ANALYZING THE DETERMINANTS OF REPURCHASE INTENTIONS AMONG THAI ART TOY COLLECTORS

THANADOL TULAYAPHANICH

A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2024

Thematic paper
Entitled

ANALYZING THE DETERMINANTS OF REPURCHASE INTENTIONS AMONG THAI ART TOY COLLECTORS

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
25 August 2024

....
Mr. Thanadol Tulayaphanich
Candidate

....
Assoc. Prof. Nathasit Gerdsri,
Ph.D.
Advisor

....
Assoc. Prof. Winai Wongsurawat,
Ph.D.
Chairperson

....
Assoc. Prof. Vichita Ractham,
Ph.D.
Acting Dean
College of Management
Mahidol University

....
Prof. Kittisak Jermsittiparsert,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

ANALYZING THE DETERMINANTS OF REPURCHASE INTENTIONS AMONG THAI ART TOY COLLECTORS

THANADOL TULAYAPHANICH   6549141

M.M. (MARKETING MANAGEMENT)

THESIS ADVISORY COMMITTEE: ASSOC. PROF. DR.NATHASIT GERDSRI, Ph.D., ASSOC. PROF. DR.WINAI WONGSURAWAT, Ph.D., PROF. DR. KITTISAK JERMSITTIPARSERT, Ph.D.

ABSTRACT

This study examines factors influencing repurchase and revisit intentions among Thai art toy collectors, providing strategic insights for businesses to enhance customer loyalty and growth. Data from a structured survey were analyzed using Principal Component Analysis (PCA) and regression, identifying four key components: Social Influence and Community Engagement, Purchase Motivation and Emotional Fulfillment, Perceived Value and Character Appeal, and Product Quality & Packaging Presentation. The findings reveal that Social Influence and Community Engagement is the strongest predictor of repurchase intentions, with influencer opinions and community belonging playing major roles. Conversely, Purchase Motivation and Emotional Fulfillment drives revisit intentions, where price competitiveness, decorative use, and collection fulfillment encourage store visits. Based on these insights, manufacturers should focus on improving product craftsmanship and exclusive limited-edition collections, while retailers should leverage social media, influencer marketing, diverse pricing, and engaging customer experiences to promote both repurchase and revisit behaviors, supporting sustained growth in the art toy market.

KEY WORDS: ART TOYS/ COLLECTORS/ PURCHASE BEHAVIORS/ REPURCHASE INTENTION/ REVISIT INTENTION

46 pages

CONTENTS

CONTENTS (cont.)

LIST OF TABLES

LIST OF FIGURES

CHAPTER I
INTRODUCTION

1.1 Background of the Study

Art toys have emerged as a unique and influential category within the global toy market, distinguished by their limited production, collaborations with artists, and emphasis on creative designs. These collectibles go beyond mere toys, serving as objects of personal enjoyment and symbols that reflect cultural identity, social standing, and art appreciation. Also known as "designer toys," art toys first gained prominence in Hong Kong during the 1990s. Due to their limited production numbers, these items often experience price increases driven by demand from niche collector groups (Kozlowski, 2022).

One notable example is the Bearbrick series, developed by the Japanese company Medicom Toy. Bearbrick's success is attributed to its fusion of pop culture references with its iconic bear-shaped design, drawing in collectors and artists seeking to collaborate with brands and other creators worldwide (Kato, 2018). Initially localized in Hong Kong, the popularity of art toys soon expanded to global markets, particularly in Japan and the United States, where small-scale toy producers and independent artists began to recognize the artistic value of these collectibles (Chang & Spina, 2007).

In recent years, the demand for art toys has surged, partly driven by brands like POP MART. POP MART's innovative introduction of the "blind box" concept, where customers purchase a toy without knowing the exact design, has generated excitement and widened the appeal of art toys (Zhang, 2021). The launch of POP MART's first store in Thailand, located at Central World in September 2023, has been a significant development for the local market. Large crowds of eager customers lined up to gain entry, reflecting the growing popularity of these toys in Thailand. POP MART's accessible pricing strategy, combined with the blind box concept, has successfully transformed art toys into a mainstream consumer product in the region.

Following the opening of POP MART's branch in Bangkok, demand for art toys skyrocketed, leading to a thriving resale market. In this market, limited edition toys are resold at considerably marked-up prices, driven by scarcity and heightened consumer interest. This trend highlights the growing cultural and economic importance of art toys in Thailand, where they have evolved from personal collectibles into status symbols and valuable assets.

1.2 Problem Statement

Although the art toy industry in Thailand has been expanding rapidly, there is still a lack of comprehensive understanding of the factors driving collectors' behaviors, particularly their repurchase and revisit intentions. Although repurchase intention is crucial, as it reflects a customer's likelihood of buying the same product again, revisit intention plays an equally vital role. Revisit intention measures a collector's likelihood to return to stores and directly impacts future sales opportunities, continued brand engagement, and long-term customer loyalty. By encouraging repeated store visits, businesses can cultivate sustained interaction with their customers, increasing the potential for future purchases and deeper engagement over time.

This gap in understanding the dual influence of both repurchase and revisit behaviors presents challenges for businesses striving to enhance customer loyalty and retain market presence. Without a clear grasp of what motivates collectors not only to buy again but also to return to retail spaces, companies may struggle to create strategies that foster meaningful and ongoing customer relationships.

This research seeks to bridge this knowledge gap uncovering and evaluating the main factors influencing both repurchase and revisit intentions among Thai art toy collectors. By examining a wide range of consumer behavior variables, the study will provide businesses in the art toy industry with actionable insights, helping them develop more targeted strategies to improve customer retention and support sustainable market growth.

1.3 Research Objectives

The primary goal of this study is to investigate the factors that influence the repurchase and revisit intentions of Thai art toy collectors. By understanding the drivers behind these consumer behaviors, the study aims to provide insights that can help art toy businesses foster greater customer loyalty and engagement.

The particular aims of this research are outlined as follows:

1. To determine the key factors influencing the repurchase and revisit intentions of Thai art toy collectors.

2. To evaluate the impact of these factors on repurchase and revisit intentions, determining which ones most strongly impact consumer behavior.

3. To analyze the relationship between collectors' purchasing patterns and their repurchase and revisit intentions.

4. To provide practical recommendations for the art toy industry on how to effectively target the key drivers of repurchase and revisit behaviors.

1.4 Research Questions

1. What are the key factors driving the repurchase and revisit intentions of Thai art toy collectors, and how can these factors be leveraged to improve customer retention?

2. Which key factors have the strongest influence on collectors' repurchase and revisit behaviors, and how can businesses prioritize them in their marketing strategies?

3. How do collectors' purchasing patterns relate to their repurchase and revisit intentions, and what insights can be drawn to tailor customer engagement strategies?

4. What practical recommendations can be derived to help art toy industry stakeholders, particularly art toy manufacturers and retailers, better target the key drivers of repurchase and revisit behaviors?

CHAPTER II
LITERATURE REVIEW

This literature review explores the key factors influencing repurchase and revisit intentions among art toy collectors. Drawing from established theories of consumer behavior, the following section examines how emotional connections, such as nostalgia and self-expression, shape purchasing motivations. Additionally, it addresses the role of artistic appeal, including design aesthetics, craftsmanship, and packaging, in driving consumer interest. The literature review further highlights the significance of perceived value through price comparison, investment potential, and brand associations, as well as the powerful influence of social dynamics like peer recommendations, community belonging, social media, and influencers. These insights provide a comprehensive understanding of the determinants that motivate collectors in the niche art toy market.

2.1 Emotional Connections and Personal Identity

Consumer behavior in the art toy market is often driven by deep emotional connections, particularly nostalgia. Many collectors seek products that allow them to reconnect with cherished childhood memories, forming a strong emotional bond with the product. This sense of childhood nostalgia enhances the appeal of art toys and increases the likelihood of future purchases (Holbrook & Schindler, 2003). Similarly, franchise loyalty plays a crucial role, as collectors who have an affinity for specific characters or themes are drawn to products associated with their favorite franchises. This character interest strengthens emotional devotion and leads to recurring purchases (Schmitt, 1999; Solomon, 2018).

Beyond nostalgia, collecting art toys is also a form of self-expression. Consumers curate their collections to reflect their tastes, values, and personalities. This personal connection to the product strengthens their attachment to it, making them more

inclined to continue purchasing items that enhance or complement their existing collections (Belk, 1988). Collectors also derive satisfaction from the process of unboxing their toys, an experience that adds excitement and anticipation to the overall product encounter. The thrill of unboxing enhances engagement and drives the desire to seek out more items in the future (Turk et al., 2020). Additionally, the pursuit of collection fulfillment, or the satisfaction of completing a set or series, is a strong motivator that pushes collectors to keep acquiring additional pieces (McCracken, 1986).

2.2 Artistic Appeal and Product Design

A key factor in purchasing behavior within the art toy market is the aesthetic design and craftsmanship of the product. Unique and high-quality designs significantly influence consumer perceptions, making art toys more desirable for collectors (Bloch, 1995). The material quality of the toys also contributes to their appeal, with collectors valuing products that exhibit superior craftsmanship and durability. The use of premium materials not only enhances the product's overall quality but also boosts its perceived value, motivating collectors to return for new releases (Srinivasan et al., 2017).

Another important element is the packaging of art toys, which plays a crucial role in the consumer experience. Collectors often view packaging as an extension of the product's artistic appeal, making visually attractive and well-designed packaging a key driver of purchasing decisions. Thoughtfully crafted packaging enhances the unboxing experience and heightens the product's appeal, encouraging buyers to seek out similar products in the future (Underwood, 2003). Furthermore, art toys serve a decorative function for many collectors, who use them as pieces to display in their homes or offices. This dual function as both collectible and decorative object further strengthens their appeal and motivates collectors to expand their collections (Hirschman, 1980).

2.3 Perceived Value and Exclusivity

The perceived investment value of art toys is an important motivator for many collectors. Art toys, particularly those that are rare or part of limited editions, are often seen as both emotional and financial assets. The potential for these items to increase in value over time encourages collectors to view their purchases as long-term investments (Spear, 2017). The exclusive nature of limited-edition releases further drives demand, as collectors are motivated by the scarcity of these items. Limited-edition products are perceived as more valuable, and the desire to own something rare pushes collectors to act quickly, leading to increased repurchase rates (Ting, 2021).

Price comparison is also a critical factor in consumer decision-making. Consumers often assess whether the price of an art toy is justified by comparing it to similar products. When consumers perceive the price to be reasonable and attractive, they are more inclined to make repeat purchases (Monroe & Lee, 2020). Additionally, brand value plays a significant role in influencing consumer loyalty, as collectors tend to repurchase from brands that they associate with quality and prestige (Aaker, 1991; Keller, 2020).

The growing trend of collaborative brand value, where art toy companies partner with renowned artists or brands, adds to the desirability and perceived value of the product. These collaborations create unique, highly sought-after releases, which boost demand and foster repeat purchases (Ting, 2021).

2.4 Social Influence and Community Engagement

Social factors are equally influential in driving purchasing decisions. Peer influence and the sense of community belonging to a collector group have a significant impact on consumer behavior. Collectors often rely on the recommendations and opinions of their peers when deciding which products to purchase, with social validation playing a key role in encouraging repeat purchases (Bearden et al., 1989). Participation in both online and offline collector communities fosters a sense of connection, motivating collectors to stay engaged with new releases and continue purchasing to maintain their status within the community.

Additionally, attention to trends plays a crucial role in the art toy market, where collectors are highly attuned to new design trends and limited-edition releases. Staying updated with the latest trends motivates collectors to revisit stores and websites to seek out the newest and most popular products (Solomon, 2018).

The power of social media cannot be overlooked in shaping consumer behavior in the art toy market. Social media platforms such as Instagram and YouTube offer collectors a space to showcase their collections, follow trends, and discover new products. This constant exposure to curated content encourages consumers to revisit stores or websites and make additional purchases (Mangold & Faulds, 2009). Influencers also play a critical role in this process, with their endorsements and reviews shaping consumer perceptions and driving repurchase intentions. Consumers trust influencers to provide expert opinions, making their recommendations highly influential in the decision-making process (Freberg et al., 2011).

CHAPTER III
RESEARCH METHODOLOGY

3.1 Conceptual Framework

1. Nostalgia of Childhood
2. Favorite Theme or Franchise
3. Self-Expression
4. Excitement of Unboxing
5. Collection Fulfillment
6. Character Interest
7. Design Aesthetic
8. Material Quality and Craftsmanship
9. Packaging Attractiveness
10. Decorative Use
11. Price Comparison
12. Investment Value
13. Limited Edition Value
14. Brand Value
15. Collaborative Brand Value
16. Attention to Trends
17. Peer Influence
18. Community Belonging
19. Social Media Influence
20. Influencer Opinion

→ **Intention to Repurchase Art Toys Intention to Revisit Stores**

Figure 3.1 Conceptual Framework

The conceptual framework of this study aims to examine the factors that influence repurchase intention and revisit intention among Thai art toy collectors. The framework consists of 20 independent variables, organized into four broad categories, each representing different aspects of consumer behavior:

• Emotional Connection: Captures sentimental and psychological factors, including Nostalgia of Childhood, Favorite Theme or Franchise, Self-Expression,

Excitement of Unboxing, and Collection Fulfillment. These variables reflect the emotional bond between collectors and their art toys.

· Artistic Appreciation: Focuses on design and aesthetic elements that appeal to collectors, such as Character Interest, Design Aesthetic, Material Quality and Craftsmanship, Packaging Attractiveness, and Decorative Use.

· Perceived Value: Represents how collectors assess both the financial and symbolic worth of art toys. Variables include Price Comparison, Investment Value, Limited Edition Value, Brand Value, and Collaborative Brand Value.

· Social Influence: Highlights the role of external social factors in influencing consumer decisions. Key variables include Attention to Trends, Peer Influence, Community Belonging, Social Media Influence, and Influencer Opinion.

These 20 independent variables are expected to influence the two main dependent variables: intention to repurchase art toys and intention to revisit stores. By investigating these relationships, the study aims to provide a deeper understanding of the critical factors driving consumer behavior in the art toy market.

3.2 Research Approach

This research adopts a quantitative methodology to analyze the key elements that impact both repurchase and revisitation intentions within the context of Thai art toy enthusiasts. Data was collected through a structured survey, designed to measure the 20 independent variables identified in the conceptual framework.

After data collection, Principal Component Analysis (PCA) was used to reduce the 20 variables into key components, ensuring a focused examination of the core drivers of consumer behavior. These components were then tested through further analysis to determine their impact on repurchase and revisit intentions. This approach ensures a systematic examination of the relationships between the identified factors and the dependent variables, providing clear insights into what influences consumer behavior in this niche market.

3.3 Data Collection Methods

3.3.1 Survey

The data for this study was collected using an online structured questionnaire designed to understand the factors that impact repurchase and revisit intentions among Thai art toy collectors. The questionnaire was divided into four main sections, covering details as follows:

1. **Participant Screening**: This section ensures respondents' eligibility by asking if they had previously purchased art toys. Only those who respond with "Yes" are allowed to continue the survey.

2. **Purchasing Behavior**: This section explores respondents' purchasing patterns by asking about their frequency of purchases, average spending, the types of art toys bought, and the stores or platforms where purchases were made.

3. **Factors Influencing Repurchase and Revisit Intentions**: This section assesses respondents' motivations related to repurchase and revisit intentions, using a 5-point Likert scale. A total of 22 questions were included, with 20 questions addressing the independent variables (such as emotional connection, artistic appreciation, perceived value, and social influence) and 2 questions measuring the intention to repurchase and revisit stores.

4. **Demographic Information**: This section collects information on the participants' gender, age, occupation, and income level to provide demographic context for the overall analysis.

3.4 Sampling Method

3.4.1 Participant Selection

The target population for this study comprised Thai art toy collectors. To recruit participants, convenience sampling was applied, as it enabled access to collectors who were actively involved in both online and offline art toy communities. By using

convenience sampling, the study could effectively engage with a wide range of art toy enthusiasts who are representative of the community.

3.4.2 Survey Distribution

The survey was distributed through both online and offline channels to reach a broad range of respondents. For online distribution, the survey hosted on Google Forms, was shared via platforms where art toy collectors frequently interact, including Facebook groups, LINE OpenChat, and X (formerly Twitter). These platforms were chosen for their high level of activity among art toy enthusiasts, allowing the survey to be shared quickly and widely within the community.

For offline distribution, the survey was promoted in person at art toy stores and special events. Collectors visiting these locations were invited to participate by scanning a QR code linked to the Google Form, encouraging both in-store shoppers and event attendees to complete the survey at their convenience.

The initial target sample size was set at 200 responses to ensure adequate statistical power for analysis. However, a total of 252 responses were successfully collected, exceeding the target and providing a more robust dataset for meaningful statistical analysis.

3.4.3 Data Cleaning and Eligibility Criteria

After the collection of 252 responses, a data cleaning process was conducted to ensure the quality and relevance of the dataset. Out of the 252 collected responses, 245 were deemed eligible for analysis after a data-cleaning process, which excluded incomplete responses or participants who did not meet the eligibility criteria. This final sample of 245 responses provided a robust dataset for the subsequent statistical analysis.

3.5 Data Analysis Techniques

The analysis of the collected data is performed using the statistical software "Jamovi". Several techniques are employed to explore the relationships between the independent and dependent variables in the study.

- **Descriptive Statistics**: The data analysis began with descriptive statistics. The process provides a comprehensive overview of the sample's demographic characteristics, including gender, age, occupation, and income level, as well as their purchasing behavior, by summarizing the overall trends within the dataset.

- **Principal Component Analysis (PCA)**: After verifying that the data is appropriate for reduction, PCA was applied to identify the major components influencing repurchase and revisit intentions. By grouping related variables into components based on their correlations, the analysis provided a more focused view of the key factors driving consumer behavior.

- **Regression Analysis**: Once PCA had identified the key components, regression analysis was applied to assess how these components influenced the dependent variables. This analysis provided insights into how the identified factors interact with consumer behavior, offering a clear picture of which factors most strongly drive repurchase and revisit intentions.

- **Cross-Tabulation Analysis**: Following the regression analysis, cross-tabulation analysis was utilized to investigate the connections between demographic variables and the dependent variables of repurchase and revisit intentions. This method allowed for the examination of how different segments of the sample, based on characteristics such as gender, age, income, and occupation, aligned with their purchasing behavior and intentions.

CHAPTER IV
DATA ANALYSIS

4.1 Descriptive Statistics

4.1.1 Gender Distribution

Table 4.1 – Frequency Test of Gender

Frequencies of Gender

Gender	Counts	% of Total	Cumulative %
Female	151	61.6 %	61.6 %
Male	83	33.9 %	95.5 %
Rather not say	11	4.5 %	100.0 %

As illustrated in Table 4.1, the gender distribution among the 245 eligible respondents reveals a higher representation of female participants. Specifically, 61.6% (151 respondents) identified as female, making them the majority in the study. Male respondents accounted for 33.9% (83 individuals), while 4.5% (11 respondents) preferred not to disclose their gender. This gender breakdown highlights a significant presence of female collectors in the sample, suggesting potential gender differences in engagement with art toy collecting. The dominance of female respondents, while notable, requires further investigation to determine whether this reflects broader trends within the art toy community or is unique to this study's sample.

4.1.2 Age Distribution

Table 4.2 – Frequency Test of Age

Frequencies of Age

Age	Counts	% of Total	Cumulative %
20 years old or younger	2	0.8 %	0.8 %
21 - 30 years old	168	68.6 %	69.4 %
31 - 40 years old	64	26.1 %	95.5 %
41 - 50 years old	5	2.0 %	97.6 %
51 - 60 years old	5	2.0 %	99.6 %
Above 60 years old	1	0.4 %	100.0 %

According to the age distribution among the 245 eligible respondents shown in Table 4.2, the majority of the participants, 68.6% (168 individuals), are aged 21 to 30 years old, indicating that a significant proportion of Thai art toy collectors fall within this age range. This suggests that younger adults are highly engaged in art toy collecting. The next largest group, comprising 26.1% (64 individuals), is in the 31 to 40 years old range, demonstrating that art toy collecting also appeals to middle-aged adults, although to a lesser extent than younger participants. Smaller age groups include respondents aged 41 to 50 years old and 51 to 60 years old, each accounting for 2.0% (5 individuals) of the sample. A small percentage, 0.8% (2 individuals), are 20 years old or younger, while only 0.4% (1 individual) is over 60 years old.

This distribution highlights that the majority of collectors are young adults, with fewer older individuals involved in the hobby. However, the presence of participants across all age ranges suggests that art toy collecting attracts a diverse audience, even though younger generations dominate the scene.

4.1.3 Occupation Distribution

Table 4.3 – Frequency Test of Occupation

Frequencies of Occupation

Occupation	Counts	% of Total	Cumulative %
Business Owner/Entrepreneur	15	6.1 %	6.1 %
Company Employee	128	52.2 %	58.4 %
Freelance	10	4.1 %	62.4 %
Government Employee	74	30.2 %	92.7 %
Others	2	0.8 %	93.5 %
Student	16	6.5 %	100.0 %

As presented in Table 4.3, the occupation distribution of the 245 eligible respondents indicates that the majority of respondents, 52.2% (128 individuals), are employed in companies, making them the largest occupational group in the study. This indicates that art toy collectors are largely working professionals employed in the private sector. The second largest group, consisting of 30.2% (74 individuals), are government employees, demonstrating that public sector workers also represent a significant portion of the sample. A small percentage of the sample, 6.5% (16 individuals), consists of students, showing some engagement with the art toy market from younger individuals who are still in school. 6.1% of respondents (15 individuals) identified as business owners or entrepreneurs, while 4.1% (10 individuals) are engaged in freelance work. This highlights that a smaller but notable portion of art toy collectors are self-employed or run their own businesses. Finally, 0.8% (2 individuals) are categorized under "Others", indicating occupations outside the main groups listed in the survey.

This distribution reflects a diverse range of occupations among art toy collectors, though the majority are working professionals in either the private or public

sectors. The presence of business owners, freelancers, and students also suggests that art toy collecting appeals to individuals across different career paths.

4.1.4 Income Distribution

Table 4.4 – Frequency Test of Income

Frequencies of Income

Income	Counts	% of Total	Cumulative %
15,000 Baht or less	12	4.9 %	4.9 %
15,001 - 25,000 Baht	61	24.9 %	29.8 %
25,001 - 35,000 Baht	91	37.1 %	66.9 %
35,001 - 45,000 Baht	43	17.6 %	84.5 %
45,001 - 55,000 Baht	19	7.8 %	92.2 %
55,001 - 65,000 Baht	10	4.1 %	96.3 %
More than 65,000 Baht	9	3.7 %	100.0 %

Table 4.4 presents the income distribution of the 245 eligible respondents. The data shows the majority of respondents, 37.1% (91 individuals), reported a monthly income between 25,001 and 35,000 Baht, suggesting that a large segment of art toy collectors in the study belong to the middle-income bracket. The second-largest group, 24.9% (61 individuals), has an income between 15,001 and 25,000 Baht, while 17.6% (43 individuals) earn 35,001 to 45,000 Baht. This demonstrates that most respondents have a moderate income, indicating that the art toy market appeals to collectors in this financial range. Smaller groups include those earning 45,001 to 55,000 Baht per month, representing 7.8% (19 respondents), and 4.1% (10 individuals) earning 55,001 to 65,000 Baht. Additionally, 3.7% (9 individuals) reported earning more than 65,000 Baht monthly, reflecting a smaller representation of higher-income collectors. At the lower end of the income scale, 4.9% (12 respondents) earn 15,000 Baht or less per month, indicating a minority of low-income collectors within the sample.

The income distribution suggests that art toy collecting tends to be more prevalent among moderate-income individuals, with the majority earning between 15,001 and 45,000 Baht. However, the data also reflects a diverse range of income levels, with some representation from both lower-income and higher-income groups.

4.2 Factor Analysis

4.2.1 Bartlett's Test of Sphericity

Table 4.5 – Bartlett's Test of Sphericity

Bartlett's Test of Sphericity

χ^2	df	p
418	78	<.001

The results of Bartlett's Test of Sphericity, presented in Table 4.5, were used to assess the dataset's appropriateness for data reduction. The test yielded a chi-square value of 418, with 78 degrees of freedom (df), and a p-value of less than 0.001. A p-value below 0.001 confirms a statistically significant correlation among the variables, indicating that the dataset meets the conditions necessary for data reduction techniques such as Principal Component Analysis (PCA).

4.2.2 Measure of Sampling Adequacy (MSA)

Table 4.6 – KMO Measure of Sampling Adequacy

KMO Measure of Sampling Adequacy

	MSA
Overall	0.695
Excitement of Unboxing	0.787
Collection Fulfillment	0.771
Character Interest	0.661
Material Quality and Craftsmanship	0.557
Packaging Attractiveness	0.616
Decorative Use	0.788
Price Comparison	0.759
Limited Edition Value	0.636
Brand Value	0.672
Peer Influence	0.733
Community Belonging	0.727
Social Media Influence	0.637
Influencer Opinion	0.627

Table 4.6 presents the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) for the independent variables in this study. The overall MSA score of 0.695 suggests that the dataset is appropriate for conducting Principal Component Analysis (PCA). Generally, an MSA score of 0.6 or above is considered acceptable, while variables with MSA below 0.5 are excluded from the analysis.

During the assessment, the variables "Nostalgia of Childhood" and "Favorite Theme or Franchise" were removed as their MSA scores fell below the

acceptable threshold. After these variables were excluded, the dataset became adequate for data reduction.

4.2.3 Eigenvalues

Table 4.7 – Initial Eigenvalues

Initial Eigenvalues

Component	Eigenvalue	% of Variance	Cumulative %
1	2.772	21.33	21.3
2	1.588	12.22	33.5
3	1.275	9.81	43.3
4	1.263	9.71	53.1
5	0.898	6.91	60.0
6	0.811	6.24	66.2
7	0.763	5.87	72.1
8	0.741	5.70	77.8
9	0.692	5.32	83.1
10	0.646	4.97	88.1
11	0.598	4.60	92.7
12	0.541	4.16	96.8
13	0.410	3.16	100.0

Table 4.7 presents the initial eigenvalues and the percentage of variance explained by each component. These values are essential for assessing how much of the dataset's overall variability each component represents. Typically, components with eigenvalues exceeding 1 are considered relevant, as they account for more variance than individual variables.

According to the data, the first four components, with eigenvalues greater than 1, collectively explain 53.1% of the total variance. This implies that these components capture the most significant underlying patterns in the dataset and are key to understanding the factors that influence the variables in this research. Although the remaining components explain some variance, their eigenvalues are less than 1, suggesting a lower contribution to the overall model.

4.2.4 Principal Component Analysis (PCA)

Table 4.8 – Principal Component Analysis (PCA)

Component Loadings

	Component				Uniqueness
	1	2	3	4	
Influencer Opinion	0.729				0.402
Social Media Influence	0.720				0.437
Community Belonging	0.654				0.460
Peer Influence	0.612				0.572
Price Comparison		0.686			0.479
Decorative Use		0.601			0.572
Collection Fulfillment		0.555			0.478
Excitement of Unboxing		0.534			0.542
Limited Edition Value			0.755		0.426
Character Interest			0.655		0.532
Brand Value			0.574		0.441
Material Quality & Craftsmanship				0.781	0.390
Packaging Attractiveness				0.780	0.372

Table 4.8 shows the component loadings from the Principal Component Analysis (PCA), which was conducted to identify the underlying factors influencing repurchase and revisit intentions among art toy collectors. PCA grouped variables based on their correlation, with each component representing a distinct aspect of consumer behavior.

During the PCA, four variables were removed. "Self-expression" was excluded because it did not contribute to any component, as reflected by its empty row in the results. "Collaborative Brand Value" was removed due to its high uniqueness value (above 0.6), indicating that it did not share enough variance with other variables. "Design Aesthetics" and "Investment Value" were excluded because of significant cross-loadings, which made it difficult to associate with a single component. These exclusions allowed the analysis to focus on variables that were well-represented by the components.

After conducting PCA on the dataset, four key components were identified, each comprising associated variables as follows:

• Component 1: "Social Influence & Community Engagement", is primarily driven by factors related to social influence, including Influencer Opinion (0.729) and Social Media Influence (0.720), which have the highest loadings. These variables indicate the importance of external social forces such as influencers and online platforms in shaping purchasing behavior. Additionally, Community Belonging (0.654) and Peer Influence (0.612) suggest that being part of a community and peer pressure also significantly affect engagement in art toy purchases. The relatively low uniqueness values for these variables further demonstrate that this component effectively captures social influence and community dynamics.

• Component 2: "Purchase Motivation & Emotional Fulfillment", captures the emotional and motivational aspects of purchasing behavior. Price Comparison (0.686) plays a key role in decision-making, likely due to buyers seeking value for money. Decorative Use (0.601) reflects the aesthetic purpose of the toys, while Collection Fulfillment (0.555) and Excitement of Unboxing (0.534) highlight the emotional satisfaction derived from completing a collection and the excitement experienced during the unboxing process. These variables are strongly linked to both practical and emotional motivations behind purchases.

• Component 3: "Perceived Value & Character Appeal", focuses on the perceived worth and attractiveness of the toy characters. Limited Edition Value (0.755) has the highest loading, indicating that exclusivity and rarity are key drivers of perceived value. Character Interest (0.655) also contributes substantially, showing that the appeal of the toy's character is a major factor in purchase decisions. Brand Value (0.574) further adds to the perception of value, emphasizing the importance of brand reputation and trust.

• Component 4: "Product Quality & Packaging Presentation", highlights the importance of both product quality and presentation. Material Quality & Craftsmanship (0.781) has the highest loading across all components, underscoring the significance of well-made and high-quality materials in customer satisfaction. Packaging Attractiveness (0.780) also contributes strongly, indicating that how the product is packaged and presented plays an equally important role in the overall appeal. The low uniqueness values suggest these two variables are strongly and uniquely associated with this component, making it a clear indicator of the physical and aesthetic qualities of the products.

4.3 Regression Analysis

4.3.1 Regression Analysis on Repurchase Intention

Table 4.9 – Model Fit Measures (Repurchase Intention)

Model Fit Measures

Model	Adjusted R²	Overall Model Test			
		F	df1	df2	p
1	0.165	13.1	4	240	< .001

The Model Fit Measures for repurchase intention, as shown in Table 4.8, indicate that the regression model is statistically significant, with a p-value of < 0.001. This suggests that the four components derived from Principal Component Analysis (PCA) significantly contribute to predicting repurchase intention. The Adjusted R^2 value of 0.165 indicates that approximately 16.5% of the variance in repurchase intention is explained by the model. Additionally, the F-value of 13.1 further supports the model's fit, confirming that the predictors collectively explain a substantial portion of repurchase behavior.

Table 4.10 – ANOVA Test (Repurchase Intention)

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Perceived Value & Brand Trust	0.595	1	0.595	1.075	0.301
Product Quality & Packaging Presentation	0.614	1	0.614	1.110	0.293
Purchase Behavior & Emotional Fulfillment	0.508	1	0.508	0.919	0.339
Social Influence & Community Engagement	19.984	1	19.984	36.122	< .001
Residuals	132.776	240	0.553		

Table 4.9 presents the results of the ANOVA Test which assessed the impact of the four components on repurchase intention. The ANOVA Test reveals that Social Influence & Community Engagement is the only statistically significant component, as indicated by the high F-value and low p-value (< 0.001).

This component significantly influences repurchase intentions, suggesting that external opinions and community-related factors are key drivers of consumers' decisions to repurchase art toys. Meanwhile, the other three components (Purchase

Motivation & Emotional Fulfillment, Perceived Value & Character Appeal, and Product Quality & Packaging Presentation) do not have a statistically significant effect on repurchase intentions in this analysis, as their p-values are well above the threshold of 0.05.

Table 4.11 – Model Coefficients (Repurchase Intention)

Model Coefficients

Predictor	Estimate	SE	t	p	Stand. Estimate
Intercept	0.3750	0.6474	0.579	0.563	
Perceived Value & Brand Trust	0.1116	0.1076	1.037	0.301	0.0642
Product Quality & Packaging Presentation	0.0962	0.0913	1.054	0.293	0.0628
Purchase Behavior & Emotional Fulfillment	0.1094	0.1142	0.959	0.339	0.0602
Social Influence & Community Engagement	0.5691	0.0947	6.010	< .001	0.3684

Table 4.10 shows the model coefficients for the regression analysis on intention to repurchase. The results indicate that Social Influence & Community Engagement is the only component with a statistically significant effect on repurchase intention, as shown by its p-value of less than 0.001. This component has the strongest positive impact, with a standardized coefficient of 0.3684, suggesting that factors such as social media influence, community belonging, and peer opinions play a crucial role in driving consumers' decisions to repurchase art toys.

The other components (Purchase Motivation & Emotional Fulfillment, Perceived Value & Character Appeal, and Product Quality & Packaging Presentation) do not significantly influence repurchase intentions in this model, as their p-values are

all above the 0.05 threshold. Additionally, their standardized coefficients are relatively small, indicating weaker influences on repurchase decisions.

4.3.2 Regression Analysis on Revisit Intention

Table 4.12 – Model Fit Measures (Revisit Intention)

Model Fit Measures

Model	Adjusted R²	Overall Model Test			
		F	df1	df2	p
1	0.124	9.62	4	240	< .001

The Model Fit Measures for revisit intention, as presented in Table 4.11, show that the regression model is statistically significant, as indicated by the p-value of < 0.001. This suggests that the four components derived from Principal Component Analysis (PCA) significantly contribute to explaining revisit intention. Despite the Adjusted R² value of 0.124 indicating that only 12.4% of the variance in revisit intention is explained by the model, the F-value of 9.62 confirms that the model provides a reasonable fit to the data, showing that the predictors collectively influence revisit behavior.

Table 4.13 – ANOVA Test (Revisit Intention)

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Perceived Value & Brand Trust	2.625	1	2.625	5.112	0.025
Product Quality & Packaging Presentation	2.569	1	2.569	5.003	0.026
Purchase Behavior & Emotional Fulfillment	6.313	1	6.313	12.293	< .001
Social Influence & Community Engagement	0.450	1	0.450	0.876	0.350
Residuals	123.240	240	0.513		

The ANOVA test results in Table 4.12 examine the impact of the four components on revisit intention. The ANOVA test indicates that Purchase Motivation & Emotional Fulfillment, Perceived Value & Character Appeal, and Product Quality & Packaging Presentation are statistically significant predictors of revisit intention, as indicated by the high F-values and p-values below 0.05. This suggests that factors related to emotional fulfillment, perceived value, and product aesthetics are the primary drivers behind consumers' decisions to revisit art toy stores. Meanwhile, Social Influence & Community Engagement does not have a significant effect on revisit intention, as evidenced by its non-significant p-value.

Table 4.14 – Model Coefficients (Revisit Intention)

Model Coefficients

Predictor	Estimate	SE	t	p	Stand. Estimate
Intercept	0.2195	0.6238	0.352	0.725	
Perceived Value & Brand Trust	0.2344	0.1037	2.261	0.025	0.1435
Product Quality & Packaging Presentation	0.1967	0.0879	2.237	0.026	0.1366
Purchase Behavior & Emotional Fulfillment	0.3856	0.1100	3.506	< .001	0.2256
Social Influence & Community Engagement	0.0854	0.0912	0.936	0.350	0.0588

Table 4.13 presents the model coefficients for the regression analysis on revisit intention based on the four components. The results show that Purchase Motivation & Emotional Fulfillment, Perceived Value & Character Appeal, and Product Quality & Packaging Presentation all have statistically significant positive effects on revisit intention. Among these three components, Purchase Motivation & Emotional Fulfillment has the strongest influence on revisit intention, as indicated by its p-value of less than 0.001 and the highest standardized coefficient of 0.2256. In contrast, Social Influence & Community Engagement, does not have a statistically significant effect on revisit intention in this model, as it has a p-value above the 0.05 threshold and a relatively small standardized coefficient.

4.4 Cross-Tabulation Analysis

4.4.1 Relationship of Average Spending and Repurchase Intention

Table 4.15 – Contingency Table (Average Spending and Repurchase Intention)

Contingency Tables

Average Spending	Intention to Repurchase					Total
	1	2	3	4	5	
500 Baht or less	0	0	6	5	4	15
501 - 1,000 Baht	2	3	20	55	25	105
1,001 - 3,000 Baht	1	2	15	51	32	101
3,001 - 5,000 Baht	0	0	1	8	8	17
5,001 - 10,000 Baht	0	0	1	2	1	4
More than 10,000 Baht	0	0	1	1	1	3
Total	3	5	44	122	71	245

The contingency tables in Table 4.14 present the relationship between average spending on art toys and respondents' intention to repurchase. The levels of repurchase intention are categorized from 1 (lowest) to 5 (highest), while average spending is divided into six different ranges.

The results reveal that moderate to high spenders (spending 501 - 5,000 Baht) are more inclined to express a strong intention to repurchase, with most respondents falling in the 4 and 5 categories of repurchase intention. On the other hand, low spenders (spending 500 Baht or less) tend to exhibit moderate or uncertain intentions to repurchase. Meanwhile, the highest spenders (spending over 10,000 Baht), although there are very few, still demonstrate a strong likelihood of repurchasing, suggesting a positive correlation between spending and repurchase intention.

4.4.2 Relationship of Average Spending and Revisit Intention

Table 4.16 – Contingency Table (Average Spending and Revisit Intention)

Contingency Tables

Average Spending	Intention to Revisit					Total
	1	2	3	4	5	
500 Baht or less	0	0	3	3	9	15
501 - 1,000 Baht	1	2	25	52	25	105
1,001 - 3,000 Baht	0	2	20	59	20	101
3,001 - 5,000 Baht	0	0	5	4	8	17
5,001 - 10,000 Baht	0	0	1	2	1	4
More than 10,000 Baht	0	0	0	2	1	3
Total	1	4	54	122	64	245

The contingency table in Table 4.15 illustrates the relationship between average spending on art toys and respondents' intention to revisit stores. The results indicate that moderate to higher spenders (spending 501 Baht - 5,000 Baht and above), tend to express stronger revisit intentions, with the majority falling into the 4 and 5 categories. Even among the highest spenders (spending over 10,000 Baht), the intention to revisit remains strong, suggesting a positive relationship between spending and revisit intention. Meanwhile, low spenders (spending 500 Baht or less) display more varied intentions but still show a moderate level of interest in returning to stores.

4.4.3 Relationship of Purchase Frequency and Repurchase Intention

Table 4.17 – Contingency Table (Purchase Frequency and Repurchase Intention)

Contingency Tables

Frequency of Purchase	Intention to Repurchase					Total
	1	2	3	4	5	
Less than once every 3 months	3	3	8	5	4	23
Once every 2-3 months	0	0	3	15	8	26
Once a month	0	0	10	21	17	48
Once every 2-3 weeks	0	0	8	34	19	61
Once a week	0	2	13	42	17	74
More than once a week	0	0	2	5	6	13
Total	3	5	44	122	71	245

The contingency table in Table 4.16 illustrates the connection between purchase frequency and intention to repurchase among art toy collectors. The levels of repurchase intention are categorized from 1 (lowest) to 5 (highest), while the frequency of purchases is divided into six intervals.

The result reveals that more frequent buyers (purchasing once every 2-3 weeks or more frequently) tend to have higher intentions to repurchase, as reflected by the strong presence of these groups in categories 4 and 5. Conversely, less frequent buyers (purchasing less than once every 3 months) tend to have more moderate or uncertain repurchase intentions. Overall, there is a clear positive relationship between purchase frequency and repurchase intention, with those buying more frequently demonstrating stronger repurchase intentions.

4.4.4 Relationship of Purchase Frequency and Revisit Intention

Table 4.18 – Contingency Table (Purchase Frequency and Revisit Intention)

Contingency Tables

Frequency of Purchase	Intention to Revisit					Total
	1	**2**	**3**	**4**	**5**	
Less than once every 3 months	1	3	5	6	8	23
Once every 2-3 months	0	0	4	13	9	26
Once a month	0	0	12	25	11	48
Once every 2-3 weeks	0	0	14	27	20	61
Once a week	0	1	19	42	12	74
More than once a week	0	0	0	9	4	13
Total	1	4	54	122	64	245

The contingency table in Table 4.15 illustrates the relationship between purchase frequency and art toy collectors' intention to revisit stores. Frequent buyers (purchasing once every 2-3 weeks or more often) tend to show higher revisit intentions, predominantly in the 4 and 5 categories. Even among less frequent buyers (purchasing once every 3 months or less), a significant proportion still expresses a strong intention to return to stores. Overall, the data reveals a positive relationship between purchase frequency and revisit intention, with more frequent buyers demonstrating a greater likelihood of revisiting.

CHAPTER V
CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This research aimed to identify the key factors influencing the repurchase and revisit intentions of Thai art toy collectors through a systematic, multi-phase approach. Beginning with an extensive literature review, 20 independent variables commonly associated with consumer behavior in niche collectible markets were identified. These variables were then organized into four broader categories, providing the foundation for a structured survey designed to capture detailed insights into collectors' motivations and purchasing patterns. After data collection, Principal Component Analysis (PCA) was applied to refine the 20 variables, resulting in four core components that effectively represented the underlying factors: "Social Influence and Community Engagement", "Purchase Motivation and Emotional Fulfillment", "Perceived Value and Character Appeal", and "Product Quality and Packaging Presentation". Regression analysis was then conducted to evaluate the impact of these components on both repurchase and revisit intentions, offering valuable insights into the consumer behavior driving the art toy market.

For repurchase intention, the most significant predictor was "Social Influence and Community Engagement," particularly influenced by Influencer Opinion and Social Media Influence. This finding highlights how art toy collectors are strongly affected by influencers and the content they consume on social platforms. Additionally, community belonging and peer influence were found to play essential roles, indicating that social dynamics such as validation and connection within the collector community are key drivers of purchasing decisions. These insights suggest that art toy collectors align their buying behaviors with trends and expectations within their networks, which heavily encourages repeat purchases.

For revisit intention, the analysis revealed that "Purchase Motivation and Emotional Fulfillment" emerged as the most influential factor. Price Comparison had

the highest loading, demonstrating that competitive pricing is a critical motivator for collectors to return to stores. Additionally, the findings emphasized the significance of Decorative Use and Collection Fulfillment, as art toys serve both aesthetic purposes and contribute to the satisfaction of completing a collection. The Excitement of Unboxing was also a notable motivator, illustrating how the emotional gratification tied to opening new products can prompt collectors to revisit stores for future purchases.

"Perceived Value and Character Appeal" also had a strong impact on revisit intentions, with Limited Edition Value emerging as the most significant variable. Collectors are especially attracted to the exclusivity and potential investment value of limited-edition toys. Character Interest and Brand Value further demonstrated their influence, with collectors drawn to the design and brand associations of the toys, motivating them to return for new releases.

Finally, "Product Quality and Packaging Presentation" played a considerable role in encouraging revisit intentions, supported by high loadings for Material Quality and Craftsmanship, and Packaging Attractiveness. These findings highlight that collectors value the artistic excellence and craftsmanship of the toys, and their appreciation for aesthetically pleasing, well-crafted products motivates them to return for future purchases. The appeal of carefully designed packaging further enhances the overall experience, making it a key driver in encouraging store revisits.

5.2 Recommendations

Based on the findings of this research, several practical recommendations are proposed for art toy manufacturers and art toy retailers to effectively enhance both repurchase and revisit intentions.

For art toy manufacturers, the priority should be leveraging social influence and community engagement to increase repurchase intentions. Since this was identified as the strongest predictor of repeat purchases, manufacturers should focus on building strong relationships with influencers and engaging online communities. By actively collaborating with influencers, participating in social media discussions, and promoting

their products through platforms popular among collectors, manufacturers can significantly enhance brand visibility and encourage repeat purchases.

Another key area of focus for manufacturers is improving product quality and packaging to boost revisit intentions. High-quality art toys with thoughtfully designed packaging can greatly elevate the product experience. Rather than just serving a protective function, packaging should enhance the toy's display and aesthetic appeal, leaving a lasting impression that entices customers to return for future releases.

Additionally, developing exclusive limited-edition collections remains essential. Manufacturers should aim to offer products that resonate with collectors' desire for rare and valuable items, as these products' uniqueness and perceived value strongly drive both repurchase and revisit intentions.

For art toy retailers, emphasizing purchase motivation and emotional fulfillment is critical to increasing revisit intentions. Retailers can motivate customers to return by promoting products that help them complete their collections or serve as decorative pieces for their homes. By highlighting the emotional satisfaction that comes from completing a collection and offering clear price comparisons, retailers can strengthen the connection between the customer and the brand.

Furthermore, implementing a tiered pricing strategy will help retailers appeal to a broader range of customers. Offering products at different price points ensures that both price-sensitive buyers and high-end collectors find value in their purchases, ultimately increasing both repurchase and revisit rates.

Enhancing the unboxing experience is another key strategy for retailers to boost customer satisfaction and revisit intentions. While the unboxing experience may not directly influence repurchase intentions, it serves an important role in fostering emotional fulfillment and customer loyalty. Retailers can create memorable unboxing experiences by offering packaging that is designed to enhance the reveal of the product, including surprise elements or exclusive content such as collectible cards or posters. Encouraging customers to share their unboxing experiences on social media can increase brand visibility and strengthen community engagement.

Last but not least, retailers should continue to leverage influencer marketing and social media engagement to build community and drive both repurchase and revisit intentions. By collaborating with influencers to promote new releases and hosting

interactive events like live unboxings or product reviews, retailers can maintain customer engagement and foster a sense of belonging within the collector community.

In conclusion, while repurchase intention is essential for immediate sales, revisit intention plays a crucial role in sustaining long-term customer engagement and loyalty. By focusing on emotional fulfillment, offering tiered pricing, and enhancing the unboxing experience, art toy retailers can encourage more frequent visits and future purchases. At the same time, art toy manufacturers should prioritize social influence, product quality, and packaging presentation, as well as creating unique product offerings to meet the evolving preferences of collectors. By adopting these strategies, both manufacturers and retailers can effectively drive repurchase and revisit intentions, ensuring sustained growth and customer satisfaction in the art toy industry.

5.3 Limitations and Suggestions for Future Research

Although this study provides valuable insights into the factors influencing repurchase and revisit intentions among Thai art toy collectors, several limitations should be noted.

A notable limitation of this research lies in the use of convenience sampling, which may not accurately reflect the broader demographic of Thai art toy collectors. While this method allowed easy access to active collectors, it may have introduced selection bias, as participants more engaged in the art toy community were more likely to respond. Future research could employ random sampling techniques or a larger sample size to achieve greater generalizability across diverse collector groups.

Another limitation is the study's focus on Thai collectors, which limits the applicability of the findings to other cultural contexts. Preferences, motivations, and behaviors may vary across different regions due to cultural, economic, or social factors. Future research could expand by conducting cross-cultural comparisons or replicating the study in other geographical contexts to identify potential regional differences and broaden the understanding of global art toy markets.

Furthermore, the study also concentrated on four core components: "Social Influence and Community Engagement", "Purchase Motivation and Emotional Fulfillment", "Perceived Value and Character Appeal", and "Product Quality and

Packaging Presentation", derived from Principal Component Analysis (PCA). While these components helped identify the key factors driving repurchase and revisit intentions, they may not capture all influences on consumer behavior in the art toy market. Future research could explore additional factors, such as environmental sustainability in product design or the impact of direct interaction with designers and brands, to gain a more comprehensive view of collector motivations.

By addressing these constraints and widening the research scope, future studies can offer a more comprehensive understanding of the art toy market and consumer behavior that will benefit both academic research and industry practices.

REFERENCES

Aaker, D. A. (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name. The Free Press.

Bearden, W. O., Netemeyer, R. G., & Teel, J. E. (1989). Measurement of consumer susceptibility to interpersonal influence. *Journal of Consumer Research*, 15(4), 473–481.

Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15(2), 139-168.

Bloch, P. H. (1995). Seeking the ideal form: Product design and consumer response. *Journal of Marketing*, 59(3), 16-29.

Chang, J., & Spina, C. (2007). *Vinyl Will Kill: An Inside Look at the Designer Toy Phenomenon.* Gingko Press.

Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90-92.

Hirschman, E. C. (1980). Innovativeness, novelty seeking, and consumer creativity. *Journal of Consumer Research*, 7(3), 283-295.

Holbrook, M. B., & Schindler, R. M. (2003). Nostalgic bonding: Exploring the role of nostalgia in consumer-brand relationships. *Journal of Consumer Psychology*, 13(2), 226-238.

Kato, M. (2018). *The Story Behind Bearbrick: Pop Culture's Iconic Designer Toy.* HYPEBEAST.

Keller, K. L. (2020). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (5th ed.). Pearson.

Kozlowski, M. (2022). *The Evolution of Designer Toys: From Hong Kong to the World.* The Toy Chronicle.

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365.

REFERENCES (cont.)

McCracken, G. (1986). Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods. *Journal of Consumer Research*, 13(1), 71-84.

Monroe, K. B., & Lee, A. Y. (2020). Pricing Strategies and Tactics: A Practical Guide to Influencing Consumer Behavior. Routledge.

Schmitt, B. H. (1999). Experiential marketing: How to get customers to sense, feel, think, act, relate. The Free Press.

Solomon, M. R. (2018). Consumer Behavior: Buying, Having, and Being (13th ed.). Pearson Education.

Spear, A. (2017). Investing in collectibles: Understanding the financial value of niche markets. *Journal of Financial Planning*, 30(4), 34-42.

Srinivasan, R., Pauwels, K., & Silva-Risso, J. (2017). Quality perceptions and their impact on consumer purchase behavior. *Journal of Consumer Psychology*, 27(3), 307-317.

Ting, D. H. (2021). The importance of brand collaborations in niche markets: An analysis of the art toy industry. *Journal of Consumer Marketing*, 38(3), 355

Turk, T., Mikalef, P., & Potolia, A. (2020). Unboxing the unboxing experience: How unboxing videos influence consumer purchase intentions. *Journal of Consumer Marketing*, 37(6), 713-722.

Underwood, R. L. (2003). The communicative power of product packaging: Creating brand identity via lived and mediated experience. *Journal of Marketing Theory and Practice*, 11(1), 62-76.

Zhang, Y. (2021). *POP MART's Journey to Global Success: The Blind Box Craze*. China Business Review.

APPENDICES

Appendix 1: Questionnaire

แบบสอบถามเกี่ยวกับ "ปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อสินค้าประเภทอาร์ตทอยซ้ำ"

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาค้นคว้าอิสระ โดยมีวัตถุประสงค์เพื่อศึกษาเกี่ยวกับปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อสินค้าประเภทอาร์ตทอยซ้ำ (Repurchase Intention)

ข้อมูลที่รวบรวมผ่านแบบสอบถามนี้จะถูกนำไปใช้เพื่อการศึกษาในหัวข้อดังกล่าวเท่านั้น และจะไม่ถูกนำไปเผยแพร่ที่อื่นแต่อย่างใด คำตอบของท่านจากแบบสอบถามนี้จะสามารถช่วยต่อยอดความรู้ และเพิ่มพูนข้อมูลเพิ่มเติมสำหรับงานวิจัยที่เกี่ยวข้องกับหัวข้อดังกล่าวในภายหน้าได้เป็นอย่างดี

ขอความกรุณาทุกท่านตอบแบบสอบถามอย่างตรงไปตรงมาตามข้อเท็จจริง เพื่อให้ข้อมูลที่สามารถนำไปใช้ได้นั้นมีความเที่ยงตรงและเกิดประโยชน์สูงสุด ทั้งนี้แบบสอบถามจะใช้เวลาโดยเฉลี่ยไม่เกิน 5 นาที โดยแบ่งชุดคำถามออกเป็น 4 ส่วน

ผู้วิจัยขอขอบพระคุณทุกท่านที่สละเวลาตอบแบบสอบถาม หากท่านใดมีข้อสงสัย สามารถติดต่อสอบถามเพิ่มเติมได้ที่อีเมล "nkttul@gmail.com"

* Indicates required question

คำถามคัดกรอง

ท่านเคยซื้อสินค้าประเภทอาร์ตทอยมาก่อน ใช่หรือไม่ *

◯ ใช่

◯ ไม่ใช่

คำถามเกี่ยวกับพฤติกรรมการเลือกซื้ออาร์ตทอย

ท่านซื้ออาร์ตทอยบ่อยแค่ไหน *

◯ น้อยกว่า 3 เดือนต่อครั้ง

◯ 2-3 เดือนต่อครั้ง

◯ เดือนละครั้ง

◯ 2-3 สัปดาห์ต่อครั้ง

◯ สัปดาห์ละครั้ง

◯ มากกว่าสัปดาห์ละครั้ง

ท่านใช้จ่ายโดยเฉลี่ยเท่าไหร่ ต่อการซื้ออาร์ตทอย 1 ครั้ง *

○ 500 บาท หรือต่ำกว่า

○ 501 - 1,000 บาท

○ 1,001 - 3,000 บาท

○ 3,001 - 5,000 บาท

○ 5,001 - 10,000 บาท

○ มากกว่า 10,000 บาท

ท่านเคยซื้ออาร์ตทอยประเภทใดบ้าง (ตอบได้มากกว่า 1 ข้อ) *

☐ ไวนิล

☐ เรซิน

☐ ตุ๊กตาผ้า

☐ กล่องสุ่ม

☐ มินิฟิกเกอร์

☐ แอคชั่นฟิกเกอร์

☐ อื่น ๆ

ท่านมักจะซื้ออาร์ตทอยจากที่ไหน (ตอบได้มากกว่า 1 ข้อ) *

☐ ร้านค้าปลีก

☐ ร้านค้าที่จำหน่ายเฉพาะอาร์ตทอย

☐ ร้านค้าออนไลน์

☐ กลุ่มซื้อขายออนไลน์

☐ ร้านค้าของศิลปิน หรือแบรนด์โดยตรง

☐ งานแสดงสินค้า และกิจกรรมพิเศษ

☐ อื่น ๆ

คำถามเกี่ยวกับปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้ออาร์ตทอยซ้ำ

กรุณาเลือกคำตอบจาก 1 ถึง 5 ที่ตรงกับความคิดเห็นของคุณมากที่สุด (1 = ไม่เห็นด้วยอย่างยิ่ง, 5 = เห็นด้วยอย่างยิ่ง)

ฉันชื่นชอบอาร์ตทอย เพราะทำให้นึกถึงช่วงเวลาในวัยเด็กของฉัน *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	◯	◯	◯	◯	◯	เห็นด้วยอย่างยิ่ง

ฉันสนใจอาร์ตทอยที่เกี่ยวข้องกับธีม หรือแฟรนไชส์โปรดของฉัน *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	◯	◯	◯	◯	◯	เห็นด้วยอย่างยิ่ง

ฉันรู้สึกว่าอาร์ตทอยสามารถสะท้อนถึงบุคลิก และตัวตนของฉัน *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	◯	◯	◯	◯	◯	เห็นด้วยอย่างยิ่ง

ฉันรู้สึกตื่นเต้นที่ได้แกะกล่องอาร์ตทอย *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	◯	◯	◯	◯	◯	เห็นด้วยอย่างยิ่ง

ฉันรู้สึกเติมเต็มเวลาได้อาร์ตทอยชิ้นใหม่มาเพิ่มในคอลเล็คชั่นอาร์ตทอยของฉัน *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	◯	◯	◯	◯	◯	เห็นด้วยอย่างยิ่ง

ฉันสนใจในคาแรคเตอร์ และเรื่องราวเบื้องหลังของตัวละครอาร์ตทอย *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	◯	◯	◯	◯	◯	เห็นด้วยอย่างยิ่ง

ฉันชื่นชอบรูปลักษณ์ และการออกแบบที่เป็นเอกลักษณ์ของอาร์ตทอย *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	○	○	○	○	○	เห็นด้วยอย่างยิ่ง

ฉันรู้สึกประทับใจกับคุณภาพวัสดุ และความประณีตในงานฝีมือของอาร์ตทอย *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	○	○	○	○	○	เห็นด้วยอย่างยิ่ง

ฉันชื่นชอบบรรจุภัณฑ์ และการนำเสนอของอาร์ตทอยที่มีความสวยงามน่าดึงดูด *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	○	○	○	○	○	เห็นด้วยอย่างยิ่ง

ฉันมักจะนำอาร์ตทอยมาวางประดับ หรือตกแต่งบริเวณพื้นที่ส่วนตัวของฉัน *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	○	○	○	○	○	เห็นด้วยอย่างยิ่ง

ฉันมักจะสำรวจ และเปรียบเทียบราคาขายอาร์ตทอยจากผู้ขายหลาย ๆ ราย *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	○	○	○	○	○	เห็นด้วยอย่างยิ่ง

ฉันมองว่าอาร์ตทอยเป็นสินค้าที่คุ้มค่าแก่การลงทุนเพื่อสร้างกำไร *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	○	○	○	○	○	เห็นด้วยอย่างยิ่ง

ฉันมองว่าอาร์ตทอยที่ไม่สามารถหาซื้อได้ทั่วไป หรือผลิตมาในจำนวนจำกัดนั้นคุ้มค่าที่จะ *
จ่ายเพิ่ม

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	◯	◯	◯	◯	◯	เห็นด้วยอย่างยิ่ง

ฉันรู้สึกเชื่อมั่นในคุณภาพของอาร์ตทอยจากศิลปิน หรือแบรนด์ที่มีชื่อเสียง *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	◯	◯	◯	◯	◯	เห็นด้วยอย่างยิ่ง

ฉันมีมุมมองที่ดีต่ออาร์ตทอยที่เกิดจากความร่วมมือระหว่างแบรนด์ที่ฉันชื่นชอบ *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	◯	◯	◯	◯	◯	เห็นด้วยอย่างยิ่ง

ฉันให้ความสนใจกับอาร์ตทอยที่กำลังได้รับความนิยม หรือเป็นที่พูดถึงอยู่ในขณะนี้ *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	◯	◯	◯	◯	◯	เห็นด้วยอย่างยิ่ง

ฉันรู้สึกสนใจในอาร์ตทอยมากขึ้น หลังจากที่เห็นคนรอบตัวซื้อมาครอบครอง *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	◯	◯	◯	◯	◯	เห็นด้วยอย่างยิ่ง

ฉันรู้สึกว่าตัวเองเป็นส่วนหนึ่งของกลุ่มผู้ชื่นชอบการสะสมอาร์ตทอย *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	◯	◯	◯	◯	◯	เห็นด้วยอย่างยิ่ง

ฉันมักจะติดตามข่าวสารเกี่ยวกับอาร์ตทอยบนสื่อสังคมออนไลน์ *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	○	○	○	○	○	เห็นด้วยอย่างยิ่ง

ฉันมักจะอ่านรีวิว และความคิดเห็นของอินฟลูเอนเซอร์ที่เกี่ยวกับอาร์ตทอย *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	○	○	○	○	○	เห็นด้วยอย่างยิ่ง

ฉันมีความตั้งใจที่จะซื้ออาร์ตทอยอีกครั้งภายใน 1-2 เดือนข้างหน้า *

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	○	○	○	○	○	เห็นด้วยอย่างยิ่ง

ฉันวางแผนที่จะเยี่ยมชมหน้าร้าน หรือช่องทางจำหน่ายอาร์ตทอยอื่น ๆ อีกครั้งภายใน 1-2 *
เดือนข้างหน้า

	1	2	3	4	5	
ไม่เห็นด้วยอย่างยิ่ง	○	○	○	○	○	เห็นด้วยอย่างยิ่ง

คำถามเกี่ยวกับข้อมูลด้านประชากรศาสตร์

เพศ *

○ หญิง

○ ชาย

○ ไม่ประสงค์ระบุ

อายุ *

○ 20 ปี หรือต่ำกว่า

○ 21 - 30 ปี

○ 31 - 40 ปี

○ 41 - 50 ปี

○ 51 - 60 ปี

○ มากกว่า 60 ปี

อาชีพ *

○ นักเรียน/นักศึกษา

○ พนักงานบริษัท

○ ข้าราชการ/พนักงานรัฐ

○ เจ้าของธุรกิจ/ผู้ประกอบการ

○ อาชีพอิสระ

○ อื่น ๆ

รายได้ต่อเดือน *

○ 15,000 บาท หรือต่ำกว่า

○ 15,001 - 25,000 บาท

○ 25,001 - 35,000 บาท

○ 35,001 - 45,000 บาท

○ 45,001 - 55,000 บาท

○ 55,001 - 65,000 บาท

○ มากกว่า 65,000 บาท

สิ้นสุดการทำแบบสอบถาม

ผู้วิจัยขอขอบพระคุณท่านที่สละเวลาในการตอบแบบสอบถาม