I feel that the brand with Green Design shows an environmentally friendly image.	Female	Male	.423*	.032
I prefer to purchase products that have a long-life cycle.	Female	Male	.478*	.028

*. The mean difference is significant at the 0.05 level.

After analyzing the feedback gathered from the survey, it was found that females prioritize products with Green Design in comparison to male respondents. This is particularly evident in their responses to the following statements: “I feel that Green Design products show concern for the environment,” “I feel that the brand with Green Design shows an environmentally friendly image,” and “I prefer to purchase products that have a long-life cycle.” The statistical significance values for these responses are 0.049, 0.032, and 0.028 respectively.

- Employment status

Table 4.16 Green Design - Employment status

Dependent Variable	(I) Employment Status	(J) Employment Status	Mean Difference (I-J)	Sig.
I prefer to purchase products that have a long-life cycle.	Government / State enterprise officer	Full-time student	.599*	.048

*. The mean difference is significant at the 0.05 level.

Based on the feedback collected from the survey, government and state enterprise officers prioritize products with long life cycles compared to full-time student respondents (sig. value of 0.048) when considering the green design factor.

- Average monthly income

Table 4.17 Green Design - Average monthly income

Dependent Variable	(I) Average monthly income.	(J) Average monthly income.	Mean Difference (I-J)	Sig.
I prefer purchasing low-maintenance products.	10,000 THB - 30,000 THB	Less than 10,000 THB	.635*	.005
	30,001 THB - 50,000 THB	Less than 10,000 THB	.831*	.004
	50,001 THB - 70,000 THB	Less than 10,000 THB	1.048*	.009

*. The mean difference is significant at the 0.05 level.

Based on the survey feedback, it was found that respondents earning an average monthly income of 10,000 THB - 30,000 THB, 30,001 THB - 50,000 THB, and 50,001 THB - 70,000 THB tend to prioritize products that require low

maintenance, compared to those earning less than 10,000 THB per month. This was specifically observed when considering the green design factor, with significant values of 0.005, 0.004, and 0.009. This information can help businesses target specific income brackets and design low-maintenance, durable products that most people are willing to pay more for.

4.4 Product Familiarity

4.4.1 Descriptive Statistic & Reliability Test

Table 4.18 Product Familiarity - Descriptive Analysis

No.	Product Familiarity	Mean	Std. Deviation
1	I prefer to purchase items from the same brands that my parents use.	3.40	1.022
2	I tend to buy the products that I remember seeing in my home or at my friends' houses.	3.57	1.078
3	It doesn't take me long to decide when to buy a product that I remember seeing in TV commercials or online advertisements.	3.22	1.166
4	I prefer the brand to provide sufficient information about the products featured.	3.98	1.002
5	I know that the quality of this brand's products is trustworthy because I have used them before.	4.03	.981
6	This brand’s product claims are believable.	3.65	.988
7	I have bought this product in the past.	3.87	.987
	Mean of Green Design	**3.67**	**.787**

Table 4.19 Product Familiarity - Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.877	.880	7

The survey conducted revealed that the respondents rated seven attributes of product familiarity using a 1-5 Likert scale. The survey results indicate that the statement which received the highest rating in the Product Familiarity factor is "I know that this brand's products are trustworthy because I have used them before." with a mean

score of 4.03. The second most highly rated statement is "I prefer the brand to provide sufficient information about the products featured." with an average score of 3.98. The third statement with the highest rating was "I have purchased this product in the past." with an average score of 3.87. Moreover, the variable exhibits high reliability and consistency with a Cronbach's Alpha of 0.877 in terms of the reliability analysis.

4.4.2 Differences between Groups

4.4.2.1 T-Test Analysis

There is no difference in the highest level of education attained among various respondent groups.

4.4.2.2 Anova Analysis

- Age range

Table 4.20 Product Familiarity - Age range

Dependent Variable	(I) Age range	(J) Age range	Mean Difference (I-J)	Sig.
I prefer to purchase items from the same brands that my parents use.	18-25	Above 35	.522*	.042

The survey results indicate that people between the ages of 18 and 25 prefer purchasing items from the same brands their parents use, compared to those between the ages of 26 and 35, when considering the Product Familiarity factor. The difference is statistically significant with a p-value of 0.042.

4.5 Environmental Knowledge

4.5.1 Descriptive Statistic & Reliability Test

Table 4.21 Environmental Knowledge - Descriptive Analysis

No.	Environmental Knowledge	Mean	Std. Deviation
1.	I consider myself knowledgeable and understanding when it comes to environmental issues.	3.74	.926
2.	One of my major concerns is the environment and its protection.	3.67	1.021
3.	I take it upon myself to raise awareness among those around me about environmental issues.	3.64	1.013
4.	It is important to include more environmental topics and practices into science curricula.	3.83	.968
5.	In my opinion, media outlets should educate people about environmental issues.	4.02	1.014
6.	I enjoy visiting the websites of environmental organizations.	3.43	1.038
	Mean of Environmental Knowledge	**3.72**	**.8444**

Table 4.22 Environmental Knowledge - Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.923	.924	6

According to the survey, the respondents rated seven attributes of Environmental Knowledge using a Likert scale ranging from 1 to 5. The results indicate that the statement "In my opinion, media outlets should educate people about environmental issues." received the highest rating among all the statements, with a mean score of 4.02. The statement with the second highest rating was "It is important to incorporate more environmental topics and practices into science curricula." with an average score of 3.83. The statement with the third highest rating was "I consider myself knowledgeable and understanding when it comes to environmental issues." with an average score of 3.74. The variable demonstrated high reliability and consistency, as evidenced by a Cronbach's Alpha of 0.923 regarding the reliability analysis.

4.5.2 Differences between Groups

4.5.2.1 T-Test Analysis

Table 4.23 Environmental Knowledge - Highest level of education

	Your highest level of education	N	Mean	Std. Deviation
I consider myself knowledgeable and understanding when it comes to environmental issues.	Bachelor's degree or lower	170	3.67	.972
	Master's degree or higher	45	4.00	.674
I take it upon myself to raise awareness among those around me about environmental issues.	Bachelor's degree or lower	170	3.58	1.059
	Master's degree or higher	45	3.87	.786
It is important to include more environmental topics and practices into science curricula.	Bachelor's degree or lower	170	3.75	.991
	Master's degree or higher	45	4.13	.815
In my opinion, media outlets should educate people about environmental issues.	Bachelor's degree or lower	170	3.92	1.066
	Master's degree or higher	45	4.38	.684

Table 4.24 Environmental Knowledge - Independent Sample T-Test

		Levene's Test for Equality of Variances	t-test for Equality of Means	
		Sig.	Sig. (2-tailed)	Mean Difference
I consider myself knowledgeable and understanding when it comes to environmental issues.	Equal variances assumed	.000	.033	-.329
	Equal variances not assumed		.010	-.329
I take it upon myself to raise awareness among those around me about environmental issues.	Equal variances assumed	.005	.088	-.290
	Equal variances not assumed		.045	-.290
It is important to include more environmental topics and practices into science curricula.	Equal variances assumed	.059	.017	-.386
	Equal variances not assumed		.009	-.386
In my opinion, media outlets should educate people about environmental issues.	Equal variances assumed	.089	.007	-.454
	Equal variances not assumed		.001	-.454

After analyzing the survey results, respondents with a Master's degree or higher have a higher preference for Environmental Knowledge compared to those with a Bachelor's degree or lower. Among the respondents with a Master's degree or higher, the statements with the highest mean values were "In my opinion, media outlets should educate people about environmental issues" with a mean value of 4.38, followed by "It is important to include more environmental topics and practices into science curricula" with a mean value of 4.13. The third place was occupied by “I consider myself knowledgeable and understanding when it comes to environmental issues” with a mean value of 4.00. Lastly, "I take it upon myself to raise awareness among those around me about environmental issues" had a mean value of 3.63. This indicates that individuals with higher education levels tend to view Environmental Knowledge as a significant factor when making purchasing decisions, unlike those with a Bachelor's degree or lower.

4.5.2.2 Anova Analysis

- Age range

Table 4.25 Environmental Knowledge - Age range

Dependent Variable	(I) Age range	(J) Age range	Mean Difference (I-J)	Sig.
In my opinion, media outlets should educate people about environmental issues.	18-25	Above 35	.510*	.046

According to the survey, respondents over the age of 35 consider it a priority for media outlets to educate people about environmental issues, compared to those aged 18 to 25, when it comes to Environmental Knowledge. In addition, the level of statistical significance for this response is 0.046.

4.6 Sustainability Mindset

4.6.1 Descriptive Statistic & Reliability Test

Table 4.26 Sustainability Mindset - Descriptive Analysis

No.	Sustainability Mindset	Mean	Std. Deviation
1	It is wise to choose this product due to its environmental commitment, even if the products are similar to others.	3.80	1.102
2	Spending my money on the green product is an excellent choice.	3.86	1.054
3	I prefer to buy environmentally friendly products.	3.88	.962
4	I am willing to pay a higher price for products made with sustainable materials.	3.76	1.048
5	I am dedicated to making eco-friendly choices that reduce my impact on the environment.	3.68	1.010
6	My aim is to ensure the well-being of my natural resources.	3.87	1.005
	Mean of Sustainability Mindset	**3.81**	**.88288**

Table 4.27 Sustainability Mindset - Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.927	.928	6

The Sustainability Mindset factor comprises six main attributes, and respondents indicated their level of agreement using a 1-5 Likert scale. The survey results showed that the top three statements that received the highest rating in the Sustainability Mindset factor were very close in score. The most highly rated statement was "I prefer to buy environmentally friendly products." with an average score of 3.88. The statement "My aim is to ensure the well-being of my natural resources." came in second with an average score of 3.87. The third most highly rated statement was "Spending my money on green products is an excellent choice." with an average score of 3.86. Moreover, the reliability analysis revealed a Cronbach's Alpha of 0.927, indicating the high reliability and consistency of the variable.

4.6.2 Differences between Groups

4.6.2.1 T-Test Analysis

Table 4.28 Sustainability Mindset - Highest level of education

	Your highest level of education	N	Mean	Std. Deviation
My aim is to ensure the well-being of my natural resources.	Bachelor's degree or lower	170	3.79	1.008
	Master’s degree or higher	45	4.16	.952

Table 4.29 Sustainability Mindset - Independent Sample T-Test

		Levene's Test for Equality of Variances	t-test for Equality of Means	
		Sig.	Sig. (2-tailed)	Mean Difference
My aim is to ensure the well-being of my natural resources.	Equal variances assumed	.371	.032	-.361
	Equal variances not assumed		.028	-.361

Upon analyzing the survey results, respondents with a Master's degree or higher prefer Sustainability Mindset more than those with a Bachelor's degree or lower. Among the respondents with a Master's degree or higher, the statements with the highest mean values were "My aim is to ensure the well-being of my natural resources." with a mean value of 4.16

4.6.2.2 Anova Analysis

There is no difference in the Anova Analysis

4.7 Self-congruence

4.7.1 Descriptive Statistic & Reliability Test

Table 4.30 Self-congruence - Descriptive Analysis

No.	Self-congruence	Mean	Std. Deviation
1	I have a strong desire to purchase these products.	3.69	.906
2	I fulfill my needs by buying these products.	3.71	.882
3	Buying this product makes me happy.	3.86	.987
4	The products I purchased offer accurate functions that meet my specific needs.	4.02	.952
5	I believe that the product's performance meets my expectations.	3.95	.968
6	Purchasing this product is the right decision.	3.91	.952
7	I feel that this product aligns with my self-image.	3.77	.953
	Mean of Self-congruence	**3.84**	**.82064**

Table 4.31 Self-congruence - Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.944	.944	7

The survey results showed that the respondents used a 1-5 Likert scale to rate seven attributes of self-congruence. The statement "The products I purchased offer accurate functions that meet my specific needs" received the highest rating in the Self-congruence factor with a mean value of 4.02. The statement "I believe that the product's performance meets my expectations" got the second highest rating with a mean value of 3.95, while the statement "Purchasing this product is the right decision" came in third with a mean value of 3.91. Furthermore, the variable demonstrated high reliability and consistency with a Cronbach's Alpha of 0.944 when it comes to the reliability analysis.

4.7.2 Differences between Groups

4.7.2.1 T-Test Analysis

Table 4.32 Self-congruence - Highest level of education

	Your highest level of education	N	Mean	Std. Deviation
The products I purchased offer accurate functions that meet my specific needs.	Bachelor's degree or lower	170	3.95	.978
	Master's degree or higher	45	4.27	.809
Purchasing this product is the right decision.	Bachelor's degree or lower	170	3.85	.991
	Master's degree or higher	45	4.13	.757
I feel that this product aligns with my self-image.	Bachelor's degree or lower	170	3.69	.985
	Master's degree or higher	45	4.04	.767

Table 4.33 Self-congruence - Independent Sample T-Test

		Levene's Test for Equality of Variances	t-test for Equality of Means	
		Sig.	Sig. (2-tailed)	Mean Difference
The products I purchased offer accurate functions that meet my specific needs.	Equal variances assumed	.425	.049	-.314
	Equal variances not assumed		.030	-.314
Purchasing this product is the right decision.	Equal variances assumed	.029	.088	-.290
	Equal variances not assumed		.045	-.290
I feel that this product aligns with my self-image.	Equal variances assumed	.005	.073	-.286
	Equal variances not assumed		.038	-.286

After conducting a thorough analysis of the data gathered from the survey, people who have achieved a Master's degree or higher have a stronger preference for Environmental Knowledge than those who have completed a Bachelor's degree or have lower academic qualifications. Based on the survey results, it was found that the respondents with a Master's degree or higher rated the statement "The products I purchased offer accurate functions that meet my specific needs." with the highest mean value of 4.27. This was followed by the statement "Purchasing this product is the right decision." which had a mean value of 4.13.The third place was occupied by "I feel that this product

aligns with my self-image." with a mean value of 4.04. This shows that individuals with higher education levels consider self-congruence more important than those with a Bachelor's degree or less when making purchasing decisions.

4.7.2.2 Anova Analysis

- Age range

Table 4.34 Self-congruence - Age range

Dependent Variable	(I) Gender	(J) Gender	Mean Difference (I-J)	Sig.
I believe that the product's performance meets my expectations.	Female	Male	.414*	.025

The survey results indicate that female respondents prioritize the statement "I believe the product meets my expectations" more than male respondents when it comes to self-congruence. Additionally, the level of statistical significance for this response is 0.025.

4.8 Repurchase Intention

4.8.1 Descriptive Statistic & Reliability Test

Table 4.35 Repurchase Intention - Descriptive Analysis

No.	Repurchase Intention	Mean	Std. Deviation
1	I plan on buying this product again in the future.	3.83	.907
2	I highly recommend this product to others.	3.82	.922
3	I am excited to see the new product lines that are similar to the ones I have already purchased.	3.76	.975
4	There is a high probability that I will purchase the same product again.	3.79	.994
5	My intention is to maintain a long-term relationship with this product.	3.83	.971
	Mean of Repurchase Intention	**3.8065**	**.81834**

Table 4.36 Repurchase Intention - Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.906	.906	5

The Repurchase Intention factor is composed of five attributes, and respondents rated their level of agreement using a 1-5 Likert scale. According to the survey results, the top three statements that received the highest rating in the Repurchase Intention factor were very close in score. The most highly rated statement was "I plan on buying this product again in the future." and "My intention is to maintain a long-term relationship with this product." with an average score of 3.83. The third most highly rated statement was "I highly recommend this product to others." with an average score of 3.82. Additionally, the reliability analysis indicated a Cronbach's Alpha of 0.906, demonstrating the high reliability and consistency of the variable.

4.8.2 Differences between Groups

4.8.2.1 T-Test Analysis

Table 4.37 Repurchase Intention - Highest level of education

	Your highest level of education	N	Mean	Std. Deviation
I highly recommend this product to others.	Bachelor's degree or lower	170	3.76	.964
	Master’s degree or higher	45	4.04	.706
I am excited to see the new product lines that are similar to the ones I have already purchased.	Bachelor's degree or lower	170	3.69	1.009
	Master’s degree or higher	45	4.00	.798

Table 4.38 Repurchase Intention - Independent Sample T-Test

		Levene's Test for Equality of Variances	t-test for Equality of Means	
		Sig.	Sig. (2-tailed)	Mean Difference
I highly recommend this product to others.	Equal variances assumed	.019	.064	-.286
	Equal variances not assumed		.029	-.286
I am excited to see the new product lines that are similar to the ones I have already purchased.	Equal variances assumed	.003	.061	-.306
	Equal variances not assumed		.034	-.306

The survey analysis shows that individuals with Master's degrees have a stronger Repurchase Intention preference than those with Bachelor's degrees or lower academic qualifications. The study discovered that individuals with a Master's degree or higher gave the highest mean value rating, 4.04, to the statement "I highly recommend this product to others." The second-highest mean value, 4.00, was given to the information, "I am excited to see the new product lines that are similar to the ones I have already purchased." This indicates that people with higher education levels attach greater importance to Repurchase Intention while purchasing than those with a Bachelor's degree or less.

4.8.2.2 Anova Analysis

- Age range

Table 4.39 Repurchase Intention - Age range

Dependent Variable	(I) Age range	(J) Age range	Mean Difference (I-J)	Sig.
I plan on buying this product again in the future.	18-25	Above 35	.459*	.044

The survey results indicate that individuals who are above the age of 35 are more likely to prioritize purchasing a product again in the future compared to those who fall within the age group of 18 to 25. The variable being referred to here is

the Repurchase Intention. Furthermore, the statistical significance level for this response is 0.044.

4.9 Regression Analysis

Table 4.40 Regression - Repurchase Intention

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.844[a]	.713	.706	.44394
a. Predictors: (Constant), Mean of Self-congruence, Mean of Product Familiarity, Mean of Environmental Knowledge, Mean of Green Design, Mean of Sustainability Mindset				

In order to evaluate how well the data matches the regression line, I rely on the Adjusted R Square column. From the table, the Adjusted R Square value is 70.6%, which is a positive indication that the data aligns closely with the regression line. It's important to understand that the higher the Adjusted R Square value, the better the alignment, meaning that all the variations in the response data around its average value can be explained. This suggests that the regression model is a good fit for the given data.

Table 4.41 Regression - Anova

ANOVA[b]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	102.121	5	20.424	103.635	.000[a]
	Residual	41.190	209	.197		
	Total	143.311	214			
a. Predictors: (Constant), Mean of Self-congruence, Mean of Product Familiarity, Mean of Environmental Knowledge, Mean of Green Design, Mean of Sustainability Mindset b. Dependent Variable: Mean of Repurchase Intention						

When performing a regression analysis, it is important to take a closer look at the Sig. value in the ANOVA Table. This value indicates the probability of obtaining a result as extreme as the one observed, assuming that the null hypothesis is true. If the Sig. value is less than 0.05, which is the usual significance level, it indicates that the regression model is statistically significant and can be used for further analysis. In this table, the Sig. value is 0.00, which confirms that it complies with the model standard.

Table 4.42 Regression - Coefficient

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	.400	.158		2.532	.012
	Mean of Green Design	.034	.068	.037	.503	.615
	Mean of Product Familiarity	.129	.064	.124	2.005	.046
	Mean of Environmental Knowledge	.035	.073	.037	.489	.625
	Mean of Sustainability Mindset	.040	.077	.043	.516	.606
	Mean of Self-congruence	.655	.067	.657	9.830	.000

a. Dependent Variable: Mean of Repurchase Intention

When choosing from the available I.V. options, I only consider those with a significance level of less than 0.05. After this, I rank the options based on their Beta value, with higher values having a greater impact. One of the main reasons why people tend to repurchase is their Self-congruence. According to research, self-congruence has a Beta value of 0.657, indicating its strong influence. When a product resonates with an individual's self-image, they are more likely to become repeat customers. This is because purchasing such products reinforces their self-concept and provides them with a means of expressing their identity. Another factor that contributes to impulsive buying is the Product Familiarity, which has a Beta value of 0.124. Product Familiarity can be a key factor that influences impulsive buying behavior. Studies have shown that as individuals become more familiar with a particular product or brand, they are more likely to make impulsive purchases. This can be due to a sense of comfort and trust that

develops with familiarity, leading to a decreased need for extensive evaluation before making a repurchase decision. In contrast, the factors of Green Design, Environmental Knowledge, and Sustainability Mindset were found to have no significant effect on repurchasing decisions. Therefore, this research indicates that environmentally friendly practices may not be a crucial factor in determining repurchasing decisions.

CHAPTER V
DISCUSSION

5.1 Relationship

5.1.1 Green Design

In a previous study by Jacobs et al. (2010), it was discovered that the implementation of Green Design practices could potentially boost an organization's reputation and create a positive image, which could lead to an increase in customer attraction. Furthermore, Fen's (2014) research sheds light on the growing trend of Green Design. This design approach aims to improve the sustainability of products and encourage a more responsible and mindful attitude towards my environment. By incorporating eco-friendly materials and production methods, Green Design strives to reduce the negative impact on the planet and promote a healthier future for all living beings. When it comes to customers' willingness to repurchase green products, the innovative and green design of a product can significantly influence their decision. This was stated by Moraga, Santos, and Carvajal-Trujillo (2021). Moreover, the study conducted by Ki and Kim (2016) revealed that luxury sustainable fashion products with green design can actually enhance customers' intention to repurchase. However, this study found that the adoption of green design practices did not have a significant impact on the intention to repurchase or the actual adoption of such practices. In other words, while Green Design practices may improve a company's image, it may not necessarily translate into customer behavior.

5.1.2 Product Familiarity

Several studies conducted by Shehryar and Hunt (2005), Giacalone et al. (2015), and Zaid (2020) have revealed that Product Familiarity plays a significant role in influencing an individual's willingness to purchase a product. Additionally, the results of this study support previous findings that indicate Product Familiarity has a strong impact on individual buying decisions. According to the survey, people highly value

statements such as "I have used this brand's products before and trust them," "I prefer the brand to provide enough information about their products," and "I have already bought this product." The survey also revealed that individuals aged between 18 and 25 are more likely to purchase products from brands that their parents use, especially with respect to product familiarity, as compared to those aged between 26 and 35.

5.1.3 Environmental Knowledge

Various studies conducted by Hollweg, Taylor, Bybee, Marcinkowski, McBeth & Zoido (2011), Burchett (2015), and Kaya & Elster (2019) have defined Environmental Knowledge as a person's understanding of how humans interact with the environment, the environmental issues that exist, and the ecological systems that support life. This knowledge can help individuals engage in responsible actions and social activities related to the environment and collaborate with stakeholders to address environmental issues. In addition, two research studies conducted by Indriani et al. (2019) and Mauliawan & Nurcaya (2021) have found that having knowledge about the environment positively affects the intention to repurchase eco-friendly products. The studies have concluded that green knowledge plays a moderating role in influencing the intention to repurchase eco-friendly products, specifically in the context of eco-brands. However, the findings of this research study suggest that although possessing knowledge about the environmental impact of green products such as second-hand furniture can contribute to the decision-making process, it has a less substantial impact on the repurchasing decision. In other words, while environmental awareness is an important factor in consumer behavior, it does not significantly influence the likelihood of repurchasing green products like second-hand furniture.

5.1.4 Sustainability Mindset

The study's findings revealed that there was no significant correlation between Sustainability Mindset and Repurchase Intention in Green Products. This suggests that consumers' willingness to buy green products is not necessarily influenced by their attitudes towards sustainability. In contrast, a previous study by Yazdanpanah and Forouzani in 2015, consumers who has a strong moral compass and are aware of the environmental consequences are more likely to buy green products. In another

survey conducted by Shin, Thai, Grewal, and Yulseong in 2017, it was found that adopting sustainable practices can significantly increase repeat purchase rates.

5.1.5 Self-congruence

The results of the study showed that the Self-congruence variable had a positive impact on the intention to repurchase. The survey revealed that people agreed with the top three statements: "The products I purchased have accurate functions that meet my specific needs", "I believe that the product's performance meets my expectations", and "Purchasing this product is the right decision", which influenced their repurchase intention. Furthermore, individuals with a Master's degree or higher demonstrated a stronger preference for Environmental Knowledge compared to those with a Bachelor's degree or less academic qualifications. The findings of this research corroborate with the study conducted by Roy and Rabbanee in 2015, which concluded that individuals who perceive a greater level of self-congruence with a product or service are more likely to experience a sense of pride when using it. In other words, the more a product or service aligns with an individual's self-image, the more positively they will feel about using it. Furthermore, the research is backed by Premayani, Giantari, and Yasa (2018), who found that self-congruence has a positive effect on repurchase intention. This finding is in line with the study carried out by Goh, Jiang and Tee in 2016, which indicates that customers are more likely to continue buying from the same brand in the future.

5.1.6 Repurchase Intention

Based on the findings of the research, it was concluded that out of all the studied variables, only two factors significantly influenced the Repurchase Intention of a consumer. These factors are Product Familiarity and Self-congruence, which are unrelated to environmental awareness. These findings contradict the study conducted by De Farias et al. (2019), which emphasized the significance of identifying the factors contributing to customer repurchase intention to predict future green purchasing.

5.2 Conclusion

The primary objective of this research is to determine the key factors that impact the likelihood of customers repurchasing green products in the second-hand furniture market. Additionally, the study seeks to examine the relationship between several variables, including Green Design, Product Familiarity, Environmental Knowledge, Sustainability Mindset, and Self-congruence, on Repurchase Intention.

The findings of this research indicated only two factors significantly influenced a consumer's Repurchase Intention: Product Familiarity and Self-congruence. In other words, Green Design, Environmental Knowledge, and Sustainability Mindset variables were not found to play a significant role in influencing Repurchase Intention.

Additionally, this study examines the impact of five demographic factors on each variable, including respondent age, gender, highest level of education, employment status, and monthly income.

Regarding age, the survey results indicate that people between the ages of 18 and 25 prefer purchasing items from the same brands their parents use, compared to those between the ages of 26 and 35, when considering the Product Familiarity factor. Next, respondents over the age of 35 consider it a priority for media outlets to educate people about environmental issues, compared to those aged 18 to 25, when it comes to Environmental Knowledge. Finally, it can be inferred that individuals aged 35 and above prioritize future purchases more compared to those aged 18 to 25 regarding Repurchase Intention.

In terms of gender, females prioritize products with Green Design more than males, as they perceive Green Design products as showing concern for the environment. Consequently, they prefer to buy from brands that have an environmentally friendly image and products that have a longer life cycle. Moreover, female respondents prioritize believing the product meets their expectations more than males in self-congruence.

Based on the respondents' highest level of education, it can be inferred that individuals holding a Master's degree or higher tend to give more weightage to Green Design, Environmental Knowledge, and Sustainability Mindset while making purchasing decisions as compared to those who possess a Bachelor's degree or lower.

Furthermore, there is only one difference in employment status in this demographic background. Government and state enterprise officers prioritize products

with long life cycles when considering the green design factor, whereas full-time student respondents do not prioritize this factor.

For the monthly income, it was observed that individuals with an average monthly income of 10,000 THB - 30,000 THB, 30,001 THB - 50,000 THB, and 50,001 THB - 70,000 THB tend to give priority to low maintenance products compared to those who earn less than 10,000 THB per month. In other words, those earning less than 10,000 THB per month may be more willing to tolerate higher maintenance products in exchange for lower prices.

5.3 Recommendations

For those involved in the second-hand items industry, this section offers recommendations that can be shared with all stakeholders, including manufacturers and retailers. The aim here is to provide comprehensive and practical suggestions to tackle the unique challenges faced by the industry. By implementing these suggestions, one can enhance their operations and achieve greater success in this highly competitive market.

For manufacturers, it is essential to adopt green design practices. In the current era of environmental consciousness, it is imperative for manufacturers to incorporate green design practices into their operations. Green design is a comprehensive approach to designing products, processes, and systems that have minimal negative impact on the environment. By adopting green design practices, manufacturers can reduce costs associated with waste disposal, energy consumption, and regulatory compliance. Moreover, green design can also lead to improved brand image by demonstrating a commitment to sustainability and eco-friendliness. Manufacturers must prioritize green design for a competitive and sustainable future in the second-hand items industry.

The following are some recommendations for retailers. Firstly, this study has shown that consumers are more likely to buy used furniture again if they are already familiar with the product. It is essential to put in concrete efforts to raise consumer awareness and familiarity with second-hand products. This can be achieved by closely examining the wants and needs of customers and developing a marketing strategy that aligns with the expectations and perceived performance of the customers. To increase

customer familiarity with second-hand products, an effective strategy could be to provide information about the benefits of purchasing used items, such as lower prices, environmental sustainability, and unique finds. Additionally, addressing common concerns and doubts customers may have regarding the quality and condition of second-hand products can help build trust and confidence in such purchases. This could include measures such as thorough inspections, certifications, warranties, and return policies. Furthermore, creating a positive and engaging shopping experience for customers, such as offering personalized recommendations, easy-to-navigate online platforms, and excellent customer service, can also help increase their comfort level and loyalty to pre-owned products. We could also consider partnering with influencers or other businesses in our industry to reach a wider audience and build trust with potential customers. Additionally, we could increase our brand exposure through advertising or sponsoring events that our target audience is likely to attend. By taking these steps, we can improve customer familiarity and ultimately drive more sales and revenue for our business. Therefore, to improve their chances of repeat purchases, second-hand sellers need to make it easy for customers to access product information both online and offline. This can be achieved by providing a comprehensive list of product features and benefits, as well as offering product demonstrations. By doing so, companies can boost customer satisfaction, increase the likelihood of repeat purchases, and ultimately achieve long-term business growth.

Secondly, to create a loyal customer base, companies must connect with their target audience on a deeper level. By crafting products and branding that align with their customers' self-image, businesses can foster a sense of loyalty and satisfaction. This approach empowers companies to design products and services that resonate with their customers' self-congruence, ultimately leading to a stronger relationship between the business and its customers. By focusing on these key areas, retailers can enhance their customer base and increase revenue.

Finally, it has been observed that individuals who earn a monthly income of less than 10,000 THB may be more inclined towards purchasing products that require lower maintenance, as long as the prices of such products are lower. In order to cater to this demographic, it is recommended that product owners price their offerings in a way that aligns with the affordability needs of low-income customers. This may require the

owners to offer products that require more frequent maintenance, but in doing so, they can potentially attract a larger customer base and increase their overall sales revenue.

The recommendations provided earlier can be put into practice not just for pre-owned furniture, but also for a wide range of other second-hand items. This could include vintage clothing, antique dolls, rare collectibles, musical instruments and preloved car, that have been previously owned. By following the guidelines provided, you can ensure that you make informed and wise purchases while shopping for second-hand items.

5.4 Limitation

Our study sought to gather data using qualitative research methods. Ensuring a balanced number of respondents in each group is crucial for reliable results. However, I encountered a major challenge with my survey results. Unfortunately, out of the 215 participants I surveyed, over half (53.5%) were aged between 18 - 25, which may not provide an accurate reflection of the experiences of older individuals when purchasing furniture and could skew my data. Furthermore, I acknowledge that the number of participants with a Master's level of education was relatively low, which could impact the reliability of my findings for this particular group. By examining the limitations of my study, I can identify areas for future research and improve the reliability of my findings.

5.5 Future Research Directions

Conducting future research can be beneficial in overcoming the limitations of the current research. To begin with, improving data collection by gathering an equal number of participants across all age groups would provide a more comprehensive view for future studies. This approach will give a more accurate representation of the population and enhance the validity and reliability of the research findings. Secondly, I should strive to collect responses from individuals with a diverse range of educational backgrounds, including those with varying levels of environmental knowledge and sustainable mindsets, as indicated by this study. However, this study may not have lasted

long enough to draw definitive conclusions. Further research may be needed to better understand the link between individuals' background and customer repurchase intention.

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APPENDICES

Appendix A: Questionnaire Survey (English Version)

Part 1: Screening Questions

1.1 I am 18 years old or older.

☐ Yes (Continue the questionnaire) ☐ No (End of the questionnaire)

1.2 Do you live in Bangkok Metropolitan Region (Nonthaburi, Nakhon Pathom, Pathum Thani, Samut Prakan and Samut Sakhon)?

☐ Yes (Continue the questionnaire) ☐ No (End of the questionnaire)

1.3 Have you ever bought second hand furniture during the past 12 months?

☐ Yes (Continue the questionnaire) ☐ No (End of the questionnaire)

Part 2 Factors affecting repurchase intention on green products.

Part 2.1 Green Design

Green Design	Most Agree (5)	More Agree (4)	Moderate Agree (3)	Less Agree (2)	Least Agree (1)
1. I tend to purchase products that follow the 4R Principle: Reduce, Reuse, Recycle, and Repair.					
2. I feel that Green Design products show concern for the environment.					
3. I feel that the brand with Green Design shows an environmentally friendly image.					
4. I tend to purchase products that are made from safe materials.					
5. I prefer to purchase products that have a long life cycle.					
6. I prefer purchasing low-maintenance products.					
7. I prefer products that are designed for easy disassembly and reuse of materials.					

Part 2.2 Product Familiarity

Product Familiarity	Most Agree (5)	More Agree (4)	Moderate Agree (3)	Less Agree (2)	Least Agree (1)
1. I prefer to purchase items from the same brands that my parents use.					
2. I tend to buy the products that I remember seeing in my home or at my friends' houses.					
3. It doesn't take me long to decide when to buy a product that I remember seeing in TV commercials or online advertisements.					
4. I prefer the brand to provide sufficient information about the products featured.					
5. I know that the quality of this brand's products is trustworthy because I have used them before.					
6. This brand's product claims are believable.					
7. I have bought this product in the past.					

Part 2.3 Environmental Knowledge

Environmental Knowledge	Most Agree (5)	More Agree (4)	Moderate Agree (3)	Less Agree (2)	Least Agree (1)
1. I consider myself knowledgeable and understanding when it comes to environmental issues.					
2. One of my major concerns is the environment and its protection.					
3. I take it upon myself to raise awareness among those around me about environmental issues.					
4. It is important to include more environmental topics and practices into science curricula.					

Environmental Knowledge	Most Agree (5)	More Agree (4)	Moderate Agree (3)	Less Agree (2)	Least Agree (1)
5. In my opinion, media outlets should educate people about environmental issues.					
6. I enjoy visiting the websites of environmental organizations.					

Part 2.4 Sustainability Mindset

Sustainability Mindset	Most Agree (5)	More Agree (4)	Moderate Agree (3)	Less Agree (2)	Least Agree (1)
1. It is wise to choose this product due to its environmental commitment, even if the products are similar to others.					
2. Spending my money on the green product is an excellent choice.					
3. I prefer to buy environmentally friendly products.					
4. I am willing to pay a higher price for products made with sustainable materials.					
5. I am dedicated to making eco-friendly choices that reduce my impact on the environment.					
6. My aim is to ensure the well-being of my natural resources.					

Part 2.5 Self-congruence

Self-congruence	Most Agree (5)	More Agree (4)	Moderate Agree (3)	Less Agree (2)	Least Agree (1)
1. I have a strong desire to purchase these products.					
2. I fulfill my needs by buying these products.					
3. Buying this product makes me happy.					
4. The products I purchased offer accurate functions that meet my specific needs.					
5. I believe that the product's performance meets my expectations.					
6. Purchasing this product is the right decision.					
7. I feel that this product aligns with my self-image.					

Part 2.6 Repurchase Intention

Repurchase Intention	Most Agree (5)	More Agree (4)	Moderate Agree (3)	Less Agree (2)	Least Agree (1)
1. I plan on buying this product again in the future.					
2. I highly recommend this product to others.					
3. I am excited to see the new product lines that are similar to the ones I have already purchased.					
4. There is a high probability that I will purchase the same product again.					
5. My intention is to maintain a long-term relationship with this product.					

Part 3-Purchasing Behavior

3.1 How often have you purchased second hand furniture?

☐ Less than 1 time per month ☐ 1 - 2 times per month

☐ 3 - 4 times per month ☐ 5 - 10 times per month

☐ More than 10 times per month

3.2 On average how much do you spend per order when purchasing second hand furniture?

☐ Below 500 THB ☐ 501 THB - 1,000 THB

☐ 1,001 THB - 2,000 THB ☐ 2,001 THB - 3,000 THB

☐ Above 3,000 THB

3.3 Which group or individual has the most influence on your purchasing second hand furniture?

☐ Myself ☐ My family ☐ My relatives

☐ My friends or acquaintances ☐ Celebrity and influencers

☐ Others

3.4 What is your behavior when purchasing second hand furniture?

☐ When the current furniture is damaged or broken

☐ When I want to follow the trend of vintage home decorating

☐ When I'm bored

☐ When I am in a good mood

☐ When I surf the internet

☐ Shopping on second hand furniture is one of my hobbies

☐ Others

3.5 What item do you purchase most frequently?

☐ Table, chair, sofa, bed, cabinet, shelf

☐ Picture frame, mirror, kitchen appliances

☐ Lamps, lights, lantern, chandelier

☐ Dolls, toys, collectibles

☐ Music instruments

☐ Others

Part 4 - Respondents' Background

4.1 Age range (years old)

☐ 18 – 25 ☐ 26 – 35 ☐ 36 - 45

☐ 46 – 60 ☐ Above 60

4.2 Gender

☐ Male ☐ Female ☐ LGBT

4.3 Your highest level of education

☐ Middle School or equivalent ☐ High School or equivalent

☐ Bachelor's degree or equivalent ☐ Master's degree or higher

4.4 Employment Status

☐ Student ☐ Unemployed ☐ Private sector officer

☐ Government officer ☐ A freelancer ☐ Others……

4.5 Average monthly income.

☐ Less than 10,000 THB ☐ 10,000 THB - 30,000 THB

☐ 30,001 THB - 50,000 THB ☐ 50,001 THB - 70,000 THB

☐ Over 70,000 THB

Appendix B: Questionnaire Survey (Thai Version)

ส่วนที่ 1 คำถามคัดกรอง

1.1 คุณมีอายุมากกว่า 18 ปี ขึ้นไป

☐ ใช่ (ไปยังคำถามข้อถัดไป) ☐ ไม่ (สิ้นสุดแบบสอบถาม)

1.2 คุณอาศัยอยู่ใน กทม. และปริมณฑล (จังหวัดนครปฐม, นนทบุรี, ปทุมธานี, สมุทรปราการ และสมุทรสาคร)

☐ ใช่ (ไปยังคำถามข้อถัดไป) ☐ ไม่ (สิ้นสุดแบบสอบถาม)

1.3 คุณเคยซื้อเฟอร์นิเจอร์มือสองในช่วง 12 เดือนที่ผ่านมา

☐ ใช่ (ไปยังคำถามข้อถัดไป) ☐ ไม่ (สิ้นสุดแบบสอบถาม)

ส่วนที่ 2 ปัจจัยที่มีผลต่อความตั้งใจซื้อซ้ำ ของเฟอร์นิเจอร์มือสอง

ส่วนที่ 2.1 การออกแบบที่เป็นมิตรต่อสิ่งแวดล้อม (Green Design)

การออกแบบที่เป็นมิตรต่อสิ่งแวดล้อม (Green Design)	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	เฉยๆ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
1. ฉันมักจะซื้อผลิตภัณฑ์ที่ทำตามหลัก 4R: Reduce (ลดการใช้) Reuse (การใช้ซ้ำ) Recylcle (การรีไซเคิล) และ Repair (การซ่อมแซม)					
2. ฉันรู้สึกว่าผลิตภัณฑ์ที่มีการออกแบบที่เป็นมิตรต่อสิ่งแวดล้อมแสดงความห่วงใยต่อสิ่งแวดล้อมอย่างเป็นรูปธรรม					
3. ฉันรู้สึกว่าตราสินค้าที่มีการออกแบบที่เป็นมิตรต่อสิ่งแวดล้อมแสดงภาพลักษณ์ที่เป็นมิตรต่อสิ่งแวดล้อม					
4. ฉันมักจะซื้อผลิตภัณฑ์ที่ทำจากวัสดุที่เป็นมิตรต่อสิ่งแวดล้อม					
5. ฉันชอบซื้อผลิตภัณฑ์ที่มีอายุการใช้งานที่ยาวนาน					
6. ฉันชอบซื้อผลิตภัณฑ์ที่ต้องซ่อมบำรุงน้อย					
7. ฉันชอบซื้อผลิตภัณฑ์ที่ออกแบบมาเพื่อสะดวกต่อการถอดประกอบ และนำวัสดุกลับมาใช้ใหม่ได้ง่าย					

ส่วนที่ 2.2 ความคุ้นเคยต่อผลิตภัณฑ์ (Product Familiarity)

ความคุ้นเคยต่อผลิตภัณฑ์ (Product Familiarity)	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	เฉยๆ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
1. ฉันชอบซื้อผลิตภัณฑ์จากตราสินค้าเดียวกับที่พ่อแม่ใช้					
2. ฉันมักจะซื้อของที่เคยเห็นในบ้านตนเองหรือบ้านเพื่อน					
3. ฉันใช้เวลาตัดสินใจไม่นานเมื่อจะซื้อผลิตภัณฑ์ที่ฉันจำได้ว่าเห็นในโฆษณาทางทีวีหรือโฆษณาออนไลน์					
4. ฉันชอบตราสินค้าที่ให้ข้อมูลต่าง ๆ เกี่ยวกับผลิตภัณฑ์เพียงพอ					
5. ฉันรู้ว่าคุณภาพของผลิตภัณฑ์ของตราสินค้านี้น่าเชื่อถือเพราะเคยใช้มาก่อน					
6. ข้อมูลเกี่ยวกับผลิตภัณฑ์ของตราสินค้านี้เชื่อถือได้					
7. ฉันเคยซื้อผลิตภัณฑ์นี้ในอดีต					

ส่วนที่ 2.3 ความรู้ด้านสิ่งแวดล้อม (Environmental Knowledge)

ความรู้ด้านสิ่งแวดล้อม (Environmental Knowledge)	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	เฉยๆ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
1. ฉันคิดว่าตัวเองมีความรู้และความเข้าใจในเรื่องสิ่งแวดล้อมและการรักษาสิ่งแวดล้อม					
2. หนึ่งในข้อกังวลของฉันคือการปกป้องสิ่งแวดล้อม					
3. ฉันมุ่งมั่นที่จะสร้างความตระหนักรู้แก่คนรอบข้างเกี่ยวกับปัญหาสิ่งแวดล้อม					
4. มันเป็นสิ่งสำคัญที่ต้องรวบรวมประเด็นและแนวปฏิบัติด้านสิ่งแวดล้อมไว้ในวิชาวิทยาศาสตร์ให้มากขึ้น					
5. ในความคิดของฉัน สื่อต่าง ๆ ควรให้ความรู้แก่ประชาชนเกี่ยวกับปัญหาสิ่งแวดล้อมให้มากขึ้น					
6. ฉันชอบเยี่ยมชมเว็บไซต์ขององค์กรด้านสิ่งแวดล้อม					

ส่วนที่ 2.4 แนวคิดด้านความยั่งยืน (Sustainability Mindset)

แนวคิดด้านความยั่งยืน (Sustainability Mindset)	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	เฉยๆ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
1. เป็นเรื่องดีที่ควรเลือกผลิตภัณฑ์ที่ให้ความสำคัญด้านสิ่งแวดล้อม แม้ว่าผลิตภัณฑ์นี้จะคล้ายกับตราสินค้าอื่นก็ตาม					
2. การใช้จ่ายเงินกับผลิตภัณฑ์ที่เป็นมิตรต่อสิ่งแวดล้อมถือเป็นสิ่งที่ยอดเยี่ยม					
3. ฉันชอบซื้อผลิตภัณฑ์ที่เป็นมิตรต่อสิ่งแวดล้อม					
4. ฉันยินดีจ่ายราคาที่สูงขึ้นสำหรับผลิตภัณฑ์ที่ทำจากวัสดุที่ยั่งยืน					
5. ฉันทุ่มเทให้กับการเลือกใช้ผลิตภัณฑ์ที่เป็นมิตรต่อสิ่งแวดล้อมเพื่อลดผลกระทบต่อสิ่งแวดล้อม					
6. เป้าหมายของฉันคือการแน่ใจว่าทรัพยากรธรรมชาติของเรามีความดำรงอยู่ที่ดี					

ส่วนที่ 2.5 ความสอดคล้องกับตนเอง (Self-congruence)

ความสอดคล้องกับตนเอง (Self-congruence)	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	เฉยๆ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
1. ฉันมีความปรารถนาอย่างแรงกล้าที่จะซื้อผลิตภัณฑ์เหล่านี้					
2. ฉันตอบสนองความต้องการของฉันด้วยการซื้อผลิตภัณฑ์เหล่านี้					
3. การซื้อผลิตภัณฑ์นี้ทำให้ฉันมีความสุข					
4. ผลิตภัณฑ์ที่ฉันซื้อมีการรูปแบบการใช้งานที่ตรงกับความต้องการเฉพาะของฉัน					
5. ฉันเชื่อว่าประสิทธิภาพของผลิตภัณฑ์ตรงตามความคาดหวังของฉัน					
6. การซื้อผลิตภัณฑ์นี้คือการตัดสินใจที่ถูกต้อง					
7. ฉันรู้สึกว่าผลิตภัณฑ์นี้สอดคล้องกับภาพลักษณ์ของตัวเอง					

ส่วนที่ 2.6 ความตั้งใจซื้อซ้ำ (Repurchase Intention)

ความตั้งใจซื้อซ้ำ (Repurchase Intention)	เห็นด้วยอย่างยิ่ง (5)	เห็นด้วย (4)	เฉยๆ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยอย่างยิ่ง (1)
1. ฉันวางแผนที่จะซื้อผลิตภัณฑ์นี้อีกครั้งในอนาคต					
2. มีความเป็นไปได้สูงที่ฉันจะซื้อผลิตภัณฑ์นี้อีกครั้ง					
3. ฉันแนะนำผลิตภัณฑ์นี้ให้กับผู้อื่น					
4. ฉันตื่นเต้นที่ได้เห็นกลุ่มผลิตภัณฑ์ที่ออกมาใหม่ที่คล้ายกับผลิตภัณฑ์ที่ฉันซื้อไปแล้ว					
5. ความตั้งใจของฉันคือการรักษาความสัมพันธ์ระยะยาวกับผลิตภัณฑ์นี้					

ส่วนที่ 3 พฤติกรรมการซื้อ

3.1 คุณซื้อเฟอร์นิเจอร์มือสองบ่อยแค่ไหน

☐ น้อยกว่า 1 ครั้ง/เดือน ☐ 1 - 2 ครั้ง/เดือน ☐ 3 - 4 ครั้ง/เดือน

☐ 5 - 10 ครั้ง/เดือน ☐ มากกว่า 10 ครั้ง/เดือน

3.2 โดยเฉลี่ยคุณใช้จ่ายต่อการซื้อเฟอร์นิเจอร์มือสองเท่าไร

☐ ต่ำกว่า 500 บาท ☐ 501 - 1,000 บาท ☐ 1,001 - 2,000 บาท

☐ 2,001 - 3,000 บาท ☐ มากกว่า 3,000 บาท

3.3 กลุ่มคนใดที่ส่งผลต่อการซื้อเฟอร์นิเจอร์มือสองของคุณมากที่สุด

☐ ตัวฉันเอง ☐ ครอบครัวของฉัน ☐ ญาติของฉัน

☐ เพื่อนหรือคนรู้จักของฉัน ☐ ดาราหรืออินฟลูเอนเซอร์ ☐ อื่น ๆ โปรดระบุ

3.4 พฤติกรรมการซื้อเฟอร์นิเจอร์มือสองของคุณเป็นอย่างไร

☐ เมื่อเฟอร์นิเจอร์ในปัจจุบันชำรุดหรือแตกหัก

☐ เมื่อฉันอยากตามเทรนด์การตกแต่งบ้านสไตล์วินเทจ

☐ ตอนที่ฉันเบื่อ

☐ ตอนที่ฉันอารมณ์ดี

☐ ตอนที่ฉันท่องโลกอินเทอร์เน็ต

☐ การซื้อเฟอร์นิเจอร์มือสองเป็นงานอดิเรกของฉัน

☐ อื่น ๆ โปรดระบุ

3.5 เฟอร์นิเจอร์มือสองประเภทใดที่คุณซื้อมากที่สุด

☐ โต๊ะ เก้าอี้ โซฟา เตียงตู้ ชั้นวางของ

☐ กรอบรูป กระจก แจกัน ถ้วย จาน ชาม

☐ โคมไฟ ไฟส่องสว่าง โป๊ะไฟ โคมระย้า

☐ ตุ๊กตา ของเล่น ของสะสม

☐ เครื่องดนตรี

☐ อื่น ๆ โปรดระบุ

ส่วนที่ 4 ภูมิหลัง (ประชากรศาสตร์)

4.1 ช่วงอายุ (ปี)

☐ 18 - 25 ☐ 26 – 35 ☐ 36 – 45

☐ 46 – 60 ☐ มากกว่า 60

4.2 เพศ

☐ ชาย ☐ หญิง ☐ เพศทางเลือก

4.3 ระดับการศึกษาสูงสุดของคุณ

☐ มัธยมต้นหรือเทียบเท่า ☐ มัธยมปลายหรือเทียบเท่า

☐ ปริญญาตรีหรือเทียบเท่า ☐ ปริญญาโทหรือสูงกว่า

4.4 สถานะการจ้างงาน

☐ นักเรียน ☐ ว่างงาน ☐ พนักงานเอกชน

☐ ข้าราชการ / พนักงานรัฐวิสาหกิจ ☐ ฟรีแลนซ์ ☐ อื่น ๆ โปรดระบุ

4.5 รายได้โดยเฉลี่ยต่อเดือน

☐ ต่ำกว่า 10,000 บาท ☐ 10,000 - 30,000 บาท

☐ 30,001 - 50,000 บาท ☐ 50,001 - 70,000 บาท

☐ มากกว่า 70,000 บาท