

**CONSUMER'S ATTITUDE TOWARD PURCHASING LUXURY
BRAND PRODUCT AND PURCHASE INTENTION**



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**CONSUMER'S ATTITUDE TOWARD PURCHASING LUXURY
BRAND PRODUCT AND PURCHASE INTENTION**

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.....
Miss Preeyanan Rueangwarawat
Candidate

.....
Asst. Prof. Kannika Leelapanyalert,
Ph.D.
Advisor

.....
Dr. Detlef Reis,
Ph.D.
Chairperson

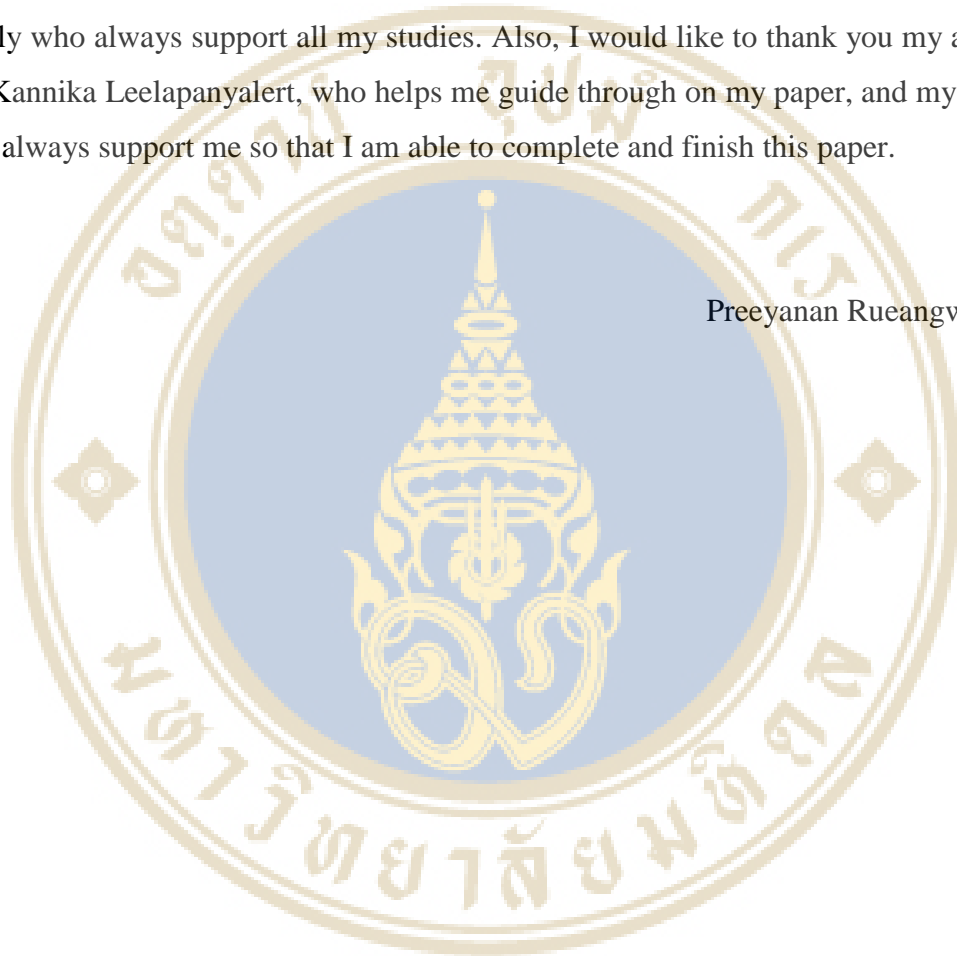
.....
Assoc. Prof. Anoop Tanlamai,
Ph.D.
Dean
College of Management
Mahidol University

.....
Asst. Prof. Prattana Punnakitkashem,
Ph.D.
Committee member

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Preeyanan Rueangwarawat



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PREEYANAN RUEANGWARAWAT 5549276

M.M. (GENERAL MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE ASST. PROF. DR. KANNIKA LEELAPANYALERT, Ph.D., ASST. PROF. PRATTANA PUNNAKITIKASHEM, Ph.D., DETLEF REIS, Ph.D.,

ABSTRACT

The study aims to understand (1) What are the factors that influence the consumer's attitude toward purchasing luxury brand products and purchase intention in Thailand? And (2) How demographic factors have an effect on consumer's attitude toward purchasing luxury brand products and purchase intention in Thailand? The result of study is crucial for luxury marketer to plan and strategize the strategies for Thai luxury market. The quantitative research methodology is applied with 200 respondents who are mixed between male and female. The studied sample size will be only in Bangkok area.

The results show that there are many factors effecting consumer's attitude toward purchasing luxury brand product and purchase intention which are personal values, materialism and brand awareness. However, social comparison and fashion involvement have no effect. Moreover, the demographic factor shows that female with high level of income tend to be a potential luxury target more than others.

KEY WORDS: Luxury Brand Product / Consumer's Attitude / Luxury Purchase Intention / Luxury in Thailand

49 pages

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CHAPTER I

INTRODUCTION

1.1 Background Research

A luxury market in Thailand has been growing significantly from the past few years. The main factor affecting such growth mainly comes from the increasing in purchasing power of Thai consumers which resulted in the higher standard of living (Juan Manuel Mendoza, 2014). Even though, the luxury industry seems to be targeted only to niche market, the luxury industry value is estimated to reach Euro 1 trillion in a few years ahead (Bain & Co., 2012).

In the past, the demand for luxury product was driven by European and US countries. However, the trend has shifted to be dominantly driven by emerging countries such as China, India, the Middle East and Latin America (Tynan *et al.*, 2009). However, after the shift of economic activities into emerging counties, many luxury retailers have jumped to penetrate the Asian market.

South East Asia luxury market is considered as the strong growth pace compared to Chinese Market. For Thailand, the growth of 25 percent annually of luxurious malls with new luxury development is expected to be rising in the next 3 years (Juan Manuel Mendoza, 2014). The below charts are shown the development of luxury consumer market and growth contribution which the growth has targeted into Asian Countries, especially Chinese market.

Chart 1: Development of luxury goods market by consumer nationality

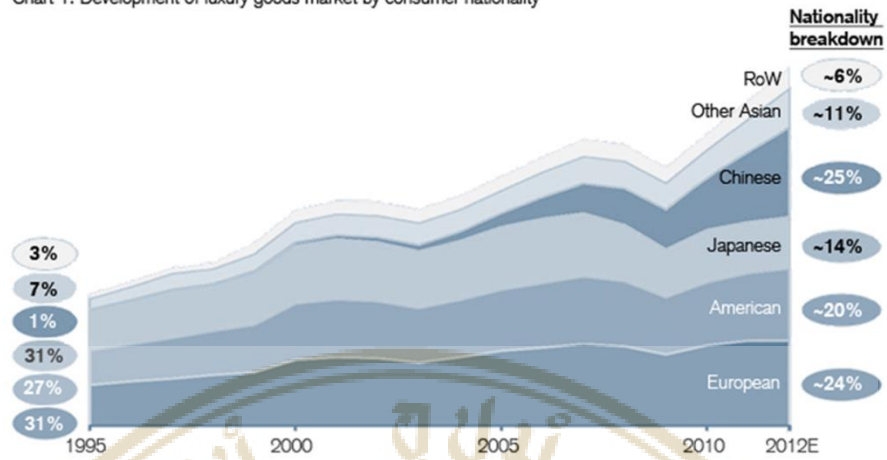


Figure 1.1 Development of Luxury Goods Market by Consumer Nationality

Source: Bain & Co., François-Henri Pinault, Chariman and CEO, PPR, March 2013, Thailand Tatler Magazine 02/2013

Chart 2: Growth contribution by consumer group (2013–2020E)

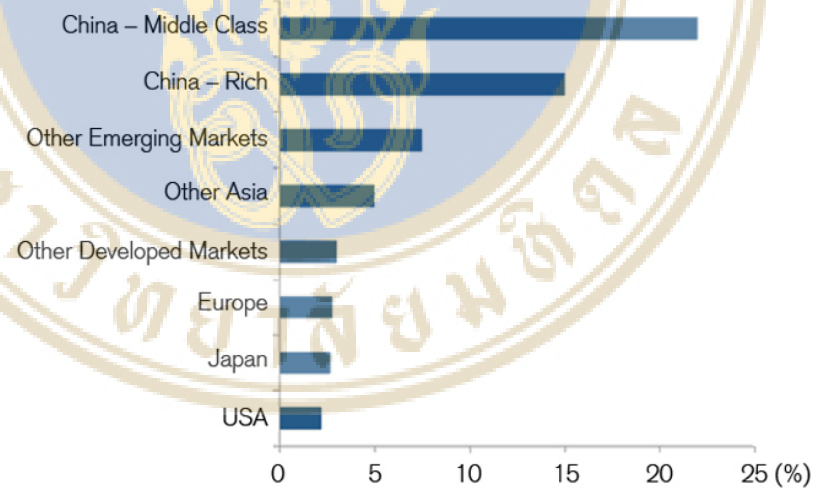


Figure 1.2 Growth Contribution by Consumer Group (2013-2020E)

Source: CLSA

Therefore, Thailand is considered as a potential growth market that attract luxury brand to expand to. Moreover, the supportive factor from the fact that Thai market is easy to be accessed plays as the important role. With the opportunities in Thai market, there are many luxury decided to set up the flagship store in Bangkok which considered as a very effective approach for distribution of luxury product in Thai market. Not only the ease of distribution, Thai government is also a big supporter as they are trying to promote Thailand as a fashion hub and shopping center for luxury products. We can see from the fact that there are numerous of luxurious shopping centers such as Siam Paragon, Central Embassy and etc. has been built and targeting on upper class to high end consumers. There are several research papers explained the consumer's attitudes toward luxury brand product in globally (Melika Husic and Muris Cicic, 2008 & Alessandro Brun and Cecilia Castelli, 2013). Moreover, some researches point out that there is a difference consumer behavior across the cultures due to the differences in psychology of consumption and value involved in such consumption (Belk, 1999; Sheth *et al.*, 1991). In recent years, more research papers have mentioned about the consumer's attitude toward luxury brand product in Asia such as China and Korea (Bopeng Zhang and Jung-Hwan Kim, 2013). For Thai market, there are paper researches studied about the consumer behavior toward luxury brand in young Thai female. However, a few studies actually studied about Thai market in term of consumer's attitudes toward luxury brand product which is leading to the purchase intention.

1.2 Problem Statement

With reference to the increasing in trend of luxury product consumption among Thai people, it is an opportunity for luxury brand to set up Thailand as a distribution hub. However, there are only a few studies has been discussed about Thai market in term of consumer's attitudes toward luxury brand product which is leading to the purchase intention. As a result, it is important for the marketer to know what are their consumer attitudes toward luxury brand product and what makes they purchase

that luxury brand product. So that the marketers of luxury brand product can initiate the strategies to cope with Thai consumer by knowing their attitudes and factors affected their purchase intention. Moreover, demographic factor should be included into the marketer's consideration for the segmentation purpose so that the marketers can strategize the strategies on their luxury products at the right demographic segmentation.

1.3 Research Questions

To fulfill the aim and purpose of this study, we aim to answer the following research questions:

1. What are the factors that influence the consumer's attitude toward purchasing luxury brand products and purchase intention in Thailand?
2. How demographic factors have an effect on consumer's attitude toward purchasing luxury brand products and purchase intention in Thailand?

1.4 The Aim and Purpose

Since Thailand is the potential market for the growth of luxury products, the aim of this study is to find out the factors that can affect the consumer's attitudes on purchasing luxury brand products and how the consumers in Thailand make a purchase decision on luxury brand products. The scope of the study is limited only to luxury products in the attitudes of both male and female in Thailand. The result of the study is to explain the consumer's attitude and purchase intention on luxury brand products which can be useful for luxury brand marketers in order to strategize their marketing strategies in Thailand. Furthermore, the scope of the study is taken the demographic factor into the consideration.

CHAPTER II

LITERATURE REVIEW

“Luxury” refers to the state of great comfort and extravagant living or an inessential but desirable item (Oxford, 2009). In fact, the luxury is very subjective depending how individual defines the meaning of luxury.

2.1 Factors affect Consumer’s attitudes on luxury brand products and purchase intention

With reference to the above summarized studies explaining the consumer’s perception on luxury product in many aspects, we have selected some of studies to be the key conceptual model for this research.

According to Vigneron and Johnson (2004), their conceptual model has categorized the component of luxury brand perceptions into two main categories which are non-personal oriented and personal oriented perceptions. For the non-personal oriented perceptions, it is composed of the following factors:

1. Perceived Conspicuousness: The consumption of luxury brands can be important to people who are looking for social prestige and status. These groups of consumers are not price-sensitive. They perceive that the higher the price is, the higher the quality of those luxury products.

2. Perceived Uniqueness: Some consumers viewed that the more difficulty of access to the luxury brand, the less price sensitive they are and the more they view as the product is luxury.

3. Perceived Extended-Self: Some consumers may use luxury product to express their own identity. By using a luxury product, it is easier to distinguish themselves from others.

The second component is personal oriented perceptions. It is composed of the following factors:

1. Perceived Hedonism: Hedonism refers to the sensory gratification and sensory pleasure derived from the consumption of luxury brand (Bearden and Etzel, 1982). Some people purchase a luxury brand product in order to fulfill the pleasant need, not because of functional need.

2. Perceived Quality/Perfection: Some consumers assume that the luxury products are associated with higher quality and superior characteristics over non-luxury products. These characteristics may include product lifetime, design, and craftsmanship.

According to Tynan *et al* (2009) and Smith and Colgate (2007), the studies explain four value types of customer's toward luxury products which affected their purchase intention as follow:

1. Utilitarian Value: People tend to purchase the luxury brand product because of their excellence craftsmanship and accurate attributes. Therefore, they are willing to pay a higher price in exchange with utilitarian value.

2. Experiential/Hedonic Value: The purchase of luxury products are mainly for sensory, social or aesthetics value.

3. Symbolic/Expressive Value: The self-identity and self-expression are the main influences on purchase intention of luxury products.

4. Rational Cost/Sacrifice Value: People purchase the luxury product because of their financial value, exclusivity and economic value.

The factors that affected the success in luxury market are relatively linked to the above mentioned past studies. According to Antoni *et al.* (2004), there are three factors involving in the success of luxury market as follow:

1. Excellence: Customer is willing to pay for premium price for the superior quality of the product and associated services.

2. Brand aura: In order to achieve the luxury positioning in the market, it is required to have the continuity of strong brand reputation, maintain the first class position, legitimate and identifiable aura.

3. Desirability: Luxury product must create and maintain consumer's desirability. The desirable feature can be in term of aesthetic appeal, high price, product rarity and uniqueness.

The last study about Factor affecting attitudes and purchase intention of luxury product was conducted in China by Bopeng Zhang and Jung-Hwan Kim, 2013, the study shows that there is a significant relationship between Brand Consciousness, Social Comparison, Fashion Innovativeness, Materialism and Fashion Involvement to the luxury brand product purchase intention as follow:

1. Brand Consciousness: Brand consciousness is defined as the psychological preference toward famous brand-name goods (Sproles and Kendal, 1986). Brand consciousness is a major influential factor on luxury consumption (LeChance et al., 2003). Consumers who value prestige are willing to pay premium price for product perceived as highly prestigious symbol.

2. Materialism: The research indicated that the materialists are self-centered, hedonistic, interested in purchase brand-name products, and view procession and money as symbols of happiness and success (Liao and Wang, 2009; Moschis and Churchill, 1978; Richins and Dawson, 1992)

3. Social Comparison: People are considered to be more worldly-minded if they often interact with peers (Moschis and Churchill, 1978) and are more easily influenced by others (Achenreiner, 1997).

4. Fashion Innovativeness: Fashion Innovators are more likely to read fashion magazines, often go shopping, spend money on clothing (Beaudoin et al., 2000; Jordann and Simpson, 2006; Workman and Caldwell, 2007) and they are more sensitive to brand names during purchase decision (Beaudoin and Lachance, 2006; Hsu and Chang, 2008).

5. Fashion Involvement: it refers to the degree to which a consumer considers a particular purchase decision and perceives it to be important to him/herself (Schiffman and Kanuk, 1983).

Base on the some available research studies on consumer's attitudes toward luxury brand products can be summarized into the following table:

Table 2.1 Summary of Literature Review on Consumer's Attitudes on Luxury Brand Products and Purchase Intention

Topic	Main Aspect	Source
Components of luxury brand perceptions	This conceptual model has categorized the component of luxury brand perceptions into two main categories which are non-personal oriented and personal oriented perceptions.	Vigneron and Johnson (2004)
Value of customers on luxury product's purchase intention	There are four value types of customer's toward luxury products which are: Utilitarian, Experiential/Hedonic, Symbolic/Expressive, and Rational Cost/Sacrifice	Tynan <i>et al</i> (2009), Smith and Colgate (2007)
Consumer's Perception on Luxury Products	The consumer luxury perceptions are composed of the following six dimensions: Brand/marketing strategy, product and design, price exclusivity, communication strategy, brand leadership/designer, distribution strategy, and heritage.	Fiona and Moore (2009)

Table 2.1 Summary of Literature Review on Consumer's Attitudes on Luxury Brand Products and Purchase Intention (Cont.)

Topic	Main Aspect	Source
The factors related to the success of luxury market	There are three factors related to the success in luxury market: Excellence, Brand aura and Desirability.	Antoni <i>et al.</i> (2004)
Factor affecting attitudes and purchase intention of luxury product	There are five key factors that plays important role as factors affecting consumers' attitudes toward and purchase intention toward luxury brand products which are Brand Consciousness, Social Comparison, Fashion Innovativeness, Materialism and Fashion Involvement	Bopeng Zhang and Jung-Hwan Kim, 2013

2.2 Conceptual Framework

According to the previous researches on consumer's attitudes toward luxury brand products and purchase intention, I have applied the below framework by linkage between the studies from Tynan *et al* (2009), Smith and Colgate (2007) and Bopeng Zhang and Jung-Hwan Kim (2013). The purpose of this framework is to test whether this model can be applied to Thai consumer. The model does not take the demographic factors into consideration. However, the demographic factors which are gender and income level will be tested in order to answer the research question.

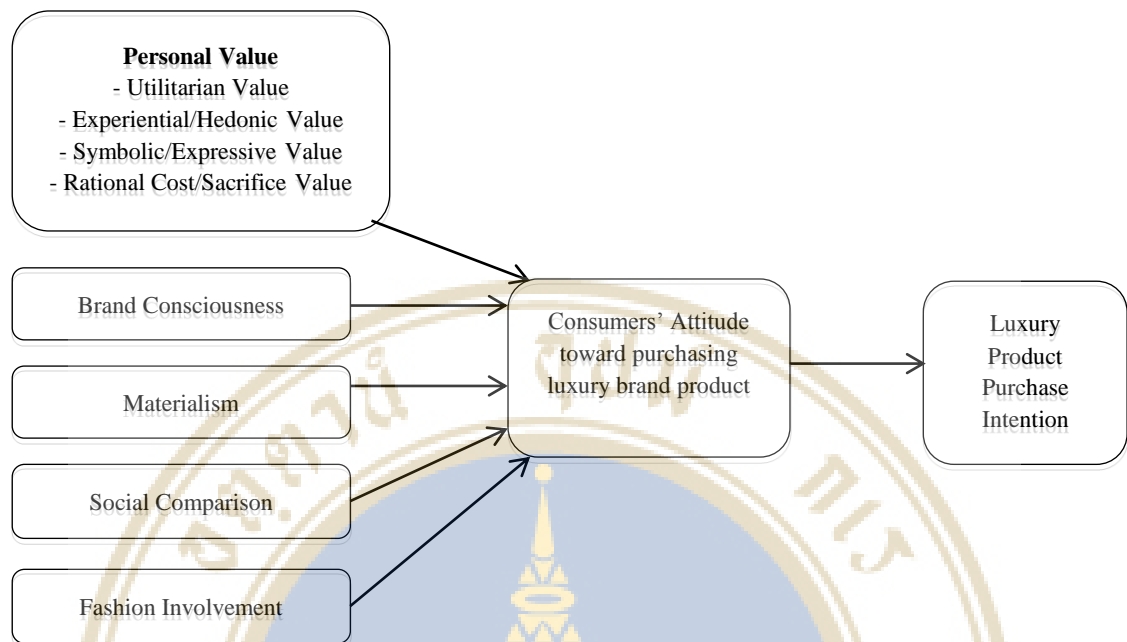


Figure 2.1 The Conceptual Model

Source : Bopeng Zhang and Jung-Hwan Kim (2013) & Ho Jung Choo, Heekang Moon, Hyunsook Kim, & Namhee Yoon. (2012)

According to the conceptual model, there are five elements affecting the consumer's attitudes toward luxury brand product which is resulted in luxury product purchase intention. Apart from the conceptual model, this study will also take into account of demographic factors on the consumer's attitude toward purchasing luxury brand products and purchase intention in order to answer the research question. Therefore, the hypothesis of the framework can be shown as follow:

Hypothesis 1: There is a positive relationship between Personal Value and Attitude toward Purchasing Luxury Brand Product.

With reference to Ho Jung Choo, Heekang Moon and Hyunsook Kim, Namhee Yoon (2012), the study has identified the relationship between personal values toward the luxury purchase attitude in South Korea. The personal values are categorized into four types of personal value which are Utilitarian, Hedonic, Symbolic

and Economic Value. In this study, we will examine the relationship between personal values and attitude toward Purchasing Luxury Brand Product to confirm the confirmed the past research (Ho Jung Choo, Heekang Moon and Hyunsook Kim, Namhee Yoon , 2012). The above hypothesis will be examined.

Hypothesis 2: Brand Consciousness, Materialism, Social Comparison and Fashion Involvement are positively related to the Attitude toward Purchasing Luxury Brand Product.

According to the study from China which examines the factor affected the attitude toward buying luxury product among Chinese consumer (Bopeng Zhang and Jung-Hwan Kim, 2013), it was confirmed that the significant factors that plays as an important role on attitude toward buying luxury product is Brand Consciousness. Moreover, Social Comparison also has a significant relationship with attitude toward buying luxury product. However, Materialism and Fashion Involvement are marginally positive related. Therefore, the above hypothesis will be tested to confirm whether these factors can be applied to Thailand or not.

Hypothesis 3: Attitude toward Purchasing Luxury Brand Product is positively related to the Purchase Intention.

Customer's attitude is the key assessment to predict the performing action of consumer (Finlay et al., 2002). There are several theories explain that during the people decision making process, the attitude toward a particular action has a direct impact to the behavioral intention (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975). For example, there is a study in China confirmed that when people has positive attitude toward buying counterfeit product, they will have positive intention as well (Yoo and Lee, 2009) Therefore, the above hypothesis is developed.

Hypothesis 4: There is no Difference between Demographic factors in Consumer's Attitude toward Purchasing Luxury Brand Product and Purchase Intention.

In order to answer the research question, the demographic information will be taken into account to study whether gender has an effect on attitude toward

purchasing luxury brand product and purchase intention or not. The past study does not identify the significant difference between demographic factors (Bopeng Zhang and Jung-Hwan Kim, 2013). Therefore, we will test the demographic factors into 2 dimension which are gender and income level per below sub-hypothesis.

Hypothesis 4.1 There is no difference between Male and Female in Consumer's Attitude toward Purchasing Luxury Brand Product and Purchase Intention.

Hypothesis 4.2 There is no difference between Income Level in Consumer's Attitude toward Purchasing Luxury Brand Product and Purchase Intention.



CHAPTER III

RESEARCH METHODOLOGY

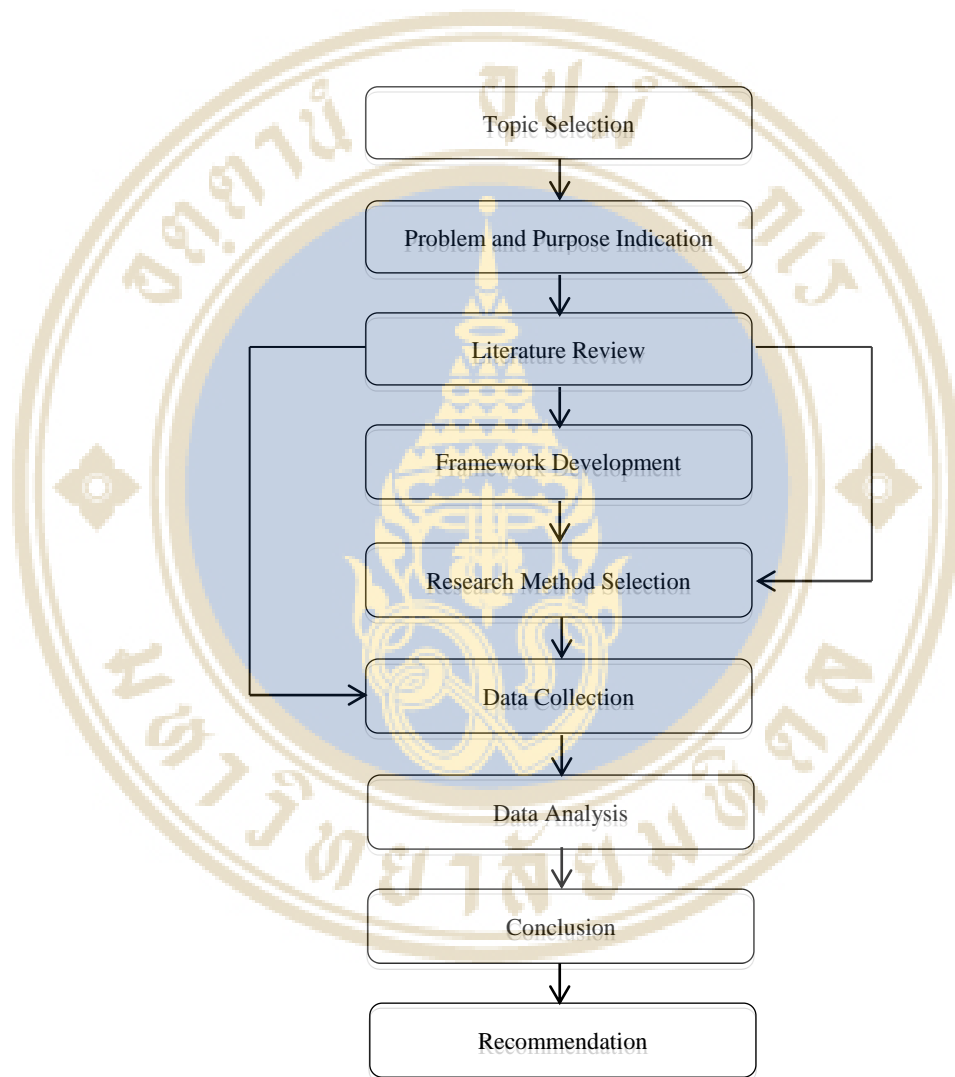


Figure 3.1 Research Process (Kamolwan T. & Wiwatchai J., 2010)

According to the diagram 3.1 (Kamolwan T. & Wiwatchai J., 2010), it shows the research process since the beginning in order to derive the conclusion. The following section will explain how we conduct the research and how our methodology fits with the selected topic.

3.1 Topic Selection

This research is to study on what factors effect consumer's attitude toward purchase of luxury brand product and purchase intention. The reason of selecting this topic is because it is in our interested area. We have seen many Thai people using luxury brand product and there are many new luxury brands setting up their store in Thailand in order to take the growth opportunity. In this study, the fashion luxury product will be used as a represent of all luxury brand product.

The focus area will be only in Bangkok, Thailand among male and female across ages. Bangkok is considered to be the fashion hub in Asian countries so that we think by studying only Bangkok area should be justified enough to represent the consumer's attitude in Thailand.

3.2 Data Collection

This study uses the survey method to gather the data and perform the analysis. The reason we select survey method is the fact that survey is the most efficient methodology to collect the quantitative data. Also, it is suitable for broad sampling which are the same as this research focus. Moreover, the quantitative method also emphasized on testing and verification, generalizing by population membership and focusing on facts (Reichardt and Cook, 1979).

The method of survey is to distribute the questionnaire. The sampling size is 250 respondents who are male and female with age between 18 to 40 years old. The reason for selecting both male and female is to answer research questions on demographic factors. We will use both traditional ways on questionnaire distribution as well as online questionnaire (SurveyMonkey.com) so that it can match with the respondent's convenience and preference. The area of questionnaire distribution is separated into 2 main areas which are the office area and shopping mall area because these areas are composed of variety of people and they potentially have some level of awareness on luxury brand product.

CHAPTER IV

RESEARCH FINDINGS

With reference to the quantitative analysis that we have done, the result can be categorized into descriptive analysis and the hypothesis testing. We have tested the factor affecting the attitude toward purchasing luxury brand product and purchase intention by using variety of test. The results are shown below.

4.1 Descriptive Analysis

The study has examined the factors effecting consumer's attitude toward purchasing luxury product and purchase intention by both online and offline distribution. The invalid respondent has been removed and respondent's personal information can be summarized below.

Table 4.1 Gender of Respondent

Gender of Respondent	Frequency	Percentage
Male	79	39.50
Female	121	60.50
Total	200	100

* We are able to collect 200 number of respondent which is deviated from the target of 250 respondents. The sample is derived from 65 online respondents and 135 offline respondents.

Table 4.2: Age of Respondent

Age of Respondent	Frequency	Percentage
Below 18 years old	1	0.50
18 – 25 years old	43	21.50
26 – 35 years old	99	49.50
Above 35 years old	57	28.50
Total	200	100

Table 4.3: Income Level of Respondent

Income Level of Respondent	Frequency	Percentage
Below THB 15,000	31	15.50
THB 15,000 – 30,000	74	37.00
THB 30,001 – 50,000	66	33.00
THB 50,001 – 100,000	22	11.00
Above THB 100,001	7	3.50
Total	200	100

According to the demographic information of respondent, most of the sample sizes are adult and young adult with average income level per month of THB 15,000 – 50,000.

Factor Analysis

In order to group data, the factor analysis is required before testing the hypothesis. The table below shows the factor analysis testing result:

Table 4.4: Rotated Component Matrix from Factor Analysis

	Component			
	1	2	3	4
Read Fashion Magazine	.866			
Fashion Conscious	.819			
Fashion Advisory	.787			
Fashion is important	.589			
Pay attention to brand of favorite stars		.850		
Pay attention to fashion		.758		
Pay attention to friend's fashion		.725		
Prefer well-known brand			.836	
Prefer foreign brand			.745	
Pay extra for famous brand			.718	
Happy for buy expensive product				.806
Money is the most important				.739
Important to have luxury to have people admire				.511

Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

Regardless of personal value, we can categorize the independent variables into 4 main factors which are Brand Consciousness, Materialism, Fashion Involvement and Social Comparison as per original framework that we have proposed. The reason

that we have not applied the factor analysis into personal value is from the fact that the personal value can be overlapping to each other. Some personal values may have linkage to another one. However, the personal value factor will be testing the reliability of data by reliability test.

Reliability Test

In order to measure the reliability of the data, we have applied the Reliability Test as a measurement. The result from reliability test is shown as below table:

Table 4.5 Reliability Statistic

	Cronbach's Alpha
Cronbach's Alpha	0.873
Cronbach's Alpha base on Standardized Items	0.874
No. of items	10
Utilitarian Value	0.869
Experiential/Hedonic Value	0.862
Symbolic/Expressive Value	0.872
Rational Cost/Sacrifice Value	0.861
Brand Consciousness	0.855
Materialism	0.854
Social Involvement	0.863
Fashion Involvement	0.868
Attitude toward Purchasing Luxury Brand Product	0.849
Purchase Intention toward Luxury Brand Product	0.851

From the reliability testing, it showed that all data have reliability statistic. Therefore, the data can be used for further analysis.

4.2 Hypothesis Testing

Hypothesis 1: There is a positive relationship between Personal Value and Attitude toward Purchasing Luxury Brand Product.

Statistic Test: Pearson Correlation

Table 4.6 The Pearson Correlation Test Result between Personal Value and Attitude toward Purchasing Luxury Brand Product

	Attitude toward Purchasing Luxury Brand Product	
Attitude toward Purchasing Luxury Brand Product	Pearson Correlation	1
	Sig. (2-tailed)	.
	N	200
Utilitarian Value	Pearson Correlation	0.557**
	Sig. (2-tailed)	0.000
	N	200
Experiential/Hedonic Value	Pearson Correlation	0.396**
	Sig. (2-tailed)	0.000
	N	200
Symbolic/Expressive Value	Pearson Correlation	0.317**
	Sig. (2-tailed)	0.000
	N	200
Rational Cost/Sacrifice Value	Pearson Correlation	0.544**
	Sig. (2-tailed)	0.000
	N	200

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

The Pearson Correlation has been used to test the relationship between Personal Value and Attitude toward Purchasing Luxury Brand Product. The result has confirmed the past study that the personal values, which are composed of utilitarian, experiential/hedonic, symbolic/expressive and rational cost/sacrifice value, have found to be a significant factor determining the consumer's attitude toward purchasing luxury brand product. Moreover, the result also indicated that the utilitarian value is the strongest effect on the consumer's attitude toward purchasing luxury brand product for 55.7% whereby the symbolic/expressive value is the weakest effect among other values accounted for 31.7%

Hypothesis 2: Brand Consciousness, Materialism, Social Comparison and Fashion Involvement are positively related to the Attitude toward Purchasing Luxury Brand Product.

Statistic Test: Linear Regression

Table 4.7 The Linear Regression Test Result between Brand Consciousness, Materialism, Social Comparison and Fashion Involvement and Attitude toward Purchasing Luxury Brand Product.

Independent Variable	Beta	t-value	p-value
(Constant)	0.642	3.054	0.003
Brand Consciousness	0.300	5.079	0.000
Materialism	0.349	5.465	0.000
Social Comparison	0.088	1.385	0.168
Fashion Involvement	0.109	1.809	0.072
F-value	46.146		
P	0.000		
R Square	0.486		

Adjusted R Square	0.476		
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The result has confirmed the past study that the Brand Consciousness and Materialism are positively related and found to be significant factors determining the consumer's attitude toward purchasing luxury brand product. However, the result has not confirmed that Fashion Involvement and Social Comparison are significant factor.

Moreover, the result has not confirmed the past study that brand consciousness is the strongest factors among the four factors whereby the materialism is the weakest. According to the test result, it shows that the most significant factor that can be determining the consumer's attitude toward purchasing luxury brand product is Materialism.

Hypothesis 3: Attitude toward Purchasing Luxury Brand Product is positively related to the Purchase Intention.

Statistic Test: Linear Regression

Table 4.8 The Linear Regression Test Result between Attitude toward Purchasing Luxury Brand Product and Purchase Intention.

Independent Variable	Beta	t-value	p-value
(Constant)	0.953	5.486	0.000
Attitude toward Purchasing Luxury Brand Product	0.725	13.804	0.000
F-value	190.548		
P	0.000		
R Square	0.490		
Adjusted R Square	0.488		

The result has confirmed the past study that the attitude toward purchasing luxury brand product is positively related and found to be significant factor to predict the luxury product purchase intention.

Hypothesis 4.1: There is no difference between Gender and Consumer's Attitude toward Purchasing Luxury Brand Product and Purchase Intention

Statistic Test: Independent Sample T Test

Table 4.9 The Group Statistic between Gender of Respondent and Attitude toward Purchasing Luxury Brand Product and Purchase Intention.

Gender of Respondents		N	Mean	Std. Deviation
Attitude toward Purchasing Luxury Brand Product	Male	79	3.1686	0.79330
	Female	121	3.2343	0.79028
Purchase Intention toward Luxury Brand Product	Male	79	3.1013	0.82579
	Female	121	3.3967	0.79561

Table 4.10 The Independent Sample Test Result between Gender of Respondent and Attitude toward Purchasing Luxury Brand Product and Purchase Intention.

Independent Variable	Levene's Test for Equality of Variance		t-test for Equality of Means	
	F	Sig.	t-value	p-value
Attitude toward Purchasing Luxury Brand Product	0.103	0.748	-0.574	0.567
Purchase Intention toward Luxury Brand Product	0.153	0.696	-2.529	0.012

The result has showed that there is no difference between male and female on the attitude toward purchasing luxury brand product. However, there is a difference between male and female on the luxury product purchase intention. According to the

above test result, it can be concluded at the same level of attitude toward purchasing luxury brand product; female tends to have higher possibility of purchase intention than male.

Hypothesis 4.2: There is no difference between Income Level in Consumer's Attitude toward Purchasing Luxury Brand Product and Purchase Intention.

Statistic Test: One-Way ANOVA

Table 4.11 The One-Way ANOVA Test Result between Income Level in Consumer's Attitude toward Purchasing Luxury Brand Product and Purchase Intention.

		Test of Homogeneity of Variance	ANOVA
Attitude toward Purchasing Luxury Brand Product	p-value	0.411	0.000
	F		5.655
Purchase Intention toward Luxury Brand Product	p-value	0.745	0.000
	F		6.427

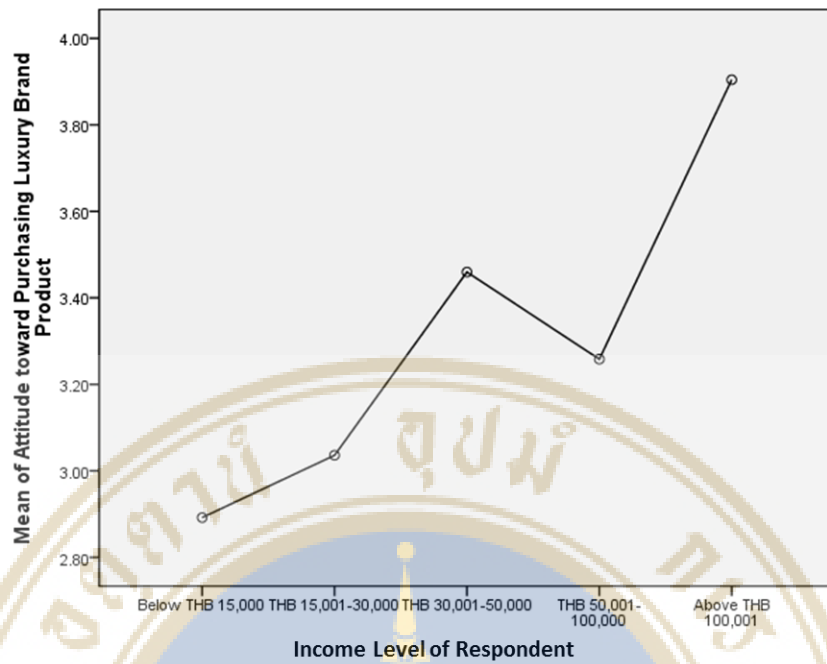


Figure 4.1 The Mean Plot (Analysis by SPSS) between Income Level of Respondents and Attitude toward Purchasing Luxury Brand Products.

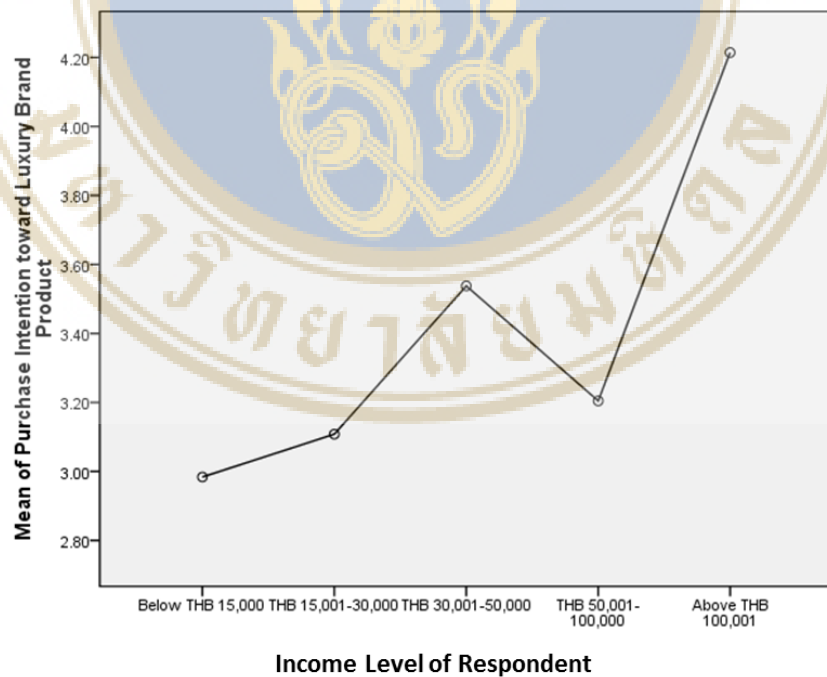


Figure 4.2 The Mean Plot (Analysis by SPSS) between Income Level of Respondents and Luxury Brand Product Purchase Intention.

The result has showed that there is a difference between income level on the attitude toward purchasing luxury brand product and purchase intention. We can conclude that the higher the income that people have, the more they tend to have positive attitudes on purchasing luxury brand product and higher purchase intention. On the contrary, people who have lower level of income tend to have less positive attitude toward purchasing luxury brand compared to higher income people. Consequently, people with less income level tend to make purchase decision less than people with higher income level.

In conclusion, after the numerous hypotheses have been tested by various statistics, we can summarize the findings into table below:



Table 4.12 Summary of Research Findings linked to the proposed framework

Theory and Concept	Results
Personal Values	Personal values have a direct effect with the consumer's attitude toward purchasing luxury brand product which <u>has confirmed</u> the past study. The finding shows that people perceive that utilitarian value is the most important value that has an effect on the consumer's attitude.
Brand Consciousness	Brand consciousness <u>has confirmed</u> the previous study as a one factor determining consumer's attitude toward purchasing luxury brand products. However, brand consciousness is not the strongest factor as per finding of previous study.
Materialism	Materialism <u>has confirmed</u> the previous study as a one factor determining consumer's attitude toward purchasing luxury brand products. From the finding that we have tested, materialism is the strongest factor determining consumer's attitude toward purchasing luxury brand products among Thai people.
Social Comparison	Social Comparison <u>has not confirmed</u> the previous study as a one factor determining consumer's attitude toward purchasing luxury brand products
Fashion Involvement	Social Comparison <u>has not confirmed</u> the previous study as a one factor determining consumer's attitude toward purchasing luxury brand products
Consumer's Attitude toward Purchasing Luxury Brand Products	Consumer's Attitude toward Purchasing Luxury Brand Products is the factor determining the luxury product purchase intention.

CHAPTER V DISCUSSION

5.1 Conclusion

From the testing, we can conclude that the proposed conceptual framework does not confirm and not applicable to Thai luxury consumer. The result can be concluded as per below framework.

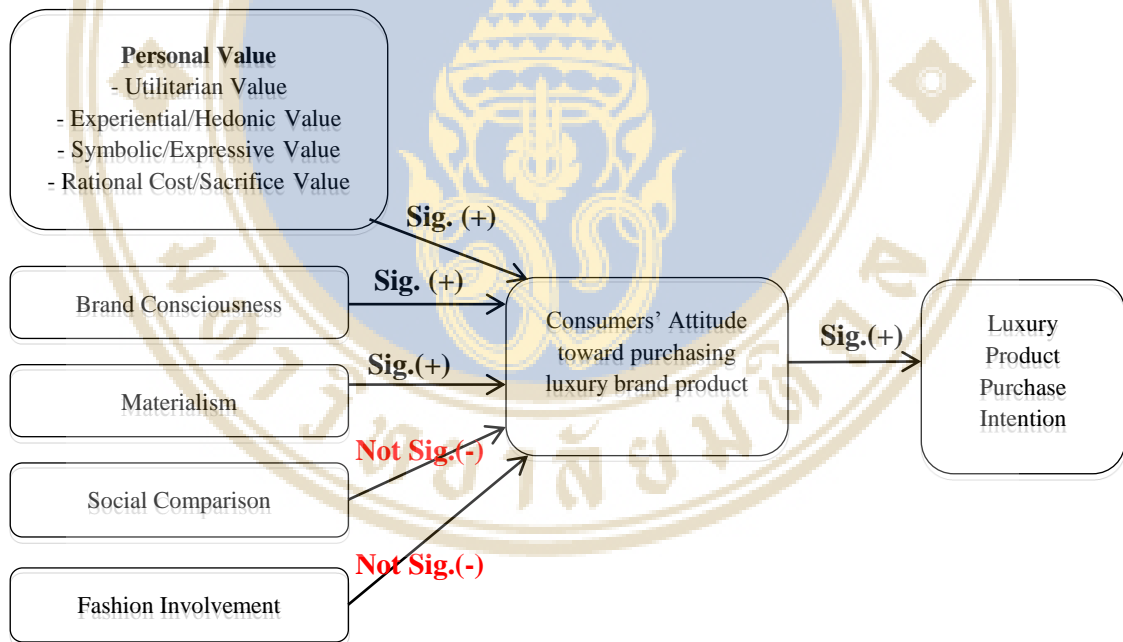


Figure 5.1 The Conceptual Framework from the Hypothesis Testing

To fulfill and answer research questions, we can conclude as following.

What are the factors that influence the consumer's attitude toward purchasing luxury brand products and purchase intention in Thailand?

There are three factors that affect the consumer's attitudes toward purchasing luxury brand product which are personal value, brand consciousness and materialism. It appears that the social comparison and fashion involvement are not the predictors of consumer's attitudes toward purchasing luxury brand product. From the testing result, the several insights can be discussed as follow.

Firstly, the personal value is one of the factors determining the consumer's attitude toward purchasing luxury brand product. The degree of determining can be summarized as per below table

Table 5.1 The Percentage of each Personal Value determining Attitude toward Purchasing Luxury Brand Product

	Percentage determining Attitude toward Purchasing Luxury Brand Product
Utilitarian Value	55.70%
Experiential/Hedonic Value	39.60%
Symbolic/Expressive Value	31.70%
Rational Cost/Sacrifice Value	54.40%

From the above table, the utilitarian value has the strongest effect on attitude toward purchasing luxury brand product. In other word, this can be implied that people expect the superior quality from purchasing luxury brand product. If a particular luxury brand product can provide the superior quality, Thai people tends to have positive attitude toward that particular luxury brand. Moreover, rational cost/sacrifice value also has a strong effect to attitude toward purchasing luxury brand product. Base on the data we have gathered, most of people believe that by having luxurious product, it can be implied to the social status and monetary status of each individual. In addition, experiential/hedonic and symbolic/expressive value have moderate effect on people's attitude toward luxury brand product.

Regardless of personal values which have impact on the attitude toward purchasing luxury brand, other factors also play as an important role to determine the attitude toward purchasing luxury brand product.

Brand consciousness is found to be a significant factor but not the strongest one to determine consumer's attitude toward purchasing luxury brand product. According to the Liao and Wang (2009), Brands are the way to express individuals' social attribute and represent their status and prestige. Therefore, the brand consciousness is considered to be the most significant factors studied by the past research (Bopeng Zhang and Jung-Hwan Kim, 2013). However, it cannot be implied as the first important factor among Thai luxury consumer from the fact that the level of luxury brand consciousness is relatively low comparing to other developed country. Thailand is still viewed as a potential country for foreign marketer to expand to. In recent years, there are more and more foreign brand, especially foreign luxury brand, expand to Thailand by setting up their flagship store in luxury shopping mall. However, such expansion is still considered low compared to China. Therefore, we can conclude that brand consciousness is the important factor determining on consumer's attitude toward purchasing luxury brand products. However, it is not the most influence factor at this point in time.

On the other hand, materialism is the most significant factor determining consumer's attitude toward purchasing luxury brand product. There are a few researches studied about people's materialism. It can be concluded that people in the recent years are more materialistic than people in the past from the fact that media exposure has a strong impact on the materialism (Flora F. Gu Kienra Hung, 2009). Therefore, we can apply the above finding to explain why materialism is the most significant factor on consumer's attitude toward purchasing luxury brand product. In recent years, Thai people are more exposed to international media such as international games TV shows, international music and etc. Therefore, the international media could be a reason that plays as an important factor to make Thai people become more materialistic.

However, the social comparison and fashion involvement are not the significant factor determining consumer's attitude toward purchasing luxury brand product.

Moreover, the attitude toward purchasing luxury brand product can be used as a factor determining purchase intention. The product purchase action needs to be originated from the attitude. If people do have a positive attitude toward the particular

luxury brand product, we can predict the purchase intention that he or she may make a purchase decision easier than people who do have a negative attitude toward that luxury brand product.

How demographic factors have an effect on consumer's attitude toward purchasing luxury brand products and purchase intention in Thailand?

Base on the demographic information, the factors we examine and found to be factors that affecting the purchase intention of luxury brand product are gender and income level.

Gender is considered to be an important factor affecting purchase intention of luxury brand product. According to the testing result, both male and female are relatively the same on the attitude toward purchasing luxury brand product. However, they are different in term of purchase intention. Female seems to have more purchase intention of luxury brand product compared to male. The reason support this could be the purchase behavior of female which seems to have more impulse purchase decision (Ameda C. & Brigitte B, 2003). The supporting factors of female impulse purchase decision can be explained through the level of emotion, feeling states and moods (Youn, 2000).

Moreover, the income level also has an effect on consumer's attitude toward purchasing luxury brand products and purchase intention. The more income level people have; the more positive attitude toward purchasing luxury brand product and more likely that a person will make a purchase decision. This could be explained from the fact that people that have high level of income views that luxury product is affordable and justified for them enough to make a purchase. We can also apply the "conspicuous consumption" to explain the finding. People are motivated by a desire to impress other people. Therefore, they are willing to pay premium price if they have an ability to do so. This form of consumption can be viewed as the consumption to display wealth (Bernard Dubois Patrick Duquesne, 1993). As a result, we can conclude that people who have higher income level, they are more interested to purchase a luxury products and potentially can be the existing or potential luxury brand customer.

5.2 Recommendation

From the above testing result, we would recommend the luxury brand product to strategize the marketing strategies for Thai consumer by focusing on creating the good attitude toward purchasing luxury brand product. In order to create a good attitude, it can be done through matching the luxury brand product with consumer's personal value, creating brand consciousness and link the materialism to the luxury product. In order to create personal value, the marketer should focus heavily on price-quality to attract Thai people personal value. Moreover, the marketer of luxury brand should focus on a right target market which we can conclude that female who has high level of income can be one of the potential target group that the marketer can consider.

5.3 Limitation

The limitation of this study is that we have studied only some factors that affect the consumer's attitude toward purchasing luxury brand product and purchase intention. There are many other factors that need to take into account such as other demographic factors and other factors such as cultural difference. Also, this study is examined base on both male and female. The different test result might occur if the study is focused on the group of people. Therefore, this study can be studied further on other factors that affect the purchase intention into different group of consumers such as young female, young adult and etc. to be study in detail on their perception toward purchasing luxury brand product and purchase intention.

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Appendix A

Questionnaire Question

1. I buy luxury brand product because it has high quality.
2. Luxury brand product has better functional benefits than non-luxury product.
3. I always buy luxury brand product that other people admires.
4. I feel that I am belonged to the group when I buy luxury brand product that other also buys.
5. I usually search the information about the product and brand that I will buy in term of how other thinks.
6. I usually ask my friends or family's opinion about the luxury brand product that I will buy.
7. I do not care what other people think about luxury brand product that I will buy.
8. I usually buy unusual product to show my identity.
9. I purchase luxury brand product to show other people that I can afford it.
10. It is important to use luxury brand product if you are in the high-society group.
11. I usually buy a well-known brand rather than no name brand.
12. I am willing to pay extra for purchase a more famous brand.
13. I prefer to buy foreign brand rather than local brand.
14. It is very important to have expensive stuffs so that other people will admire you.
15. By having an expensive house, car and etc., it shows the achievement in your life.
16. I will be more happy if I can buy more and more expensive things.
17. Money is the most important factor in your life.
18. I pay attention to what brand my friends purchase.
19. I pay attention to fashion styles of celebrities.
20. I pay attention to the brand my favorite stars use.
21. Fashion is important.
22. I always read fashion magazine to keep myself updated with the new trend.
23. I always become an advisor to my friend in fashion.
24. I consider myself as a fashion conscious.
25. I think buying luxury brand product is good.

26. I think buying luxury brand product is pleasant.
27. I think buying luxury brand product is considered as reward
28. I would like to buy a luxury brand product.
29. I intent to buy luxury brand product within next year.

Personal Questions

1. Gender	1.1 Male
	1.2 Female
2. Age	2.1 Below 18 years old
	2.2 26 – 35 years old
	2.3 26 – 35 years old
	2.4 Above 35 years old
3. Educational Level	3.1 Below Undergraduate
	3.2 Undergraduate
	3.3 Master Degree
	3.4 Above Master Degree
4. Income Level per month	4.1 Below THB 15,000
	4.2 THB 15,001 – 30,000
	4.3 THB 30,001 – 50,000
	4.4 THB 50,001 – 100,000
	4.5 Above THB 100,001
5. Average Amount of Money Spend each time for Luxury Product Purchase	5.1 Below THB 10,000
	5.2 THB 10,001 – 30,000
	5.3 THB 30,001 – 70,000
	5.4 Above THB 70,001

SPSS Analysis

1. Reliability Test

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.874	10

Item Statistics

	Mean	Std. Deviation	N
Utilitarian Value	3.3150	.73722	200
Experiential/Hedonic Value	2.9763	.65095	200
Symbolic/Expressive Value	3.2425	.79093	200
Rational Cost/Sacrifice Value	2.7000	1.07156	200
Brand Consciousness	3.2838	.82653	200
Materialism	2.8288	.82425	200
Social Involvement	2.8948	.79627	200
Fashion Involvement	3.0963	.78566	200
Attitude toward Purchasing Luxury Brand Product	3.2084	.79014	200
Purchase Intention toward Luxury Brand Product	3.2800	.81850	200

Inter-Item Correlation Matrix

	Utilitarian Value	Experiential/Hedonic Value	Symbolic/Expressive Value	Rational Cost/Sacrifice Value	Brand Consciousness	Materialism	Social Involvement	Fashion Involvement	Attitude toward Purchasing Luxury Brand Product	Purchase Intention toward Luxury Brand Product
Utilitarian Value	1.000	.445	.189	.356	.345	.349	.210	.140	.557	.409
Experiential/Hedonic Value	.445	1.000	.332	.467	.356	.417	.420	.369	.396	.437
Symbolic/Expressive Value	.189	.332	1.000	.291	.425	.303	.256	.274	.317	.434
Rational Cost/Sacrifice Value	.356	.467	.291	1.000	.524	.569	.367	.306	.544	.411
Brand Consciousness	.345	.356	.425	.524	1.000	.544	.362	.296	.577	.584
Materialism	.349	.417	.303	.569	.544	1.000	.497	.366	.619	.458
Social Involvement	.210	.420	.256	.367	.362	.497	1.000	.488	.437	.481
Fashion Involvement	.140	.369	.274	.306	.296	.366	.488	1.000	.378	.479
Attitude toward Purchasing Luxury Brand Product	.557	.396	.317	.544	.577	.619	.437	.378	1.000	.700
Purchase Intention toward Luxury Brand Product	.409	.437	.434	.411	.584	.458	.481	.479	.700	1.000

Inter-Item Covariance Matrix

	Utilitarian Value	Experiential/Hedonic Value	Symbolic/Expressive Value	Rational Cost/Sacrifice Value	Brand Consciousness	Materialism	Social Involvement	Fashion Involvement	Attitude toward Purchasing Luxury Brand Product	Purchase Intention toward Luxury Brand Product
Utilitarian Value	.543	.214	.110	.281	.210	.212	.124	.081	.324	.247
Experiential/Hedonic Value	.214	.424	.171	.326	.191	.224	.218	.189	.204	.233
Symbolic/Expressive Value	.110	.171	.626	.246	.278	.198	.161	.170	.198	.281
Rational Cost/Sacrifice Value	.281	.326	.246	1.148	.464	.502	.313	.258	.461	.361
Brand Consciousness	.210	.191	.278	.464	.683	.370	.238	.193	.377	.395
Materialism	.212	.224	.198	.502	.370	.679	.326	.237	.403	.309
Social Involvement	.124	.218	.161	.313	.238	.326	.634	.305	.275	.313
Fashion Involvement	.081	.189	.170	.258	.193	.237	.305	.617	.235	.308
Attitude toward Purchasing Luxury Brand Product	.324	.204	.198	.461	.377	.403	.275	.235	.624	.453
Purchase Intention toward Luxury Brand Product	.247	.233	.281	.361	.395	.309	.313	.308	.453	.670

2. Hypothesis 1

Descriptive Statistics

	Mean	Std. Deviation	N
Utilitarian Value	3.3150	.73722	200
Experiential/Hedonic Value	2.9763	.65095	200
Symbolic/Expressive Value	3.2425	.79093	200
Rational Cost/Sacrifice Value	2.7000	1.07156	200
Attitude toward Purchasing Luxury Brand Product	3.2084	.79014	200

Correlations

		Utilitarian Value	Experiential/Hedonic Value	Symbolic/Expressive Value	Rational Cost/Sacrifice Value	Attitude toward Purchasing Luxury Brand Product
Utilitarian Value	Pearson Correlation	1	.445**	.189**	.356**	.557**
	Sig. (2-tailed)		.000	.007	.000	.000
	N	200	200	200	200	200
Experiential/Hedonic Value	Pearson Correlation	.445**	1	.332**	.467**	.396**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
Symbolic/Expressive Value	Pearson Correlation	.189**	.332**	1	.291**	.317**
	Sig. (2-tailed)	.007	.000		.000	.000
	N	200	200	200	200	200
Rational Cost/Sacrifice Value	Pearson Correlation	.356**	.467**	.291**	1	.544**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
Attitude toward Purchasing Luxury Brand Product	Pearson Correlation	.557**	.396**	.317**	.544**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

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

3. Hypothesis 2

Descriptive Statistics

	Mean	Std. Deviation	N
Attitude toward Purchasing Luxury Brand Product	3.2084	.79014	200
Brand Consciousness	3.2838	.82653	200
Materialism	2.8288	.82425	200
Social Involvement	2.8948	.79627	200
Fashion Involvement	3.0963	.78566	200

Correlations

		Attitude toward Purchasing Luxury Brand Product	Brand Consciousness	Materialism	Social Involvement	Fashion Involvement
Pearson Correlation	Attitude toward Purchasing Luxury Brand Product	1.000	.577	.619	.437	.378
	Brand Consciousness	.577	1.000	.544	.362	.296
	Materialism	.619	.544	1.000	.497	.366
	Social Involvement	.437	.362	.497	1.000	.488
	Fashion Involvement	.378	.296	.366	.488	1.000
Sig. (1-tailed)	Attitude toward Purchasing Luxury Brand Product		.000	.000	.000	.000
	Brand Consciousness	.000		.000	.000	.000
	Materialism	.000	.000		.000	.000
	Social Involvement	.000	.000	.000		.000
	Fashion Involvement	.000	.000	.000	.000	
N	Attitude toward Purchasing Luxury Brand Product	200	200	200	200	200
	Brand Consciousness	200	200	200	200	200
	Materialism	200	200	200	200	200
	Social Involvement	200	200	200	200	200
	Fashion Involvement	200	200	200	200	200

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Fashion Involvement, Brand Consciousness, Social Involvement, Materialism ^a	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.697 ^a	.486	.476	.57210	.486	46.146	4	195	.000

a. Predictors: (Constant), Fashion Involvement, Brand Consciousness, Social Involvement, Materialism

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.415	4	15.104	46.146	.000 ^a
	Residual	63.824	195	.327		
	Total	124.239	199			

a. Predictors: (Constant), Fashion Involvement, Brand Consciousness, Social Involvement, Materialism

b. Dependent Variable: Attitude toward Purchasing Luxury Brand Product

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.642	.210		3.054	.003	.227	1.057
	Brand Consciousness	.300	.059	.314	5.079	.000	.184	.417
	Materialism	.349	.064	.364	5.465	.000	.223	.475
	Social Involvement	.088	.064	.089	1.385	.168	-.037	.214
	Fashion Involvement	.109	.060	.108	1.809	.072	-.010	.227

a. Dependent Variable: Attitude toward Purchasing Luxury Brand Product

4. Hypothesis 3

Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Intention toward Luxury Brand Product	3.2800	.81850	200
Attitude toward Purchasing Luxury Brand Product	3.2084	.79014	200

Correlations

		Purchase Intention toward Luxury Brand Product	Attitude toward Purchasing Luxury Brand Product
Pearson Correlation	Purchase Intention toward Luxury Brand Product	1.000	.700
	Attitude toward Purchasing Luxury Brand Product	.700	1.000
Sig. (1-tailed)	Purchase Intention toward Luxury Brand Product	.	.000
	Attitude toward Purchasing Luxury Brand Product	.000	.
N	Purchase Intention toward Luxury Brand Product	200	200
	Attitude toward Purchasing Luxury Brand Product	200	200

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Attitude toward Purchasing Luxury Brand Product ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Purchase Intention toward Luxury Brand Product

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.381	1	65.381	190.548	.000 ^a
	Residual	67.939	198	.343		
	Total	133.320	199			

a. Predictors: (Constant), Attitude toward Purchasing Luxury Brand Product

b. Dependent Variable: Purchase Intention toward Luxury Brand Product

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.700 ^a	.490	.488	.58577	.490	190.548	1	198	.000

a. Predictors: (Constant), Attitude toward Purchasing Luxury Brand Product

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.953	.174		5.486	.000	.610	1.295
	Attitude toward Purchasing Luxury Brand Product	.725	.053	.700	13.804	.000	.622	.829

a. Dependent Variable: Purchase Intention toward Luxury Brand Product

5. Hypothesis 4.1

Group Statistics

Gender of Respondant		N	Mean	Std. Deviation	Std. Error Mean
Attitude toward Purchasing Luxury Brand Product	Male	79	3.1686	.79330	.08925
	Female	121	3.2343	.79028	.07184
Purchase Intention toward Luxury Brand Product	Male	79	3.1013	.82579	.09291
	Female	121	3.3967	.79561	.07233

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude toward Purchasing Luxury Brand Product	Equal variances assumed	.103	.748	-.574	198	.567	-.06569	.11448	-.29145	.16007
	Equal variances not assumed			-.573	166.412	.567	-.06569	.11458	-.29190	.16052
Purchase Intention toward Luxury Brand Product	Equal variances assumed	.153	.696	-2.529	198	.012	-.29543	.11682	-.52580	-.06506
	Equal variances not assumed			-2.509	162.416	.013	-.29543	.11774	-.52793	-.06293

6. Hypothesis 4.2

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Attitude toward Purchasing Luxury Brand Product	Below THB 15,000	31	2.8919	.66950	.12025	2.6464	3.1375	1.67	4.00
	THB 15,001-30,000	74	3.0361	.81696	.09497	2.8468	3.2254	1.00	4.67
	THB 30,001-50,000	66	3.4597	.71501	.08801	3.2839	3.6355	1.67	4.67
	THB 50,001-100,000	22	3.2582	.81599	.17397	2.8964	3.6200	1.33	4.33
	Above THB 100,001	7	3.9043	.56900	.21506	3.3780	4.4305	3.00	4.67
	Total	200	3.2084	.79014	.05587	3.0982	3.3185	1.00	4.67
Purchase Intention toward Luxury Brand Product	Below THB 15,000	31	2.9839	.73580	.13215	2.7140	3.2538	1.00	4.00
	THB 15,001-30,000	74	3.1081	.76423	.08884	2.9311	3.2852	1.00	5.00
	THB 30,001-50,000	66	3.5379	.77614	.09554	3.3471	3.7287	1.50	5.00
	THB 50,001-100,000	22	3.2045	.85439	.18216	2.8257	3.5834	1.50	5.00
	Above THB 100,001	7	4.2143	.85912	.32472	3.4197	5.0088	3.00	5.00
	Total	200	3.2800	.81850	.05788	3.1659	3.3941	1.00	5.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Attitude toward Purchasing Luxury Brand Product	.995	4	195	.411
Purchase Intention toward Luxury Brand Product	.487	4	195	.745

