

**THE INFLUENCE OF HEDONIC AND UTILITARIAN VALUE  
TOWARDS THAI LUXURY CONSUMERS.**



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**THE INFLUENCE OF HEDONIC AND UTILITARIAN VALUE  
TOWARDS THAI LUXURY CONSUMERS.**

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**ABSTRACT**

The objective of this study is to explore and conceptualize the influence of hedonic and utilitarian values towards luxury consumers in Thailand as well as test the validity fit for luxury consumer value framework for Thai market which based upon excellence, function, aesthetics, pleasure, experience factors. The research is conducted through un-structured interview process by utilizing convenience sample of 15 interviewees. The reported findings shows satisfactory results in the validity fit of the luxury consumer value framework for Thai luxury consumer market. In addition, Thai luxury consumers can be described based upon the characteristics shown that can categorized into two major groups which are single value consumers and multiple value consumers. Multiple value consumers reported additional two sub characteristics which are single value dominant consumers and multiple inferior value consumers where all consumer groups categorized by present study show noticeable difference in terms of association towards luxury brand.

**KEYWORDS:** Hedonic/Utilitarian/Thai/Luxury/Customer value

90 pages

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## CHAPTER I

### INTRODUCTION

In the global luxury market has shown a significant shift in terms of both consumer and market share. The global luxury industry is estimated to reach and possibly exceed 1 trillion Euros in very near future (Burn and Castelli., 2013). Furthermore, the major market share within the industry has been reported as multi-brand and publicly own companies whereas the major market share for this industry has been dominated by what is described as single brand and family owned companies (Burn and Castelli., 2013).

It is conclusive that luxury market in global scale had expanded significantly. However, these growth were not limited to western countries, there has been indications of luxury demand emerges from Asia such as Korea. Department stores in Seoul, South Korea have reported 15.7% growth which could represents a significant growth within the region. However, the increase in market growth also may link to increase in the level of competition as well (Choo et al., 2012).

Thai market has shown noticeable growth in luxury market similar to South Korea. Within the past 10 years, smaller stores located at and/or around Siam Square had changed from selling lower priced fashionable items to major brand name products imported through independent importers along with the emergence of Siam Paragon and Central Embassy where the majority of their products are imported luxury brands. Furthermore, trend of selling luxury brand name products such as Chanel by independent importers can also be seen on various social media. As a result, similar trend of luxury consumption as well as the competition can be seen in Thailand. There are noticeable amount of researches on consumer behavior in developing countries such as Thailand, however, luxury products and services consumer has been mistakenly overlooked.

In addition, based on research contribution of (Choo et al., 2012), the consumer characteristics of developing countries are far different from the developed countries more specifically in terms of luxury consumption. Therefore it is inevitable that in order to understand luxury consumers in developing countries such as Thailand. The proposed framework and theory may be required to design specifically for certain market or adapt from the market that has similar characteristics. The purpose of this research is to explore the factors of value(s) affecting the perspective of luxury consumers in Thailand. This research has two contributions toward the luxury industry. First contribution is for global expansion for any brand, more specifically luxury brand, it is important to understand in depth characteristics of each local markets as well as emerging markets. Even though it is not necessary mean that the luxury brand requires repositioning for each market, but it is important to understand the perception of value in order to establish a strong brand and consumer relationship in such market. Second, this research also aims to contribute for emerging local luxury brand to compete with the existing luxury brand by providing initial insight as well as conceptualization towards the understanding of the customer value in luxury sector.

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Conceptual Background

##### 2.1.1 Luxury product

In order to attempt to conceptualized luxury consumers, we first must understand the root concept of luxury. In terms of academic definition, there have been many attempts at defining the word Luxury.

The first concept of luxury can be dated back to the ancient Greece where the root word of luxury means excessive pleasure which was considered as a threat to the society which holds the meaning until the fall of the Roman Empire. The initial “positive” meaning was set forth by the European royal court as lavish living. The modernization of the concept of luxury began towards the end of the industrial revolution in the 19th century where the concept of luxury is associated with sense of indulgence and often related to high priced. Throughout the course of history, companies that established themselves intentionally for offering luxury products and/or services often find themselves on the quest for globalization due to limited resources, capabilities, and consumers in order to become sustainable. Originally, luxury products and services concepts were accomplished through factors such as excellent quality, performance, durability. However, in present day, the brand image also plays as one of the attribute to the luxury market and has been increasing in its important consistently. One may suspected that there are key factors which has been overlooked. Luxury market has always been considered as niche when compared with other market. Today, the trend of mass luxury has been on the rise across the globe and currently being spectated from developed to developing countries (Burn and Castelli 2013).

According to Danziger., (2004), one of the most common definitions of luxury is that the products and services are only being considered as luxury when they can be afforded by only the top 5% of the U.S. Danziger., (2004) argued that in the U.S., it is not from the top 5% of the country but rather the middle and the upper middle class who represent the majority group of the luxury products and services consumption. The interpretation suggested that the common connection concept of luxury is included but not limited to the upper class but rather the middle as well as the upper middle class population as well which means that luxury products and services are not only for defining who you are but also defining as who you want to be. Another research study concluded and agreed that luxury is defined by the meaning that it has toward the end consumers which is associated to words such as prestige, and status depending on the perception of the consumers instead of trying to define the word which, throughout the history, has changed its meaning over time (Burn and Castelli., 2013).

Burn and Castelli., (2013) proposed that, currently, there are two approaches in attempts of defining luxury. The first approach is by defining the luxury based upon the luxury industry itself. The term luxury is commonly referred to certain categories of products and/or services that “[...] makes life more comfortable, enjoyable, fulfilling [...]”. The second approach is by utilizing academic concepts to assist in defining luxury. According to research contributions by (Burn and Castelli., 2013; Tynan et al., 2009; Choo et al., 2012) suggested that the attempts in defining luxury are still varied and arguable based upon the academic concepts. Burn and Castelli., (2013) suggested, based upon the academic marketing concepts, that the definition of luxury should be based upon the consumers themselves. In accordance with both industry and academic approaches proposed by Burn and Castelli., (2013), suggested that luxury is defined as products and/or services that fulfill beyond the basic needs of the consumers which is based upon the consumer’s perception towards the products and/or services as well as the brand.

## 2.2 Customer Value

The concept of value has been used and still debatable in various studies yet it is still important in understanding consumer behaviors, “[...] value is not a single phenomenon.” (Bowman and Ambrosini., 2010), another research suggested that value is the description of the relationship between the firm and consumer (Tynan et al., 2009) which is arguable that the term value does not have a single finite agreeable definition but usually shows reference to the perception of the consumer which differ from one person to another (Lindgreen et al., 2011). The logical concept of value was described by (Nicholls., 1990) as “[...] the willingness to pay.” According to previous research contributions, the attempts in defining concept of value, it is required to explore the concept of consumer value instead which shows similarities across many previous research contribution as the relationship which consumer has toward certain product/service which may or may not be associated with the firm or in this case the brand (Bowman and Ambrosini.,2010; Tynan et al., 2009; Lindgreen et al., 2011; Nicholls., 1990).

In terms of relationship between consumer and the value they perceived, it is often refer to the satisfaction of the consumers’ self which described as the “[...] utilitarian and hedonic benefits derived from experience of purchasing [...]” which leads to personal preference (Hur et al., 2014). It is interpret that the consumer and value are connected through the concept of the relationship. Therefore in order to understand the consumer preference towards luxury products, it is required to understand what the consumer preferences are. There are many proposed framework by previous research contributions toward understanding the consumer preference. According to (Danziger., 2004), the consumer preference is described as “justifier” (Danziger., 2004) where the personal preference of the consumers became the reason to make purchase decisions proposed into the “14 justifiers that give consumers permission to buy” (Danziger., 2004) which are quality of life, pleasure, beautify home, relaxation, entertainment, planned purchase, emotional satisfaction, replace existing item, stress relief, hobby, gift for self, bought on impulse, and status (Danziger., 2004). Another research contribution framework suggested that the preference of consumers can be categorized as benefits and sacrifices which breaks down into quality, personal interaction, service support, know-how, direct cost, acquisition cost, operation cost (Blocker., 2010). (Holttinen.,

2013) suggested that consumer preferences has relationship which inter connected, in terms of experience, with each other which are sign value, experience value, exchange value and resources (Holttinen., 2013). Furthermore, in the research contribution toward gaming industry reported that the preference of consumer can also be described as perceived exercise utility and perceived enjoyment (Lin et al., 2012). In this exploratory study of the luxury customer value model proposed by (Choo et al., 2012) suggested four major factor contributing to luxury customer value which are utilitarian, hedonic, symbolic, economic values.

### **2.2.1 Utilitarian and Hedonic Value**

The generalized concept of utilitarian value which agreed among researchers across industries that the description for the terminology of the products that used to meet specific tasks or the characteristics of the product which offer functional or rational benefits (Steinhart et al., 2013; O'curry and Strahilevitz., 2000; Overby and Lee., 2006; Hur et al., 2014; Carpenter and Moore., 2009; Lin et al., 2012; Kim and Han., 2010; Lim and Ang., 2008, Ryu et al., 2009). On the other hand hedonic value is described based on the products which meets the “[...] emotional arousal” (Lim and Ang., 2008), “[...] non-instrumental, experiential, and affective” (Kim and Han., 2010), “[...] search for happiness, fantasy, awakening, sensuality, and enjoyment” (Lin et al., 2012) which also agreed among various researchers (Hur et al., 2014; Overby and Lee., 2006; O'curry and Strahilevitz., 2000).

An insight by Choo et al., (2012) research suggested that utilitarian and hedonic value should be described measure and evaluate on the similar perspectives. Utilitarian value for luxury products should not be described according to the specific purpose of the product or describing products which intended to meet essential goals when the hedonic value describes as the products that satisfy emotional or commonly referred to as intangible value for customers (Steinhart et al., 2013; Ryu et al., 2009). For example, products that offer utilitarian value currently being referred as the intended product usage. However, if such statement hold true, the utilitarian value of certain product also hold certain level of hedonic value which could be describe as the sense of experience generated from the product usage. As the result, Choo et al., (2012) proposed that both hedonic and utilitarian value should be described on the similar level of



perspectives where utilitarian value is described by two factors which are excellence and functional factors whereas hedonic value is described by three factors which are aesthetics pleasure and experience.

#### 2.2.1.1 Utilitarian value: Excellence and Functional

According to the research model (Choo et al., 2012) it is described as level of the quality of the products offered which also can be described as the sophistication of the craftsmanship of the product itself which, in some cases, may results from reputation of the brand and/or perception of customers (Choo et al., 2012).

The excellence factor of utilitarian value can be interpreted as the tangible aspects offered by the luxury brand. The aspects are described as sophistication, level of craftsmanship, excellence in perceived value, and the durability of the product. Functional factor of utilitarian value is interpret as the focus on the brand perception by consumers in the aspects of the usability and practicality of the products (Choo et al., 2012).

#### 2.2.1.2 Hedonic value: Aesthetics, Pleasure, and Experience

In the research model (Choo et al., 2012), the aesthetics, pleasure, and experience factor of hedonic value is derived as emotional perception towards the luxury brand which attributed from particular designs of the product, the level competition in terms of customer experience in each touch points which may include the sensory factors (Choo et al., 2012). In this research will explore and analyze the utilitarian and hedonic value on Thai customer based on the proposed framework by Choo et al., 2012.



**Figure 2.1 Shows the luxury customer value model based on Choo et al., (2012)**

**Table 2.1 Literature Review Summary.**

<b>Concept</b>	<b>Logic</b>	<b>Examples of Study</b>
Customer Value	The relationship which consumer has toward certain product/service which may or may not be associated with the firm.	(Bowman and Ambrosini, 2010; Tynan et al., 2009; Lindgreen et al., 2011; Nicholls., 1990).
Utilitarian Value	Characteristics of benefit for Products and/or services that used to meet specific tasks or the characteristics of the product which offer functional or rational benefits.	(Steinhart et al., 2013; O'curry and Strahilevitz., 2000; Overby and Lee., 2006; Hur et al., 2014; Carpenter and Moore., 2009; Lin et al., 2012; Kim and Han., 2010; Lim and Ang., 2008, Ryu et al., 2009).
Hedonic Value	Characteristics of benefit for products and/or services that use to meet the emotinal, non-instrumental, experience, affection, enjoyment, sensuality, fanatasy.	(Lim and Ang., 2008; Kim and Han., 2010; Lin et al., 2012; Hur et al., 2014; Overby and Lee., 2006; O'curry and Strahilevitz., 2000)



## **CHAPTER III**

### **METHODOLOGY**

#### **3.1 Research method**

In this present study attempts to conceptualized the perception of customer value which based on the framework which shows only similarities in terms of the market characteristics. It is very likely that certain insight which may be relevant towards present study could be overlooked. As the result, the research method most suitable for this study is scenario based un-structured interview based on the population of metropolitan in Bangkok, Thailand with the sample size of 10-15 Interviewee who had recently visited and/or made purchased of luxury products within the last 6 months via convenient sampling.

##### **3.1.1 Qualitative based research**

Even though quantitative based research offers testing and verification of the study topics based on facts with logical approach as well as validating the hypothesis or test adaptation model (Ghauri and Gronhaug., 2002). This primary objective of this exploratory study is to gain the customer insight on the luxury consumption which requires a much higher depth of information, due to the subjective nature of this topic, which inevitably requires interpretation based on the rational information given by the participant (Ghauri and Gronhaug., 2002).

##### **3.1.2 Scenario based un-structured interview**

In order to stimulate the purchasing behavior of luxury products may vary depending on the quality of questions asked alone. It is a mandatory requirement that the Interviewee must be able to discuss their personal thoughts in regards to the topic freely, which can be difficult to do through systematical means (Ghauri and Gronhaug., 2002). However, the un-structured interview relies heavily on the ability to improvise of the interviewer which may lead to unrelated discussion to the research study. The

logical alternative would be to stimulate the participant based on the scenario created to undergo the decision process which can be interpreted and gain the consumer insight. Due to the nature of the scenario based interview, it is possible that the participant may be able to offer a new fragment of information which could further lead to a much deeper understanding of topic therefore, it is inevitable and most logical to conduct the scenario based interview in a scenario based un-structured matter.

### **3.1.3 Sample selection**

The population of metropolitan of Bangkok or nearby shows similar trend reported by Choo et al., (2012). Therefore the qualified participant for this study can be described as people who live in the metropolitan of Bangkok or nearby and have at least purchased and/or visited a luxury store brand which focuses upon the hand bags product category included but not limited to subsidiary brand.

### **3.1.4 Scenario, questions, and data analysis**

- The structure of the scenario is divided into 3 different sections:

3.1.4.1 Introduction: The introduction of the scenario aims toward establishing the brand that participant considered as luxury indirectly. The information regarding the brand shall be kept with the participant throughout the secession without revealing it to the interviewer until the end of the scenario. The main reason that the information is kept from the interviewer is so that the evaluation and analytical process throughout the scenario will be focused on the descriptive details which participant gives as well as eliminate any bias generated from the perception of the interviewer.

The scenario is as follows: Imagine that you are on your day off from work, you decided to meet up with close friends/love ones. Your friend/love ones decided that you should meet up at a place where you would go on your day off for window shopping. Soon after you meet up with your friend/love ones, you see your favorite luxury brand name store that you've had eyes on or have had experience purchasing products prior to your holiday. At this time, the interviewer will ask the participant to write down that luxury brand name store that she sees and then ask to

describe the luxury brand name to the interviewer without saying the brand name nor the description of the unique specific factor which represents the brand name.

3.1.4.2 Customer value: The following scenario continues from the introduction. This stage is to evaluate which criteria proposed by the adapted luxury customer value model has the most influential factor to the participant. The evaluation of the criteria will base heavily on the depth of the details communicated to the interviewer such as the number of adjectives used which describe certain aspects of the customer value model. In the situation where the participant could not provide enough information, or unsure of the questions, the interviewer is allowed to provide examples.

At the end of this session, the luxury brand name shall be revealed to the interviewer for overall assessments. The scenario is as follows: Next, you and your friend/love ones decide to enter the store. Could you please describe the first product that caught your attention? Next, you request the staff to present you the product which caught your attention, could you please describe some of the actions you would take in evaluating the product? What is your overall opinion on the product? Would you make the purchase of the product at this point? If not would you purchase the product or revisit the store at later time to browse another product? Finally, what is the luxury brand name that you've described?

#### 3.1.4.3 Overall assessments of the scenario:

The purpose of this section is to link the participant's preferences to the proposed framework. These questions shall be referred to as probing questions. The number of questions and the depth of the probing question may vary based on the information provided in the previous two sections of the scenario (3.1.4.1, and 3.1.4.2). List of probing questions, adaptation from quantitative research questions by Choo et al., 2012, as follows:

##### 3.1.4.3.1 Utilitarian: Excellence

- What is your opinion following statement? The product is sophisticatedly made.
- How do you feel in terms of the level of craftsmanship of the product?

##### 3.1.4.3.2 Utilitarian: Functional

- In your opinion, does the brand have the reputation for making useful products?
- Could you say that the product which you've mention offers practical aspect to you when compared to other brand?

#### 3.1.4.3.3 Hedonic: Aesthetics

-In regards to the product which you've mention, could you please rank the following words in order aesthetically superior, well designed, special.

#### 3.1.4.3.4 Hedonic: Pleasure

-If you have to describe the product offered by your chosen brand, would you describe the product offered as sensory appeal or experience?

#### 3.1.4.3.5 Hedonic: Experience

- How do you feel when shopping for this brand?
- Could you say that when you shop for this brand makes you forget everything else?
- When you shop for this brand do you feel the “gets me away from it all”?
- How does the phrase “pure enjoyment” means to you when shop for this brand?



## CHAPTER IV

### RESULTS, FINDINGS, AND RECOMMENDATION

#### 4.1 Results

The analysis of the framework for luxury customer value proposed by Choo et al., 2012 shows satisfactory results for Thai luxury consumers. The majority of the sample population regarded excellence factor of the utilitarian values, aesthetics and experience factors of the hedonic values highly.

The framework is interpreted that Utilitarian and Hedonic values may not necessary have direct relationship, meaning that consumers who value utilitarian aspects may disregard the Hedonic value all together and vice versa. According to the results from this study shows that the interpretation of the framework proposed by Choo et al., 2012 also applicable for this study. According to results from this study shows inconclusive representation of primary value between Hedonic and Utilitarian values for Thai luxury consumers. However, the factors of both values indicates primary influence towards Thai luxury consumers which in turns effect the purchase intentions. The result from this study provides satisfactory support for primary factors of excellence for utilitarian value and aesthetics for Hedonic value as primary contribution towards both values presented in this study.

**Table 4.1 Result summary**

Factors contribute to customer value	Logic in favor of factors contributing to the customer value
Excellence	Type of materials, the degree of the complexity of the product
Functional	Practical for the actual usage
Aesthetics	Useful: Size, product care
Pleasure	Design attractiveness
Experience	Desired experience
	Quality of staff: Serve every customers with care,
	Visual Identity: Store designs and layout
	Olfactory Identity: Identity related to smell of the store/product

## 4.2 Additional Findings

Further insight of the present study shows that the majority of the samples who regarded a certain value as important only value certain underlying factors of that particular value. For example, participant who value utilitarian values may only regarded in the aspects of the excellence factor of the framework. Therefore, population samples shall be classified as 2 major types of consumers which are single value consumers and multiple value consumers. According to the analysis of the result from this study, participant who regarded factors for certain value is the minority of the population sample which provides satisfactory results of luxury consumer value framework and Thai luxury consumers fit. Due to the majority of the population represents characteristics where certain population samples represent only certain factors from both values of the framework and others represent every factors of one value as well as other factors of different value. Therefore, in order to further analyze the data the sample population can be interpreted and categorized based on the characteristics of the sample population.

### 4.2.1 Single value consumers

The participant whom regarded only one type of values shows strong disagreement to the opposing value. Participant 1, and 2 responded well towards hedonic values on the other hand, participant 3 and 10 shows strong Utilitarian value which align with the interpretation of the framework proposed by Choo et al., 2012.

Participant 1 shows strong disagreement to the excellence factor. The participant stated that it is neutral when it comes to the sophistication and practical aspects of the brand. However, the participant also stated that since the product that was chosen for the luxury brand is handbag. The participant do not see the sophistication of the product nor the brand. The participant stated that it is just a bag. Furthermore, the participant shows strong disagreement with the practical aspects of the chosen luxury brand when asked which confirms that the participant do not regarded utilitarian value as influential or important. Furthermore, participant 1 shows strong regards for the aesthetics, pleasure, and experience factor of Hedonic values. The supporting evidence found was that the participant 1 uses phrases such as “it just born for me” and “happen

for me” as part of the participant supporting reasons when asked about the hedonic values.

Participant 2 shows high regards in aesthetics and experiences factor for hedonic value. However, the reasoning behind experience factor is due to the associates of the brand which could vary depending on many factors such as mood, personal characteristics, and cultural background. Therefore, the experience factor for hedonic value stated by participant 2 shall be opt out for this particular analysis. In regards to the aesthetics factor of hedonic value. The participant responded that the reason of choosing and purchasing for the chosen luxury brand, Shaka London, is because of the unique designs provided by the brand.

Participant 3 and 10 both regarded utilitarian value as the only influential factor for purchasing intentions for the luxury brand products in terms of excellence factor for both participant and functional factor for participant 10. For excellence factor, both participant considered the product life cycle as well as the material used as the most important and very influential to their purchase. Furthermore, the participant’s perception on brand reputation of making high quality products also can be considered as part of the factors for utilitarian value.

Participant 3 added that apart from the reputation as well as the product life cycle. Participant 10 stated that the chosen luxury brand and its product also offer practical aspects in terms of the usability. Participant 10 stated that the practical aspects of the luxury brand chosen was that, though it is a luxury brand, the consumers do not have to worry about the product being damaged by everyday use and the benefit given per cost sacrifice is high therefore the chosen luxury brand. According to participant 3 and 10, it is able to interpret that consumers who regards only the utilitarian value may consider the cost and benefit as the main consideration for the purchase intentions.

According to the result from present study, it is possible to analyze and interpret that single value consumers may be described as consumers who has purchase intention based upon only one value which may or may not require all factors of the proposed framework to be fulfilled. If the luxury brand is able to comply and presented value which align with the single value consumers, there are high possibilities that the consumers are likely to have a higher loyalty towards the luxury brand.



#### 4.2.2 Multiple value consumers

According to the result from present study, the multiple value consumers can be considered as the majority of the sample population. The characteristics of multiple value consumers can be described as the consumers who regarded more than one type of values towards their purchase intentions of the luxury brand. The multiple value consumers has two major characteristics which can be categorized into two sub categories which are single dominant value consumers and multiple inferior value consumers.

##### 4.2.2.1 Single dominant value consumers

Single dominant value consumers can be described as consumers, based up the framework, considered all factors of one value as well as additional factors from the other values combined for their purchase intentions of luxury brand. Examples of such characteristics can be seen in participant 5, 9, 11, 12, and 15.

Participant 5 and 9 shows similar characteristics in terms of the consumer value where Hedonic value is the dominant. Participant 5 shows strong representation of aesthetics, pleasure, and experience factors of hedonic value in terms of designs, and emotional feeling towards the luxury brand product. The excellent factor of the utilitarian value is also included in the participant consideration in terms of quality. Similarly, participant 9 also show strong opinion in terms of hedonic value based upon the questions adapt from framework (Choo et al., 2012). The participant shows very protective mindset towards the purchased luxury product which is possible for further analysis as utilitarian or hedonic value. However, due to strong representation of in favor of consistently losing track of time, designs, atmosphere, and enjoyment of planning next purchase signifies very strong hedonic value towards the luxury product. The participant also shows small regards in terms of functional factors of Utilitarian value in terms of practical aspects in terms of specific material offered in the luxury products offered by the chosen luxury brand.

In terms of utilitarian value dominant, participant 11, 12, and 15 show similarities in terms of excellence and functional factors of the utilitarian value with small variations in terms of the factors of hedonic value. Further analysis shows that each of the participant have different reasoning for the similar factors. Participant 11 reasoning behind considering utilitarian values more could possibly because of the



luxury product chosen. The chosen luxury brand is Shiseido and the chosen product is the skin care. It is possible to analyze that the chosen product may be directed towards utilitarian valued consumers. However, due to the fact that consumers considered Shiseido as luxury product, it is possible to have underlying reason for participant to choose it as luxury brand and shows pleasure factor for hedonic values. It is possible, though not confirm, that the pleasure factor of hedonic values maybe related to the overall feelings toward the purchase of such luxury brand.

For participant 12, it is clear that the first factor that is important is the aesthetics of hedonic value. However, the participant opinion of the level of quality as well as the usability also mention during the interview. The participant chosen luxury brand is Miu Miu which is a sub-brand of Prada. It is possible that the reason that participant characteristics may be able to explain due to the influence of the mother brand, Prada. Participant 15 also shows similar utilitarian values based on excellence and functional factors as seen in participant 11 and 12. However, participant 15 shows a strong characteristics of single dominant value consumers. According to the analytical results of participant 15, the factors which are influencing the purchasing decision are excellence, functional factors of utilitarian value, and pleasure as well as experience factors of hedonic value. The participant was asked in regards to the concern of the designs of the chosen luxury brand product. The participant 15 said that the design is not important which confirms that aesthetics factor is unnecessary factor for this participant. However, when asked in regards to the design attractiveness for the chosen luxury brand. The participant is then unable to decide if it is important or not. Therefore, it is confirm that the design of the participant's chosen luxury brand product is also a part of purchase intention along with the utilitarian values for this participant as well.

Based on the results of present study, the single dominant value consumers, consumer value, who are less likely to switch from one luxury brand to another by the indication of strong opinion in terms of one specific value towards the luxury brand as well as supporting evidence of additional factors from other value incorporated into the consumer value which means that they are less likely to switch and or have specific luxury brand as the first choice in their consideration set.

#### 4.2.2.2 Multiple inferior value consumers

The multiple inferior value consumers are described as consumers who may concern some but not all factors for both hedonic and utilitarian values from the framework. For example, consumers may concern excellence factor of utilitarian value along with aesthetics factor of the hedonic value. Participant who shows such characteristics are participant 4, 6, 8, 13, and 14.

The mentioned participants share similar factors influencing their luxury brand purchase intentions. The factors which participant 4, 6, 8, 13, and 14 shares in common are excellence which described as the level of craftsmanship for participant 6 and 4, the durability of the product for participant 14, and the sophistication for participant 8 and 13.

In regards to functional factors of utilitarian value, all mentioned participants seems to overlook or disregarded. Participant 4 stated that the chosen luxury brand is practical but the reason for practical aspects for participant 4 was not confirm. The participant stated that it is very difficult to give the reason, which leads to the comparison between the chosen luxury brand and its competitor. The participant stated that the competitor luxury brand offer image towards the consumer whereas the chosen luxury brand provided the aspects which suit the participant. It is possible for one to interpret that the actual factors that influence the participant could be the hedonic value. However, according to the analysis of the interview there are no such indication presented.

Participant 13 stated that the chosen luxury product is very difficult to use which raises a concern, however due to external factors not present in this study, the participant's concern in regards to the functionality is overlooked which also confirms when asked in regards to the practical aspect of the chosen luxury product. The participant disagreed with the chosen luxury product to be practical which results in overlooking the functional factors of utilitarian value.

Participant 6 also shows similar characteristics to participant 13. Participant 6 shows small regards in terms of functional factors for utilitarian value. The participant stated that the usefulness of the chosen luxury branded product is depends upon the designs which is part of the influential factor for aesthetics factor for hedonic value which results in ignoring the functional factor all together.

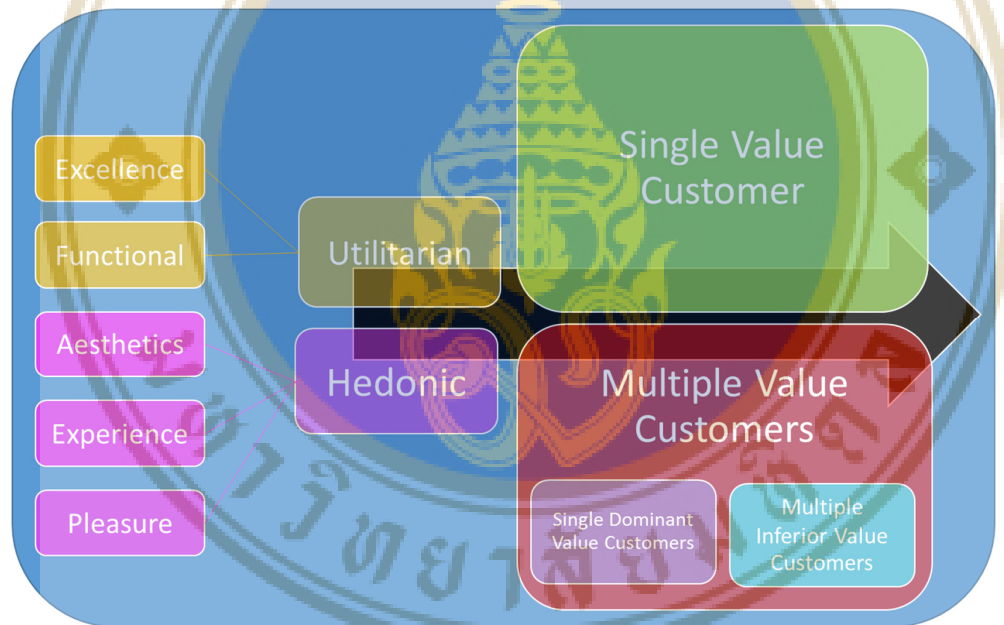
In terms of aesthetics, it is agreed among the mentioned participants that it is important in terms of designs which possibly the underlying factor for the chosen luxury brand. Examples can be seen for participant 6 which mentioned that the aesthetics factor would be part of the consideration for choosing luxury brand. Similarly participant 4 also shows partial important for the aesthetics factor. The factor influencing the consumer value for mentioned participant is experience factor of hedonic value. The participant shows a noticeable level of sense of enjoyment when asked in regards to the shopping experience at the chosen luxury brand and the reason for the experience factor lies with the associates of the luxury brand rather than the product or the brand itself which may partially align with the framework when based upon the questions adapted from the framework.

On the other hand, participant 8 shows different results in terms of degree of factors influencing the consumer value toward the luxury brand. Similar to other participant categorized as multiple inferior value consumers, the participant shows sufficient characteristics which favor the excellence factor of utilitarian value. The initial characteristics shown during the scenario session during the interview session was presented. The participant chose to describe the product by the description of the physical shape of the product which was then confirmed later for the sophistication of the product. The participant offers the social aspects as additional factors for the consumer value, however it is disregarded and confirmed that the actual additional factor is the aesthetics factor of hedonic value in terms of design. The unique characteristics shown by participant 8 is the strong opinion towards the shopping experience which leads to the experience factor of hedonic value. The participant choose the word to describe the shopping experience as scream, love at first sight. It is possible to interpret that the characteristics shown by participant 8 could actually be categorized as single dominant value consumers where hedonic value holds the dominant. However, due to similar reasons as participant 4. It is inconclusive for participant to be categorized as single dominant value consumers. Based on the given information, the participant is most suitable to be categorized as the multiple inferior value consumers.

Multiple inferior value consumers can be concluded as group of consumers who has many un-dominated factors which contributed towards the consumer value result in affecting the purchase intention of the consumers. It is

suspected and possible to interpret that the multiple inferior value consumers may tends to switch from brand to brand depending on other or external factors when considered the relationship between consumers and the luxury brand and/or change in consumer's preferences.

In comparison between multiple inferior value consumers and single dominant value consumers which are two major characteristic groups of multiple value consumers presented in this study. The single dominant value consumers show strong characteristics in the dominant value including other factors of other values which may have less influence upon the overall consumer value towards the luxury brand which may leads to purchase intention. Whereas the multiple inferior value consumers tend to show characteristics of many different factors contributed to the consumer value but the degree of influence of each factors and/or value is uncertain.



**Figure 4.1** Show suggested framework based on adaptation of the results from research finding.

### 4.3 Recommendations

According to the findings of this study, in comparison with the proposed framework, the majority of the sample population of this study represent each factors of the luxury customers individually based upon the characteristics shown. Therefore, it is suggested that the luxury customer framework for Thai market should be modified.

The proposed modified luxury customer value framework is suggested that instead of utilizing the hedonic and utilitarian value to provide a better understanding of the luxury customer value, the luxury customer value composition should utilize the actual factors from the based framework of Choo., et al (2012). It is suggested that instead of analyzing only the factors of value and the respective factors, the degree of influence of each factors should also be considered.



## **CHAPTER V**

### **DISCUSSION, LIMITATIONS, AND FUTURE RESEARCH**

#### **5.1 Discussion and Conclusion**

The present study aim to explore factors influencing Thai luxury consumer value based on proposed luxury customer value framework by Choo., et al (2012). The study provide satisfactory result confirming the framework of luxury customer value and Thai market fit. This study focuses on two value which based on the four-value framework which are utilitarian value and hedonic value. These values composed of excellence factor and functional factor for utilitarian value whereas hedonic value composed of aesthetic, pleasure, and experience factors. According to the present study, it is suggested that Thai luxury consumer value can be categorized based upon the characteristics of degree of the factor and/or value which deem important to consumers toward luxury products which are single value consumers and multiple value consumers whereas multiple value consumers can also be segmented into two major characteristics of consumers which are single dominant value consumers and multiple inferior value consumers.

#### **5.2 Limitations**

Based upon the analysis of this study, it is suggested that the qualitative based research can provide great insight towards the consumer value. However, it also proposed many deviations which effected the conclusion of this present study which are the skills required in order to gather consumer insight by interviewer as well as the cooperation of the participant which, though it is considered as minority based upon population sample of this study, results shows certain degree of deviations.

### 5.3 Future research

Even though the single value consumers represents the minority of the population sample in present study, the interpretation consumers who show similar characteristics as single value consumers presented in this study could, may or may not, propose a risk when consider luxury brand.

In terms of luxury brand's perspectives, the single value consumers may be a more convenience group of customers who will make purchase intention easily based on one value if the value presented by the luxury brand align with the consumer's value. On the other hand, one can interpret single value consumers as risk towards the luxury brand. Thought it may hold true that the single value consumers will make purchase based on value alignment with consumer's value. However, due to the nature characteristics of the single value consumers where disagreement towards certain values, which has no representation of value to the consumer, is high. Therefore, if the luxury brand cannot present such values or presented more than needed by single value consumers. It could possibly causes shift in consumer's purchase intentions but yet may attract the multiple value consumers as shown in this study.

Therefore, this study suggested that the conceptualization of the luxury customer value framework by Choo et al., 2012 can be apply to the Thai market and/or any other market which has similar characteristics. Even though the relative level of influence is beyond the scope of this study. It is suggested, based upon the findings of this study, that the degree of relative influence of not only the value but also the factors supporting mentioned value can potentially provide a much greater level of understanding for luxury customers. Therefore, it is possible that the measurement of the degree of relative influence should be specifically integrated into the future research.



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**APPENDICES**

## APPENDIX A: CONSENT FORM

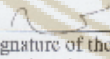
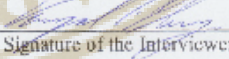


**MAHIDOL UNIVERSITY**  
*Wisdom of the Land*

### Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Vorapol Athayu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and/or discontinue participation at any time without penalty.
2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
3. Participation involves being interviewed by Vorapol Athayu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.
4. Faculty and administrators from my campus will not be present at the interview; this precaution will prevent my individual comments from having any negative repercussions.
5. I understand that this research study has been reviewed and approved by Dr. Kannika Leclapanyalert, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kannika Leclapanyalert.
6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

 Signature of the Interviewee	 Signature of the Interviewer
1/7/57 Date	1/2/2014 Date



### Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Vorapol Athayu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and/or discontinue participation at any time without penalty.
2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
3. Participation involves being interviewed by Vorapol Athayu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.
4. Faculty and administrators from my campus will not be present at the interview, this precaution will prevent my individual comments from having any negative repercussions.
5. I understand that this research study has been reviewed and approved by Dr. Kannika Leelapanyalert, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kannika Leelapanyalert.
6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

นางสาวณัฏฐ์ ชัยวิเศษพาณิชย์กุล

Signature of the Interviewee

29/06/2014

Date

Signature of the Interviewer

29/6/2014

Date





### Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Vorapol Athayu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and/or discontinue participation at any time without penalty.
2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
3. Participation involves being interviewed by Vorapol Athayu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.
4. Faculty and administrators from my campus will not be present at the interview, this precaution will prevent my individual comments from having any negative repercussions.
5. I understand that this research study has been reviewed and approved by Dr. Kannika Leelapanyalerit, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kannika Leelapanyalerit.
6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

Prathana Sittakorn

Signature of the Interviewee

29/06/2014

Date

Vorapol Athayu

Signature of the Interviewer

29/06/2014

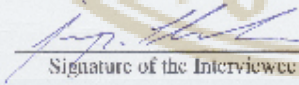
Date



### Consent for Participation in Interview Research

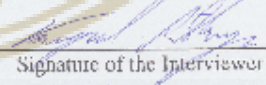
I volunteer to participate in a research project conducted by Vorapol Athayu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and/or discontinue participation at any time without penalty.
2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
3. Participation involves being interviewed by Vorapol Athayu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.
4. Faculty and administrators from my campus will not be present at the interview, this precaution will prevent my individual comments from having any negative repercussions.
5. I understand that this research study has been reviewed and approved by Dr. Kannika Leelapanyalert, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kannika Leelapanyalert.
6. I have read and understood the explanation provided to me, I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

  
Signature of the Interviewee

July 1, 2014

Date

  
Signature of the Interviewer

1/2/2014

Date





### Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Vorapol Athayu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and/or discontinue participation at any time without penalty.
2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
3. Participation involves being interviewed by Vorapol Athayu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.
4. Faculty and administrators from my campus will not be present at the interview, this precaution will prevent my individual comments from having any negative repercussions.
5. I understand that this research study has been reviewed and approved by Dr. Kamnika Leelapanyaert, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kamnika Leelapanyaert.
6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

Sarintorn In.

Signature of the Interviewee

6/July/14  
Date

*[Handwritten Signature]*

Signature of the Interviewer

6 July 2014  
Date





### Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Vorapol Athayu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and/or discontinue participation at any time without penalty.
2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
3. Participation involves being interviewed by Vorapol Athayu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data-use policies, which protects the anonymity of individuals and institutions.
4. Faculty and administrators from my campus will not be present at the interview, this precaution will prevent my individual comments from having any negative repercussions.
5. I understand that this research study has been reviewed and approved by Dr. Kannika Leelapanyalert, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kannika Leelapanyalert.
6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

Niratt  
Signature of the Interviewee

22/6/55  
Date

Vorapol Athayu  
Signature of the Interviewer

28 June 2014  
Date



### Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Vorapol Athayu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and/or discontinue participation at any time without penalty.
2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
3. Participation involves being interviewed by Vorapol Athayu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.
4. Faculty and administrators from my campus will not be present at the interview, this precaution will prevent my individual comments from having any negative repercussions.
5. I understand that this research study has been reviewed and approved by Dr. Kannika Leelapanyalert, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kannika Leelapanyalert.
6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

*Chaitree A*

Signature of the Interviewee

28/06/2014

Date

*Vorapol Athayu*

Signature of the Interviewer

28/6/2014

Date





### Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Vorapol Athayu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and/or discontinue participation at any time without penalty.
2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
3. Participation involves being interviewed by Vorapol Athayu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.
4. Faculty and administrators from my campus will not be present at the interview, this precaution will prevent my individual comments from having any negative repercussions.
5. I understand that this research study has been reviewed and approved by Dr. Kannika Leelapanyalert, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kannika Leelapanyalert.
6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

Chenanya K.

Signature of the Interviewee

28 June 2019

Date

[Signature]

Signature of the Interviewer

28 June 2019

Date



### Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Vorapol Athayu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and/or discontinue participation at any time without penalty.
2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
3. Participation involves being interviewed by Vorapol Athayu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data use policies, which protects the anonymity of individuals and institutions.
4. Faculty and administrators from my campus will not be present at the interview, this precaution will prevent my individual comments from having any negative repercussions.
5. I understand that this research study has been reviewed and approved by Dr. Kannika Leelapanyaert, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kannika Leelapanyaert.
6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

*Notthaporn A*

Signature of the Interviewee

*26/06/2014*

Date

*Vorapol Athayu*

Signature of the Interviewer

*26/06/2014*

Date





### Consent for Participation in Interview Research

I volunteer to participate in a research project conducted by Vorapol Athayu from College of Management, Mahidol University. I understand that the project is designed to gather information for academic work namely Thematic Paper. I will be one of approximately 15 people being interviewed for this research.

1. My participation in this project is voluntary. I understand that I will not be paid for my participation. I may withdraw and/or discontinue participation at any time without penalty.
2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
3. Participation involves being interviewed by Vorapol Athayu. The interview will last approximately 10-15 minutes. Notes will be written during the interview. An audiotape of the interview and subsequent dialogue will be made. If I don't want to be taped, I will not be able to participate in the study. Also subsequent uses of records and data will be subject to standard data-use policies, which protects the anonymity of individuals and institutions.
4. Faculty and administrators from my campus will not be present at the interview, this precaution will prevent my individual comments from having any negative repercussions.
5. I understand that this research study has been reviewed and approved by Dr. Kannika Leelapanyalert, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kannika Leelapanyalert.
6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

*[Handwritten Signature]*

Signature of the Interviewee

*28/3/2014*

Date

*[Handwritten Signature]*

Signature of the Interviewer

*28/06/2014*

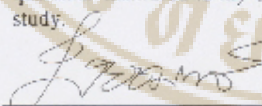
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### Consent for Participation in Interview Research

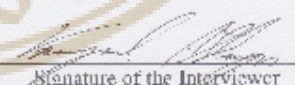
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2. If I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
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4. Faculty and administrators from my campus will not be present at the interview, this precaution will prevent my individual comments from having any negative repercussions.
5. I understand that this research study has been reviewed and approved by Dr. Kannika Leelapanyalert, a professor at College of Management, Mahidol University. For research problems or questions regarding subjects, the College of Management, Mahidol University may be contacted through Dr. Kannika Leelapanyalert.
6. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

  
Signature of the Interviewee

26/6/2014

Date

  
Signature of the Interviewer

26/6/2014

Date





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*Phattanan C.*

Signature of the Interviewee

28 June 2014

Date

*Vorapol Athayu*

Signature of the Interviewer

28 Jun 2014

Date



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*Rosakorn*

Signature of the Interviewee

29 June 2014

Date

*Vorapol Athayu*

Signature of the Interviewer

29 June 2014

Date

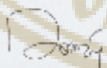




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Signature of the Interviewee

39-06-57

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Date

  
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Signature of the Interviewer

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Preeyanan Prangwanant  
Signature of the Interviewee

19 June 2014

Date

Vorapol Athayu  
Signature of the Interviewer

28 June 2014

Date

## Appendix B: Interview Transcript

### Participant 1:

**Interviewer:** The scenario is that you are on your day off from work and you decide meet up with your friends, love ones to go shopping to the place that you always go. It's the day that you want to reward yourself. You came across luxury brand that you've had experience purchasing and/or had visited in the past. Could you please write down the name of the luxury brand?

**Interviewee:** Ok I wrote it

**Interviewer:** Ok great, first thing, could you please describe to me what does the store look like?

**Interviewee:** The store is quite huge and elegance with decorations. It seems like a warm, I don't know but it attract me to the shop.

**Interviewer:** Next, part you decide to walk into the store, and there is one product that caught your attention. Could you tell me what is the product that caught your attention?

**Interviewee:** Maybe the bag

**Interviewer:** So product is....

**Interviewee:** Bag, handbag.

**Interviewer:** Maybe could you describe to me from your perspectives of the handbag that caught your attention?

**Interviewee:** I feel that it is nice, it seems new as in new collection. It is in front of the store display and I want that one.

**Interviewer:** You wanted it?

**Interviewee:** Yes.

**Interviewer:** Next part is you request the staff to present you the product, now the handbag is in front of you, could you describe to me what is your evaluation process?

**Interviewee:** I would look at the color if it is appropriate and easy to mix and match with the dress on any occasion that I go. The function of the handbag, it has the zip on the top and the material is easy to maintain.



**Interviewer:** Does the feel of the material matter at this point? Too rough too soft?

**Interviewee:** Yes, sometimes we already have that kind of bag, I may be looking for new style. If sometimes the handbag is, I don't know how to call it but, shapeless and difficult to carry around. I would not buy that one.

**Interviewer:** So what is overall opinion on that product?

**Interviewee:** It is easy to match with my everyday life, and if the color is ok, if I like the color then that's it.

**Interviewer:** You can tell me the color.

**Interviewee:** Oh, I don't have any preference on color I mean for that time. If the color of the bag suit my preference at the time I would buy.

**Interviewer:** What is your preference?

**Interviewee:** Base color, plain color but not graphics on the bag. So I can used it everyday

**Interviewer:** Based on what you described, would you make purchase of this product? Or would you come back at later time?

**Interviewee:** If I can effort them, I would by immediately.

**Interviewer:** Now, I'm going to take a guess on your chosen luxury brand. Based on what you told me the store is white?

**Interviewee:** The store has mirrors.

**Interviewer:** How many?

**Interviewee:** A lot, normally its plain black and white. It has no specific color of the brand. It seems elegance and minimal.

**Interviewer:** Tell me more about the front of the store?

**Interviewee:** Glass windows,

**Interviewer:** Can you see into the store clearly?

**Interviewee:** Not that much, but we can see inside but not that much.

**Interviewer:** Chanel?

**Interviewee:** Seems like Chanel, it's Prada. The shop is similar to Chanel in terms of boutique but it is not Chanel.

**Interviewer:** Now that is the end of the scenario, the luxury brand that you choose is Prada, and the product is handbag?

**Interviewee:** yes.



**Interviewer:** Based on your description of the handbag which is the product chosen for luxury brand Prada, what is your opinion if I were to say that the handbag that you have chosen were sophisticatedly made? Do you agree, disagree?

**Interviewee:** In the middle, I think it is sophisticated but it's not difficult to match. It does not have much detail on one bag. It is just a bag, it's pretty, nice and I want to have that.

**Interviewer:** I see, so you have already answered about the craftsmanship so that's great! Thank you.

**Interviewer:** Next is, I would like to ask you about Prada's reputation in your opinion, does Prada makes useful products?

**Interviewee:** It is useful in some extend, but it also represent my style and my individual

**Interviewer:** Between the individual and useful product for Prada, which one would come first?

**Interviewee:** Individual.

**Interviewer:** Does Prada offer practical aspects when compared to other luxury brand?

**Interviewee:** Not that much, no.

**Interviewer:** For the handbag that you have chosen. Please rank the following words. The words are ascetically superior, well design, or special?

**Interviewee:** I choose, well design first, then special and ascetically superior.

**Interviewer:** Now the product that you have chosen, would you say it is more sensory or experience appealing?

**Interviewee:** Yes exactly sensory appeal. It is good to have that.

**Interviewer:** Why did you chose sensory appeal?

**Interviewee:** It is just beautiful, I don't care about other factors.

**Interviewer:** How do you feel when you shop for Prada?

**Interviewee:** Indulgent, I can go around to each corner and try the bags. It just born for me. Happen for me. I feel good.

**Interviewer:** Could you say when you shop for Prada makes you forget everything else?

**Interviewee:** It is ok, I take a glance on every bag. If I'm ok then I will enjoy it for half an hour and then I will stop and go somewhere else.

**Interviewer:** Next is about feelings, Does it makes you feel like gets away from it all?

**Interviewee:** It feels good, actually great but it's the moment that is important is the moment that you buy the product. You are just happy and that's it.

**Interviewer:** How does the phrase "pure enjoyment" when you shopping for Prada?

**Interviewee:** I enjoy shopping because I can try on different bag, I quite enjoy shopping for Prada.



## Participant 2

**Interviewer:** First off, the scenario is you are on your day off and you go shopping at the mall. There is a luxury brand store which you have made purchase and/or visited before. Could you please write down the name of luxury brand store?

**Interviewer:** Could you please describe the looks of the store?

**Interviewee:** It is not big, it has quite unique products which can be used every day. It is very colorful.

**Interviewer:** Could you maybe describe a little bit about the visual of the store?

**Interviewee:** It has big glass windows, and it has seasonal arrangements.

**Interviewer:** Next, could you please identify/describe the product which caught your attention from this store? What would it be?

**Interviewee:** Clothing.

**Interviewer:** Now you are in the store, could you please describe the product to me?

**Interviewee:** It's a dress that is not too short, has arm and has in many color but the color is not too bright. It is quite unique from other brand.

**Interviewer:** Could you please describe to me how would you evaluate the product?

**Interviewee:** I would try it on and check the neatness and the material.

**Interviewer:** Does the color matter? Is there a color that you would not wear?

**Interviewee:** Depends, if there is no other colors then I would buy.

**Interviewer:** Is there specific feel to the cloth?

**Interviewee:** Yes, it has to be soft and smooth. It should fit with my body shape, doesn't make me look fat.

**Interviewer:** Describe to me more about fitting to your body shape?

**Interviewee:** If I wear and my hip looks bigger, I don't like. The arm is ok, because my arm is not big. I don't like to show my arm. Because I'm afraid that I will turn tan.

**Interviewer:** Would you make purchase of this product?

**Interviewee:** If I like it I will buy, doesn't matter about the price.

**Interviewer:** I'm going to take a guess, its clothing has many color. I have no idea..

**Interviewee:** Thai owner, Shaka London

**Interviewer:** What is your opinion if I were to say that Shaka London has reputation for making useful products?

**Interviewee:** Useful only when I have occasion to use it and I make purchase because I like it.

**Interviewer:** Could you Rank what is best described as Shaka London?

**Interviewee:** Unique,

**Interviewer:** Could you say that it is unique enough to be special?

**Interviewee:** Yes, this design don't have in other stores.

**Interviewer:** About your experience shopping at Shaka London, what do you feel?

**Interviewee:** Comfortable because of the sale person can satisfy what I want.

**Interviewer:** When you shop at Shaka London, do you usually lose track of time?

**Interviewee:** Yes, every time, all the time. Because I'm picky.

**Interviewer:** Would you say that your experience at Shaka London makes you happy?

**Interviewee:** Yes, I love shopping.

**Interviewer:** Where else do you shop?

**Interviewee:** Dapper.

**Interviewer:** Why do you pick Shaka London as your luxury brand?

**Interviewee:** It is quite expensive to me, and it is a Thai brand.

**Interviewer:** Comparing to other brands, what is one thing that make you shop at Shaka London?

**Interviewee:** Design. It attract me and unique.

**Interviewer:** What do you feel when you walk into other store?

**Interviewee:** Everything is the same.

### **Participant 3**

**Interviewer:** The scenario is that today is your day off where you go shopping at the place where you usually go. There is a luxury brand store where you have had experience with, could you please write down the name of the luxury brand?

**Interviewer:** Next, Could you describe to me a little bit about the store?

**Interviewee:** The store is bug with very organized shelf. In different section will vary depending on the size of the bag and the design is very variety. For me, it fits to me. The color can match with everything. It is not plain but yet it is unique and very easy to adjust with. It also, represent yourself and it's more classic. It is not fashionable, more of classic. It is like professional. Sometimes they have more colors, normally I would go with the basic one. It is not too high in branded. It is in between medium to high end bag. I would say that, when I go into the store, people always jump into the store. It is not that cheap but people jump into the store. People are crazy and people getting more than just one bag.

**Interviewer:** How do you feel about this brand when you walk in?

**Interviewee:** I already have intention to buy. It is not because of other people. It helps gain my attention. When it comes to the decision it is mine. If they don't have the color that I want, I would not buy it.

**Interviewer:** If you were to describe the product that caught your attention, could you please describe to your friend on the phone?

**Interviewee:** I would describe the bag as suitable in size and you can put everything that is necessary inside, and it is comfortable to carry. It doesn't matter if you are wearing slipper or wearing jeans. If you hold the bag it automatically improve your image.

**Interviewer:** How about the material?

**Interviewee:** Yes, it matters.

**Interviewer:** Please describe the material to me? Let's say you don't know what kind of material it is.

**Interviewee:** The material they made is strong and can be used for a long time. The zipper is high quality. The cloth on it is very difficult to get dirty. You can use it for 5 years.

**Interviewer:** Does the brand has influence on the reputation?

**Interviewee:** Exactly!!

**Interviewer:** In terms of the product, anything else you would add?

**Interviewee:** This product is made for me! Start with my personal feeling, I like it because of the brand and the design of the bag is very convenience for me to use it in different occasion. If I go to the club or go to work, I would use it because of suitable size. I don't have different bag for different occasion I would like to have one bag, the color and the detail and functional. For example, I can add a key chain to it to make it beautiful. Sometimes I feel that the bag themselves could increase my self-image even when I don't dress up. The bag should be enough. You also need self-confidence should come with it as well.

**Interviewer:** Do you spend a lot of time in the store?

**Interviewee:** Approximately 30-45 minutes, not really. I normally, when I go into the store mostly, I know what. Even if I don't have intention to buy, it is an automatically know that the certain size of the bag catch my attention. If I haven't decide to buy then I would look around a bit then leave.

**Interviewer:** What if this bag they don't have in the store but they got similar bag to the one that you want, would you get it?

**Interviewee:** Possibly, it depends on how long will it takes for the new stock to come. Sometime I just get the similar one. It is the one moment weather you want to buy the similar one or not. If I make decision, to buy similar product to the one that I want, then it would be done. I don't think about it, it is my decision and I'm not going to keep thinking about it.

**Interviewer:** Would your friends be influential to your decision making?

**Interviewee:** No, it's all up to me.

**Interviewer:** Describe to me more about the bag?

**Interviewee:** From my personal perception, people perceive it as luxury brand. For me it is not that luxury. It is just the brand that I like. It can go along with anything.

**Interviewer:** It is the luxury brand that you always buy?

**Interviewee:** Yes.



**Interviewer:** I'm going to guess, Chanel?

**Interviewee:** No, it's coach. For me it is not that luxury for me because of the design. It is not that plain. I don't know about the design but it totally represent me. It is not as obvious as Louis Vuitton. I'm not that fashion kind of girl. I would go along with anything and I'm trying to make thing simple. The color as well it is not that colorful but sometimes. It match with my personal feelings.

**Interviewer:** How did you find out about Coach?

**Interviewee:** I was at the outlet, there was a million of people walking in. I thought they were giving it away for free. The price is not that cheap and I don't understand why people are buying it. For me it is not like "I have to buy one" I actually look around and seeing myself carrying one comparing that to Louis Vuitton and Chanel. Sometimes, Chanel is very lady and little too old for me and Louis Vuitton is, a lot of people use Louis Vuitton in general. Coach is not as colorful, but somehow the bag also suit me in every situation and very convenience for me in any situation.

**Interviewer:** Would you say it is a love at first sight?

**Interviewee:** Not at first sight, but once I get to know. It is more suitable for me. Because Louis Vuitton doesn't have as many designs. Coach has many sizes. Chanel has the big ones. So I can have different choice with Coach.

#### **Participant 4**

**Interviewer:** The scenario is that you and your best friends are on your day off from work and you want to go shopping to reward yourself. You came across this luxury brand which you have purchased in the past or visited recently. Could you please write down the name of the luxury brand?

**Interviewer:** Could you describe what does the store looks like?

**Interviewee:** Clean, white, and the color in the corner is colorful for the rest is very simple and it is in white. The staff always have small bag with them.

**Interviewer:** What is the overall opinion of design of the store?

**Interviewee:** It's simple but luxury.

**Interviewer:** There is a product in the store that caught your attention, how would you describe it to your friends?

**Interviewee:** The product that I'm interested in. It is a small one, made from genuine leather, and it is colorful.

**Interviewer:** How many color is colorful?

**Interviewee:** 3-4, all of them are bright colors. Very easy to carry and also nice when carry around.

**Interviewer:** Can you use it on all occasion?

**Interviewee:** Yes

**Interviewer:** Next is the staff presented the bag to you, how would you evaluate the product?

**Interviewee:** The bag size first, if it is very easy to carry and easy to put things inside. The staff start talking about the material which is the genuine leather. The staff may comment that this is better than other bag because of the attributes. The staff may start talking about the color options that I may have. Also maybe some functional benefit of the bag.

**Interviewer:** What would be the key benefit?

**Interviewee:** Inside has separate section inside where I can put all kinds of things. There also have room specifically for cosmetics inside.

**Interviewer:** Does the staff has any influence on your decision?

**Interviewee:** Not exactly, because I have something on my mind on what to buy. The staff only provide information to support my decision or not.

**Interviewer:** Could you describe to me anything else about the store?

**Interviewee:** The store also sell fragrance.

**\*Interviewee:** The luxury brand is Coach. Most luxury brand paint their shop black. So this one is different.

**Interviewer:** What is your opinion of the craftsmanship of the product from Coach?

**Interviewee:** It is not that superb in quality, but it has some level of the good product quality.

**Interviewer:** Would you say that it is sophisticated?

**Interviewee:** No,

**Interviewer:** Does it offer you more practical aspects than other brand?

**Interviewee:** Yes,

**Interviewer:** Why?

**Interviewee:** Hard to say.

**Interviewer:** Let's say compare to Chanel, what would make you buy Coach rather than Chanel?

**Interviewee:** For me, Chanel give luxury image for the user. For me I don't think I would match with Chanel because of the way I dress. So I think Coach would match with me more than channel.

**Interviewer:** Do you usually lose track of time when you go to Coach?

**Interviewee:** Shopping in general, I usually lose track of time. In Coach I usually spend almost half an hour on one or two products.

**Interviewer:** Do you enjoy shopping at Coach?

**Interviewee:** Yes.

**Interviewer:** Would you say Coach gives you the feeling of "gets you away from it all"?

**Interviewee:** No,

**Interviewer:** What would be your overall experience at Coach?

**Interviewee:** It is very nice when compared to Chanel or Louis Vuitton. The staff sometimes they look on the customer image first. Sometimes they don't serve on the equal service quality.

**Interviewer:** Do you think the staff at Coach is better?

**Interviewee:** Yes, I think they are more friendly and eager to answer your questions.

**Participant 5**

**Interviewer:** The scenario is that you go shopping with your sister at Central Ladprao. At Central Ladprao, there is a luxury store which you have been to and/or made purchase in the past. Could you please write down the name of the brand?

**Interviewer:** So could you please describe to me the looks of the store?

**Interviewee:** The store is clean, and has various products. In the shop the light usage is very soft.

**Interviewer:** What about the color?

**Interviewee:** It is white, and just have the products with lots of colors.

**Interviewer:** Like 5-6 colors?

**Interviewee:** Not that much, most of the product is genuine leather. So the tone of the product is earth tone. The products are shoes.

**Interviewer:** Comparing Central Ladprao to other brand shoes is this store smaller or bigger?

**Interviewee:** I think it is smaller.

**Interviewer:** Could you please tell me more about this brand or the shoes?

**Interviewee:** It is soft and match with my foot and it looks luxury.

**Interviewer:** What is the color?

**Interviewee:** Based color

**Interviewer:** What is your favorite shoes color?

**Interviewee:** My favorite color is black but for shoes is base color.

**Interviewer:** Let's say you try it on, how would the shoes make you feel?

**Interviewee:** It is comfortable when wearing it, and I've tried many shoes before but this brand make me feel good.

**Interviewer:** What do you look first, or what is the most important thing you would look for in a shoes?

**Interviewee:** Comfortable to wear is the first thing I look for.

**Interviewer:** Color does not matter as much then, let's say if the color is bright pink would you buy it?

**Interviewee:** Yes, if it match with my foot I would buy it. Why not if it is good for you.

**Interviewer:** Tell me more about this luxury brand.

**Interviewee:** They have all, high heels, sandals, low heels but most of them are high heels.

**Interviewer:** How high? 3, 4 inches?

**Interviewee:** Usually 2 inches, but they also have higher.

**Interviewer:** Is it Ninewest?

**Interviewee:** yes.

**Interviewer:** Do you think Ninewest produce high quality product?

**Interviewee:** Yes

**Interviewer:** Why?

**Interviewee:** Because it has pad to support the shoes. Other brands has higher price but it is less comfortable.

**Interviewer:** Would you say that Ninewest shoes last longer than other brands?

**Interviewee:** Yes, if I have a budget. It last around 4 years but I don't wear it too much.

**Interviewer:** On what occasion?

**Interviewee:** Party, but not for normal life.

**Interviewer:** I thought that comfortable shoes can be worn for a long time, why not wear Ninewest for other occasion?

**Interviewee:** I usually walk a lot so I don't wear high heels when I go out.

**Interviewer:** Apart from the comfortableness of the Ninewest shoes what would be the second thing that make you buy the shoes?

**Interviewee:** I would say the design is luxury and the size as well.

**Interviewer:** Between size and luxury which one comes first?

**Interviewee:** Luxury

**Interviewer:** Even if Ninewest shoes are very comfortable and the size doesn't fit you but the design matches you, would you buy it? Let's say if the shoes size is little bit off. For example, your shoe size is 5 and they have 5.5 would it be ok?

**Interviewee:** Ok, yes. But size 6 I wouldn't buy.

**Interviewer:** What would be one word to describe your experience at Ninewest?

**Interviewee:** Experience, Happy

**Interviewer:** How long do you usually takes to shop at Ninewest?

**Interviewee:** Half an hour. I don't buy it the first time, I come buy on second visit.



**Interviewer:** Why?

**Interviewee:** I need to check about the price and design from other brand first and then go back to Ninewest to buy.

**Interviewer:** So what would be second word to describe your experience?

**Interviewee:** Ninewest was born for me.



### **Participant 6**

**Interviewer:** The scenario is that you are on your holiday and you are out shopping for your favorite luxury brand. So please tell me a bit about the brand?

**Interviewee:** It is a luxury brand, and it is located in luxury department store like Siam Paragon, or emporium.

**Interviewer:** What about the design?

**Interviewee:** The design is very simple, they don't play on the pattern or the graphics of the products. Most of the product that they show on the case is bag. But there are some other products as well. The color and the style is quite simple, not that colorful.

**Interviewer:** What colors do they have?

**Interviewee:** Normally is black, but depends on the collection. There is not a lot of printing, the texture of the product is leather and usually it is in black. The logo is a triangle one mixed with black and gold.

**Interviewer:** Why do you think this brand is your favorite?

**Interviewee:** I like the simple design but it has to look good. Help you have the image on yourself as well but not too many variety of color because I'm the person who work. I would like one bag that I can wear with any kind of dress.

**Interviewer:** Tell me a bit about the process?

**Interviewee:** It is not a dress, I don't need to try it on. If I like it, I like it.

**\*Interviewee:** The luxury brand is Prada.

**Interviewer:** What is your favorite color would you prefer for your bag?

**Interviewee:** Black, unless if I want to play with the accessory I would go for something like chocking pink then I would go for it.

**Interviewer:** Do you concern about the quality of the bag?

**Interviewee:** No, it's good, I'm satisfied. Even if it is a polyester, when I got dirt or ink on the bag, I can clean it very easily.

**Interviewer:** If I were to say that Prada is useful, how would Prada is useful for you?

**Interviewee:** It depends on the design that you choose, there are a lot of designs in each collections. The one I like is the one that has many small pockets inside. Maybe have the zip in front and on the back with a lot of sections.

**Interviewer:** If there is another brand with similar bag designs and similar functions in side, would you go for the substitute one? For example, if Louis Vuitton comes out with similar one which one would you go for?

**Interviewee:** Even if it is on the same level, because of the design of Louis Vuitton has many logo pattern on it. I don't like it. So I would stay with Prada.

**Interviewer:** How long do you think it would take you to shop at Prada? Or do you use track of time when you are shopping for Prada?

**Interviewee:** I would say it is not myself that goes to the shop but I almost never go to the shop in Thailand. When I do the shopping I go to the website and I ask my sister to buy for me when she go aboard. I spend time at night just go online shopping and see the one that I like. Then I order my sister to buy it for me.

**Interviewer:** How long do you spend on information searching?

**Interviewee:** Maybe a week? I spend 2 hrs per night or whenever I want to. There is no plan, when my sister is going aboard she would ask do I want anything? I then look at the website and tell her.

**Interviewer:** What is your feeling when you receive the bag from your sister?

**Interviewee:** Very happy, enjoy. I like the smell of the new leather.

**Interviewer:** If you tell your sister that you want the bag, and she has another opinion. Would that influence you at all?

**Interviewee:** Yes, I would say that for shopping because my sister and I always have discussion about shopping. If I want this kind of bag, I would ask her "does this look good?" Maybe if she has an opinion, then I would change my mind.

### **Participant 7**

**Interviewer:** So the scenario is that you are on your day off and you go out shopping for luxury brand. Could you please write down the luxury brand that you have visited and/or purchased in the past?

**Interviewer:** Could you please describe the brand that you chose?

**Interviewee:** The color is black, and the shape of the bag is easy to take it on every occasion. The important factor to buy branded product because I like the quality of the product and the brand image. I'm not concern about the price. If compare for brand, different for work and easy day for shopping.

**Interviewer:** Could you tell me more about the store?

**Interviewee:** I often buy at Siam Paragon, because it is very easy to buy and I think it is not a copycat.

**Interviewer:** What is so special about the bag?

**Interviewee:** It is easy and very general, it is very light weight and it is waterproof. I can match with many dress.

**Interviewer:** The luxury brand which you choose is Prada?

**Interviewee:** Yes!

**Interviewer:** When you shop for Prada, what is the most important factor for you?

**Interviewee:** It is very durable and create confidence for me. If I enter to a meeting room or formal place.

**Interviewer:** Between durability and self-image which one would weight more?

**Interviewee:** Image because it create confidence for me.

**Interviewer:** Prada matches your formal?

**Interviewee:** I always join with the human resource club, and commercial bank club.

**Interviewer:** So you need to be dress certain way?

**Interviewee:** Yes

**Interviewer:** What do you think people would say if you wear Louis Vuitton vs Prada?

**Interviewee:** Louis Vuitton I think it is more expensive for me and feels old.

**Interviewer:** What about Coach or Chanel?

**Interviewee:** Too many details and designs. Don't like the small bag. I like simplicity.

**Interviewer:** What about the materials?

**Interviewee:** Only leather.

**Interviewer:** Cloth would not work for you?

**Interviewee:** No, only leather.

**Interviewer:** When you shop for Prada how do you feel?

**Interviewee:** When I can buy it I'm happy.

**Interviewer:** Do you spend a lot of time looking for it?

**Interviewee:** No, one year, I spend about two trips.





**Participant 8**

**Interviewer:** The scenario is that you are on your day off and you decide to go shopping with your friends. You came across luxury brand store, could you please write down the name of the luxury brand?

**Interviewer:** Could you tell me a bit about the store, maybe special characteristics of the store?

**Interviewee:** The color will be either black or white, only two colors. In both the store as well as on the product (mainly). The utilitarian of the product of this brand is like everyday use for me. I could be a luxury and casual at the same time. You can bring it with you to the wedding or gala dinner and make it to be luxury bag.

**Interviewer:** So it fits most of your use for all events?

**Interviewee:** Yes I can use it everywhere, even if I wear a formal dress or wear short jeans or any other occasion would be fine.

**Interviewer:** What is the product?

**Interviewee:** Bag.

**Interviewer:** If you were at the store, and you want to buy this bag, could you walk me through your evaluation process? What is the first thing that attract you to the product?

**Interviewee:** The brand, and the shape or the body of the bag.

**Interviewer:** What is a good size for you?

**Interviewee:** 10 inches.

**Interviewer:** What about the material?

**Interviewee:** The material of this product usually be leather, could be cow skin, lamb skin.

**Interviewer:** What about the design?

**Interviewee:** I like the original one the most, it is simple but still look good.

**Interviewer:** The size has to be around 10 inches, the second most important is the leather, what is the third?

**Interviewee:** The leather is the third, the second is actually the color. I always buy the black or brown one.

**Interviewer:** Why black?

**Interviewee:** It can go with any occasion such as wedding or funeral. It is very easy to maintenance. It is very difficult to get it dirty.

**Interviewer:** What is your overall opinion of the product, would you say sophisticated?

**Interviewee:** Yes, but also at the same time even in the casual. You can wear with short Ts' and you put on the bag and it would goes well together.

**Interviewer:** So if you have to choose, would you say that the bag when you put it on has to look good or is it the design?

**Interviewee:** Could be the brand that enhanced my self-confidence and the size, the leather will be the function. Normally, I don't usually carry a lot of things with me, I carry wallet cosmetics etc. So I don't need a big bag.

**Interviewer:** So if it is 10 inches of the bag from another brand would you be ok?

**Interviewee:** Ok or not depends on the design, actually I love the design.

**\*Interviewee:** The luxury brand that I choose is Chanel.

**Interviewer:** I though Chanel has more than just black and white.

**Interviewee:** Actually they do but they focus on black.

**Interviewer:** I though they have a lot of colors?

**Interviewee:** It maybe because I like this bag. I have like 16 Chanel bag. Including wallet, 8, 10, 12 inches bag in many different type of leather.

**Interviewer:** Does your parents have negative comments?

**Interviewee:** A lot, but I bought it myself so they have to be ok with it.

**Interviewer:** Does it matter to you?

**Interviewee:** Only when I want something new and I don't have enough money. But usually I will try to find enough money to buy.

**Interviewer:** Does your friend help with the decision making?

**Interviewee:** Depends on which friends, if I go to the shop with Peko, she love the bag as well, and she would support my decision to buy. If I go with Phai, she don't care much about the brand name or anything else. She would care only about functional, she like big bag to carry all her item and she would comment to me "non-sense".

**Interviewer:** Do you still have all 16 bags?

**Interviewee:** Yes

**Interviewer:** Are they all in good condition?

**Interviewee:** No

**Interviewer:** What do you think is the quality of the bag from this brand?

**Interviewee:** The quality, the first bag is about 8 years ago. It is still in good condition even if I used it many times. There are some chain of the bag is broken, I bring it to the shop to fix it.

**Interviewer:** For free?

**Interviewee:** I'm not sure, my mother always the one bring it to the shop for me. Some of the things, there are extra charge some don't.

**Interviewer:** Next is about your feelings, when you shop for Chanel how do you feel?

**Interviewee:** Very good, I used to scream out once. When I touch the bag, I scream. I love it. It is a love at first sight. I found this one at the shop in Berlin, I know I wanted it. I feel down immediately because of the staff told me that this one was reserved. I told her "Oh my god, I ask her to find me a new one. I love this bag. I want the exact one." She ask her manager to find me a new one. The manager came up to me with a glass of Champaign and told me that this one discontinued.

**Interviewer:** How do you feel?

**Interviewee:** Great! Because of their service

**Interviewer:** Did you end up purchasing another bag?

**Interviewee:** No, I didn't have enough money.

### **Participant 9**

**Interviewer:** The scenario is that you are on your day off from work, and you are going to shop for luxury brand. Arriving at the Hong Kong airport, rush to the luxury brand store that you love. Could you please write down the name of luxury brand?

**Interviewer:** Could you describe to me the store, what does it look like in Hong Kong?

**Interviewee:** Every store looks the same even in Thailand. For luxury brand they have standards.

**Interviewer:** Comparing to other brands?

**Interviewee:** The color is mostly black. If you have shop for luxury brand you should know I think. For women, it is the most attractive one.

**Interviewer:** What so special about the store?

**Interviewee:** I think it is the logo.

**Interviewer:** How does the color make you feel?

**Interviewee:** Luxury, very luxury.

**Interviewer:** How about products?

**Interviewee:** They have many kind of products, handbags, accessory, shoes, and glasses

**Interviewer:** What is your most favorite category that you would run to?

**Interviewee:** First one is bags.

**Interviewer:** If the bag is in front of you, where you have to run to it. Could you tell me what so special about it?

**Interviewee:** I think it's the color. In their shop they have a lot of colors of the same model. I love the classic the most but they have a lot of color. If they have black and red, I would look at the red one first, but if I were to buy, I would buy black one.

**Interviewer:** What about the design?

**Interviewee:** Black bag, with the zip. Because you can protect your stuff inside. Maybe the chain is adjustable.

**Interviewer:** What about the quality or the material?

**Interviewee:** The quality and the material, I think of two colors. Silver and gold. It is up to the skin. First I have to look at the material of the bag. I have many kinds of skin of the bag such as lamb, or caviar skin. So I prefer to look at the skin first.

**Interviewer:** What is your most favorite?

**Interviewee:** Caviar skin

**Interviewer:** Why?

**Interviewee:** It hard to get dirty, and it doesn't scratch easily. Very easy to take care of it. You don't have to worry about it when you carry around and it is very expensive.

**Interviewer:** If you get a scratch on your bag how do you feel?

**Interviewee:** Die,

**Interviewer:** Would you kill the person that scratch your bag?

**Interviewee:** No, well I would try but not kill them.

**Interviewer:** You will be upset then?

**Interviewee:** Yes very upset.

**\*Interviewee:** The chosen luxury bag is Chanel. It is very classic.

**Interviewer:** Actually I just came back from Hong Kong, I went there with my sisters. One time I thought she got lost but she end up being in the Chanel store all day.

**Interviewee:** Yeah you can be there all day, really!

**Interviewer:** I almost went to the police!, because she said she was going to be at Chanel store at this location. I went to Armani store and it wasn't my style for the season. I went back to Chanel store, I couldn't find her. I thought she left. At the end of the day, back at the Hotel I eventually saw here. So I ask her "where the hell have you been?" of course she had her arms filled with Chanel products all over. She said "I was at the Chanel store!" I said "I didn't see you".

**Interviewee:** Chanel store is very big you know.

**Interviewer:** She end up buying a lot. As well as the Chanel earrings again!.

**Interviewee:** \*Interviewee seems to enjoy the story because it similar to her own experience at the Chanel store in Hong Kong.\*

**Interviewer:** Let's start with the quality of the product. Do you think make useful products?

**Interviewee:** For me, I think if it clothes, glasses to protect yourself from the sun. For bags, you use for carrying things so it is necessary. But they have hundreds of brands for bags.

**Interviewer:** You can use like normal glasses, or sunglasses.

**Interviewee:** Yes but the design and the skin.



**Interviewer:** How do you feel when you put it on compared to Thai generic brand?  
How does Chanel make you feel?

**Interviewee:** I think, the look. It make you look good.

**Interviewer:** Does it make you feel confidence?

**Interviewee:** Look good means you have more confidence right. Thai generic brand is ok but Chanel better.

**Interviewer:** What is your second most favorite brand?

**Interviewee:** Number two is Prada. I think it is a tie between Prada and Dior.

**Interviewer:** Say if you just came out from Chanel store, and there is Prada and Dior store right next to each other, which one would you go in first?

**Interviewee:** Prada before Dior

**Interviewer:** Why?

**Interviewee:** Prada, I totally love their model. It is very big. I love big bags, girl's stuff. I could put it all in one bag. They got a lot of size that I can choose, they also have a lot of colors.

**Interviewer:** What put Chanel at number one and Prada at number two?

**Interviewee:** Should be brand, but I'm not sure. Its feelings

**Interviewer:** What kind of feelings?

**Interviewee:** When I buy the bag I usually look for colors first. If I have Chanel in black. Prada, I would not buy the black one at all. Today if I use the black one it should be Chanel. I separate the brand so that it won't repeat. If women is a little bit fashionable, the first thing she wake up. "Today, I wear black I would pick this bag".

**Interviewer:** So which one would you pick first the clothes or the bag when you wake up in the morning? Maybe shoes?

**Interviewee:** Shoes is the third, I'm definitely have every color of shoes.

**Interviewer:** Closet bigger than my garage.

**Interviewee:** Yes that is what my mom said!

**Interviewer:** What is experience when you shop at Chanel?

**Interviewee:** The atmosphere,

**Interviewer:** How do you feel when you staff hand you the Chanel bag how do you feel?

**Interviewee:** Wow, I got it! Then I plan to buy the next one. If this one is black the next one is going to be different model and different collection. Maybe the color also. Never buy black again.

**Interviewer:** What if you have every color?

**Interviewee:** It cannot be Chanel in every color. I think it's hard. As I told you before, I worried about color. I want different feelings when I use. So I don't buy same color.



**Participant 10**

**Interviewer:** The scenario is the one day that you would go out shopping with your best friend. You came across luxury brand store that you've made purchased or visited before. Could you please write down the name of the luxury brand store?

**Interviewer:** Could you describe to me just a bit about the store?

**Interviewee:** The store is very unique and old fashion. Make me feel like going back to 20-30 years ago.

**Interviewer:** So you like the concept, is it similar to boutique?

**Interviewee:** Actually this brand in the later collection is quite modern but some part of the store is quite old fashion.

**Interviewer:** Could you tell me more maybe about the color?

**Interviewee:** Brown and gold mix together.

**Interviewer:** If you were to pick a product from this store that you love the most, what would the product be?

**Interviewee:** Hand bag.

**Interviewer:** Could you describe the product to me?

**Interviewee:** The hand bag has been there forever. This type of hand bag has been sold 20-30 years ago and they still selling it. Some pattern still sold in the shop.

**Interviewer:** What about the design?

**Interviewee:** Yes, stay the same. Actually the brand change the existing design to modern design. For example, the strap, they didn't have it at first but they add it on later.

**Interviewer:** So if your mom have the bag, the one that you have would be the modern generation of it?

**Interviewee:** Actually the bag that my mom has right now, she bought this bag like more than 10-20 years ago. Today there are still people using it.

**Interviewer:** Tell me more about the product. What make you going to buy the bag?

**Interviewee:** Durability of the product itself. The lifetime of the product is quite long when compared to other brands.

**Interviewer:** So they have reputation for longer lasting products?

**Interviewee:** Yes.

**Interviewer:** So the color?

**Interviewee:** They never change the color.

**Interviewer:** Never?

**Interviewee:** People who actually buy this bag, they are not looking for very colorful handbag. They are looking for something that they can use it every day. Maybe there are some color for limited edition that has colorful color but it is not that popular.

**\*Interviewee:** The chosen brand is Louis Vuitton

**Interviewer:** What is your second most favorite brand?

**Interviewee:** Actually, it is difficult. Louis Vuitton position themselves very unique. It seems like you are going into a very boutique shop. They have like big suitcase but other brand focus on modern design. For example, Chanel, they up themselves a lot. If I have to pick the second most favorite brand it would be Chanel but still not my favorite. Even though a lot of people use it but if you compare the durability of the product. Louis Vuitton is very good at. For example, my mom has first Louis Vuitton bag since I was 5 years old. Today the bag still in good condition.

**Interviewer:** So looking into the future, would you recommend your daughter to buy Louis Vuitton?

**Interviewee:** Yes, because it is a brand name that is very affordable price, one hand bag cost 40,000 THB. When compared to Chanel 100,000 THB. It is luxury at affordable price. If you buy the lowest pattern is only 25,000 THB. If you buy in Italy or Paris, you only pay 25-23,000 THB, it is affordable for university student or people who has been working only for a few years. The quality is similar to Chanel.

**Interviewer:** I was told that Louis Vuitton actually floats on water is that true?

**Interviewee:** I never tried,

**Interviewer:** You never heard of it?

**Interviewee:** No, Chanel is originality is the leather.

**Interviewer:** What is the primary material that they used?

**Interviewee:** Its leather but it's not 100% leather. They mix with other materials to make it durable. If they use pure leather, if you used it for a long time it would get wrinkles. That is why Louis Vuitton has more than just leather.

**Interviewer:** The level of craftsmanship is there, the reputation is there. Would you say it is worth the money?

**Interviewee:** Yes, because when we use the Louis Vuitton and the price is only this much. So you don't think too much about it. But if you use Chanel, it is expensive, you have to take care of the bag because it is very expensive.

**Interviewer:** You would say it is more practical?

**Interviewee:** Yes, Chanel you have to sit in a car or something and worry about the bag. Louis Vuitton is only 30,000 – 40,000 THB it is not that expensive.

**Interviewer:** Would you feel very comfortable to let say hit a criminal with a Louis Vuitton bag rather than Chanel?

**Interviewee:** Yes, in real life we cannot avoid it. People use Chanel because it is very unique and not that many people use the real one. If you use Louis Vuitton, they may feel like everyone uses it both fake and real one. If you look at the practical aspects, Louis Vuitton is much better than Chanel. You can have one Chanel for like a wedding party or something but for everyday use is definitely Louis Vuitton.

**Interviewer:** How do you feel when staff put the product in the bag and hand it to you?

**Interviewee:** I feel like, "please be careful" But I want to be the one damage the bag rather than someone else damage it. Similar concept with the car.

**Interviewer:** What do you think about the new bag smell?

**Interviewee:** It is bad, I don't like it. Once you used it for sometimes the smell goes away.



**Participant 11**

**Interviewer:** The scenario is that you are on your shopping trip for your most favorite luxury brand. You came across luxury brand, so could you please write down the name of the luxury brand?

**Interviewer:** Next, could you please describe to me a bit about the store?

**Interviewee:** There is no stand-alone store, it is group in the department.

**Interviewer:** Do they have any special colors or any characteristics?

**Interviewee:** The characteristics is the celebrity endorsers. The product attribute is skincare.

**Interviewer:** How many types of products do they carry?

**Interviewee:** They have different products for different ages, one for young teen, another for working age, and another for older people.

**Interviewer:** So what is your favorite product from this brand?

**Interviewee:** The skin care line, the moisturizer. When I use it I feel that it is good for my skin.

**Interviewer:** Tell me more about the Brand.

**Interviewee:** I like it because the brand is a Japanese brand and we are Asian. So the formula of the product is quite good, when I use it I can see vast improvement on my skin.

**Interviewer:** What would make it stand out from other brand?

**Interviewee:** There is no physical store it is group with other skin care and makeup brand.

**Interviewer:** What so special about the brand?

**Interviewee:** I think it is just the brand name and the logo. Because when you see, the product is lay out for customer to browse.

**Interviewer:** Tell me more about the product?

**Interviewee:** I think the packaging is for different type. For example, for teen would be more colorful, for age 25-30 it would be white, for older people would be golden packaging.

**Interviewer:** Which one do you buy?

**Interviewee:** I buy the mid-range.

**Interviewer:** Why?

**Interviewee:** Because if I use the one that is too strong, then it would be bad for my skin.

**Interviewer:** In terms of products, you said that if you use the product for other age group, it would affect your skin right? Did they provide you that information or did you find that information yourself?

**Interviewee:** I ask them, at the counter. Like “could you recommend acne prone, which product would you recommend?”

**\*Interviewee:** The luxury brand is Shiseido.

**Interviewer:** What would be the different between Shiseido and Biore?

**Interviewee:** Shiseido is higher than those Biore brand because of the quality and the price itself. For me I considered it to be group with La Mer, which I cannot afford.

**Interviewer:** So it is in your affordable range?

**Interviewee:** Yes,

**Interviewer:** So what does Shiseido has and Biore doesn't?

**Interviewee:** I am very influence by social media. Whenever I search information on skin care, I have acne prone skin and when I put the key words in and Shiseido pop up most of the time. Eventually I read about the reviews and get influence to try.

**Interviewer:** What if the information comes from your friend recommend Biore, let's say your friend say “Biore works it could do the same thing as Shiseido? Would it influence you to buy?

**Interviewee:** Depends, maybe I will give it a try, buy the sample size to see if it works or not.

**Interviewer:** Let's say you try Biore, and Shiseido has same ingredient but they might add something special. How would you measure the product effectiveness?

**Interviewee:** Whenever I use, I notice myself if the skin more tone? Is the skin tone even? Am I breaking out? As well as other people opinion as well. When other people ask me “hay what you do, your skin looks much better”. Because I don't think all product suit for everyone.

**Interviewer:** If Chanel would do something like Shiseido, would you give it a try?

**Interviewee:** Yes, well I don't know, for me I like to switch around. If I find something better, I will stick with that. Because I think women get very excited when we buy skin care. It's for make us look good.

**Interviewer:** In terms of buying experience, how do you feel when you shop for Shiseido?

**Interviewee:** Satisfied, I feel very attached to the products. I take pictures and tell my friends about it.

**Interviewer:** Could you say that Shiseido product offer practical aspect?

**Interviewee:** In skin care, yes. Once you use it and once the result is good then it is good.



### **Participant 12**

**Interviewer:** The scenario is that you are out with your friends on your shopping spree! For your most favorite luxury brand. At this time could you write down the name of the luxury brand?

**Interviewer:** Could you please tell me a bit about the store?

**Interviewee:** It uses yellow lighting and it is very “bling” or shiny. The products are mostly pastel color. The store color is yellow and brown.

**Interviewer:** What else can you tell me about the store?

**Interviewee:** You can access the product easily, some assistance will come to you once you are interested in the products.

**Interviewer:** What kind of products do they carry?

**Interviewee:** Bags and shoes.

**Interviewer:** What else do they have?

**Interviewee:** Clothes.

**Interviewer:** Do they have accessory?

**Interviewee:** Yes.

**Interviewer:** Tell me about your favorite product that you love?

**Interviewee:** The hand bag, is made from leather and it has crystals on it. They have variety size

**Interviewer:** What’s your favorite size?

**Interviewee:** Small one, they one that you can put iPhone in.

**Interviewer:** How do you feel?

**Interviewee:** I feel shiny in the store because the store is shiny.

**Interviewer:** Let’s say the bag is in front of you, how would you evaluate the product?

**Interviewee:** I would try it on, and select the color that I want.

**Interviewer:** What is your favorite color? Maybe top 5?

**Interviewee:** Many such as black, gold, pink, red, and silver.

**\*Interviewee:** Chosen Luxury brand is Miu miu. It is a sub brand of Prada.

**Interviewer:** Why?

**Interviewee:** Because I like shiny and “bling bling”

**Interviewer:** So you like to wear many different colors?

**Interviewee:** Yes.

**Interviewer:** Do you feel that the quality is the same as Prada when compared to Miu Miu?

**Interviewee:** I don't think it is the same level as Prada. Prada is expensive so Prada should have the high quality. Miu Miu quality is also high because it is also luxury brand.

**Interviewer:** Between useful and fun which one Miu Miu is?

**Interviewee:** Fun.

**Interviewer:** Does Miu Miu practical to use for you?

**Interviewee:** Yes. You can wear it to walk around on the street. (Shoes)

**Interviewer:** How about the bags?

**Interviewee:** It is very practical, and it has crystals on the chain.

**Interviewer:** What is the general size that they have for bags?

**Interviewee:** 10 inches.

**Interviewer:** If there were another brand that do similar products to Miu Miu what would make you stick with Miu Miu?

**Interviewee:** Style, design, and Brand reputation

**Interviewer:** What is Miu Miu brand reputation?

**Interviewee:** Fashion,

**Interviewer:** So it's a luxury fashion?

**Interviewee:** Yes.

**Interviewer:** Is it separate from Prada?

**Interviewee:** Yes.

**Interviewer:** The whole store would be Miu Miu?

**Interviewee:** Yes.

**Interviewer:** How did you know that Miu Miu is a sub brand from Prada?

**Interviewee:** Internet.

**Interviewer:** Could you describe your feelings when you shop at Miu Miu?

**Interviewee:** I feel special, if you walk into the store. The staff treat you very nicely. The staff let you try on the products.

**Interviewer:** How do you feel when you try on the products?

**Interviewee:** I feel good but need to consider the price as well.



**Interviewer:** In terms of your shopping experience, when you decide to buy shoes and bags from Miu Miu. How would you feel?

**Interviewee:** Sense of belonging. I feel that it belongs to me.

**Interviewer:** What if you forgot it?

**Interviewee:** I will be sad because it cost a lot.

**Interviewer:** Would you try to find it? And How far would you go to find it?

**Interviewee:** I would go to the mall police,

**Interviewer:** If they can't do anything what would you do?

**Interviewee:** File a police report.

**Interviewer:** When you shop for Miu Miu, do you care much about time?

**Interviewee:** If I have money to spend, I can spend all day at Miu Miu until they close.

**Interviewer:** So the overall feeling and experience at Miu Miu is pure enjoyment?

**Interviewee:** Yes, because of the style that I like that is why I enjoyed it.



**Participant 13**

**Interviewer:** The scenario is that you are on your shopping day for luxury brand products, and you came across the luxury brand that you've had made purchased or visited in the past 6 months. Could you please write down the name of the luxury brand?

**Interviewer:** Could you tell me a bit about the store?

**Interviewee:** It is normally in white color. It also varies in each country but normally white for the store.

**Interviewer:** If you were to tell your friend about this store, what would you tell your friend on the phone?

**Interviewee:** I think, the signature thing about this brand is the diagonal checker pattern in white color.

**Interviewer:** What kind of products do they carry?

**Interviewee:** They carry like handbags, wallet, watch, shoes, and clothes. Their most popular product line is handbags.

**Interviewer:** What products do you like the most?

**Interviewee:** Handbags.

**Interviewer:** If there were one product that catches your attention from this store, what would it look like?

**Interviewee:** The one that I love the signature one.

**Interviewer:** Tell me about it

**Interviewee:** The design is very easy to tell which brand it is. The bag will be in rectangle shape. There are three size. The one that I love is the medium size. Maybe around 6 inches. The smallest one is very small maybe around 3-4 inches.

**Interviewer:** If you were to evaluate the product that you love, what would be the process?

**Interviewee:** For my most concern, I would concern about the popularity of the product. Since it is luxury brand and I have limited amount of money. I want to get what is easy recognizable to others.

**Interviewer:** How do you feel?

**Interviewee:** I feel like I can show off to other people.

**Interviewer:** What else can you tell me about this product?

**Interviewee:** The product itself is very difficult to use.

**Interviewer:** Why?

**Interviewee:** Difficult to put your hand in the bag, because it is very small

**Interviewer:** Does that concern you?

**Interviewee:** It concern about the usability but it is very popular. It is a bag that every girl want it and I want it too.

**Interviewer:** What about the materials?

**Interviewee:** They got two type which are lamb skin and patent.

**Interviewer:** Which one do you prefer?

**Interviewee:** Patent.

**Interviewer:** Do you check for quality?

**Interviewee:** I normally check but normally it won't be available in the shop. You have to place an order in advance.

**Interviewer:** You would wait?

**Interviewee:** Yes, this one that I got I waited for 2 weeks.

**Interviewer:** Let's say 3 months would you wait?

**Interviewee:** Yes.

**Interviewer:** In regards to quality, what would be the first thing you look at?

**Interviewee:** The leather, and then the sewing.

**Interviewee:** The chosen luxury brand is Dior.

**Interviewer:** What would be your opinion if I were to say Dior made sophisticated products?

**Interviewee:** Yes, because one thing that people use this brand, most of them are sophisticated and the price always goes up every 6 months for about 10,000 THB and people still buy.

**Interviewer:** What is your opinion of the craftsmanship when compared to Chanel or Louis Vuitton?

**Interviewee:** It is about the same.

**Interviewer:** Does Dior, has the reputation of making useful products?

**Interviewee:** I think most brand name doesn't really care about usefulness of the product. They only care about the design. People buy their product because of the design not because of the product.

**Interviewer:** Is Dior practical?

**Interviewee:** Not really but it is a must to have.

**Interviewer:** What would you say the number one factor that Dior do very well?

**Interviewee:** I think the special design bag, when people see it. It is very eye catching they can tell it is a Dior bag. So unique design.

**Interviewer:** Please describe your feelings when someone notice you using Dior bag?

**Interviewee:** Proud, “yeah I have it, do you have it too?” If you don’t have it, I feel even better.

**Interviewer:** Where do you usually shop for Dior bag?

**Interviewee:** Last one I got it from San Francisco. I never go to shop in Thailand because of the price is much higher than other countries. So I never shop in Thai. Every time that I got the bag I buy from aboard.

**Interviewer:** Would you disappeared into Dior store?

**Interviewee:** I’m not like that, I have to collect money in advance. So when I want to buy the bag I would collect money then go and buy it.

**Interviewer:** You wouldn’t go in and browse?

**Interviewee:** No, because no money.

**Interviewer:** Why?

**Interviewee:** Because I’m not from a rich family. So every time when I want to buy something I have to collect money.

**Interviewer:** You would not walk around and see what they have?

**Interviewee:** No, because I follow the fashion all the time. So I know what I need what I want. I check from Instagram and Facebook or magazine.

**Interviewer:** How often?

**Interviewee:** Almost every day. I also follow celebrity and see what they are using.

**Interviewer:** How many hours do you spend per day?

**Interviewee:** 1 hour a day, but actually whenever I have time.

**Interviewer:** When you received the bag how does it make you feel?

**Interviewee:** I feel that I’m very happy. I’m not sure how to tell, I feel like “Uh!” relieved!. Like I finally got it. After 1 week I feel normal.

**Interviewer:** How often do you buy luxury brand?

**Interviewee:** I plan to buy one luxury bag per year. But many 2-3 accessories per year.





### **Participant 14**

**Interviewer:** The scenario is that you are on your shopping day for your favorite luxury brand and you came across the luxury brand that you visited or made purchased in the last six months. Could you please write down the name of the luxury brand?

**Interviewer:** Could you tell me a bit about the store?

**Interviewee:** Actually the brand is just, open in Thailand soon. But I love this brand because it is very unique and the person who uses this brand feels like very luxury and “hi-so”. It is very simple, but it has something that is not so simple.

**Interviewer:** Do you feel Hi-so when you use this brand?

**Interviewee:** Yes, that is my feelings.

**Interviewer:** What products do they carry?

**Interviewee:** The target group for this brand is women, they have handbags, perfumes, and clothes. They also very famous in shoes.

**Interviewer:** If you have to pick your most favorite product what would it be?

**Interviewee:** Shoes.

**Interviewer:** Could you describe the shoes to me?

**Interviewee:** The brand has very good designer. It is very fashionable and can adapt to every situation.

**Interviewer:** If you were to wear the shoes from this brand, do you feel Hi-so too?

**Interviewee:** No, I feel that I look good and easy to adapt to many clothes. I use it every day like when I go to work or university even party. It is also very comfortable. Maybe it is the designs, and materials.

**Interviewer:** Tell me more about the product?

**Interviewee:** I think everyone know, I don't know about the fake products, but for this brand first launched the product for this shoes. If someone knows the brand they will recognized.

**Interviewer:** So this brand is not in Thailand yet?

**Interviewee:** Actually it is in Central Embassy.

**Interviewer:** Tell me what it looks like?

**Interviewee:** Actually it some kind of, it is not for teenager. It seems old.

**Interviewer:** Why do you use it?

**Interviewee:** Because it is comfortable and can use it in every situation. It depends in terms of the store design in every country.

**Interviewer:** How does design makes you feel?

**Interviewee:** For design, I think it is very beautiful and awesome. If you wear it you feel, maybe because of materials, it is very good and you feel good. How to say, it is very durable. It can last you for 10 years. I'm not sure the seller told me.

**Interviewer:** And you believe?

**Interviewee:** At this moment yes. So if I calculate for the cost and the time it is worth the money.

**Interviewer:** If you have to choose between the comfortable, durability vs your feelings that you get from wearing. Which one would you be ok without from this brand?

**Interviewee:** Durability.

**Interviewer:** If the brand keep only the design and not be as durable would you still buy?

**Interviewee:** It is hard questions.

**Interviewer:** How about this the quality and special designs which one is more important to you?

**Interviewee:** Quality, because I bought it and I want to use it. So the quality.

**Interviewer:** If people don't recognized the brand would it be ok?

**Interviewee:** If the people, are my friend. Well, I have to say both I cannot live without. Because of both quality and design. The seller also has effect on me too. They are very nice and friendly.

**Interviewer:** How do you feel?

**Interviewee:** They respect me so much even if they are older than me. Like "kaaaaa" just very polite. When I go to the store I feel like a god.

**Interviewer:** Could you give me more details like anything else that is unique about them?

**Interviewee:** No,

**Interviewee:** the chosen luxury brand is Valentino. It is the designs that they are good for. The person who know about the product is from Valentino then they do know. For some people if they don't know then they don't know. The logo is only V, it is very

simple right? But the product is very good even the bag, shoes, perfume it can last for 10 years.

**Interviewer:** Do you believe them?

**Interviewee:** Yes.

**Interviewer:** Do you already have a shoe from the store? And how long?

**Interviewee:** Yes, I bought it from abroad. When I got product from this brand, my friend feels very excited.

**Interviewer:** Do you feel like “yeah I have it do you?”

**Interviewee:** Yeah, and proud. Like “you know Bowling is using Valentino”. If your friend ask what did you buy and I say “oh Valentino”

**Interviewer:** And then their reaction would be?

**Interviewee:** Really!?!?! It is great!, if I said I bought Valentino. Everyone think it is great and awesome or beautiful products. I don’t know why.

**Interviewer:** What would be the first reason to buy?

**Interviewee:** Design, another thing is quality, also the brand.

**Interviewer:** Because it is Valentino?

**Interviewee:** Yes

**Interviewer:** Is it relate to the fact that people know if you wear it?

**Interviewee:** Yes

**Interviewer:** Comparing Valentino to another brand like Chanel, what would be the difference?

**Interviewee:** Chanel famous about the bag and cosmetics but Valentino. If you want to buy shoes Valentino is the best one. But it is different from Chanel. Everyone know Chanel and everyone uses it. But Valentino is unique. I don’t want to be like everyone else.

**Interviewer:** What happen if everyone uses Valentino? Would you still buy?

**Interviewee:** No,

**Interviewer:** What would you buy instead of Valentino?

**Interviewee:** I would buy some luxury brand that is famous but not popular. Like DG.

**Interviewer:** Why DG?

**Interviewee:** For shoes, I cannot think it right now. Because Valentino is my favorite brand.

**Interviewer:** Would you say you are born for Valentino?

**Interviewee:** Yes, especially the shoes.

**Interviewer:** How many shoes do you have?

**Interviewee:** 6 because I want to have more but I can't.

**Interviewer:** Why not?

**Interviewee:** Because, I think it is enough. You can use it every day and it last for 10 years.

**Interviewer:** Let's say Valentino comes out with design that you really like. You see it for the first time and you love it, would you dive in and buy it?

**Interviewee:** No, can't because I can't afford it.

**Interviewer:** Would you think about it?

**Interviewee:** I think if I am rich and if I have a lot of money, for sure. I want to get many shoes from Valentino. But for now, I can't. 6 I think is ok. Maybe some pairs I already forget about it and I don't used it anymore. My parents are blaming me that "see!, you are using too much money".

**Interviewer:** What if you hide it from your parents?

**Interviewee:** No, I think can't. Because I have my goal like this year I can buy 2 pairs.

**Interviewer:** So next year?

**Interviewee:** Yeah if I consider the design and I like it then yes. I have to consider that my mom and my sisters can use it.

**Interviewer:** When you go shopping for Valentino, would you disappear into the shop all day?

**Interviewee:** For me no. I go in but I don't want to use a lot of time. Because if I can't afford it you know it feels like.

**Interviewer:** So there is a devil inside of you saying that I want it right!

**Interviewee:** yes! If I go there, there's always something stimulate me to buy but I can't so. I don't want to go because I will buy. I watch the fashion show instead.

### **Participant 15**

**Interviewer:** Could you please write down your most favorite luxury brand that you've purchased or visited before?

**Interviewee:** Ok.

**Interviewer:** Now is the guessing part, could you please tell me a bit about the store?

**Interviewee:** This brand is my favorite brand is an old brand, they have many kinds of product such as clothes, shoes, and bag. All the products are made from leather. But the store in Thailand, they don't have clothes store in Thailand. Just leather products such as handbag, wallet. They also have products for both women and men. It is not so much of a fashion brand. It is more traditional brand, like conservative brand.

**Interviewer:** What does the store look like?

**Interviewee:** Very simple, it shows all kinds of the products. Also, same as any luxury store in terms of the way they display their products and you don't have to queue to get into the store. Display of the store have only leather products near the windows. When you go into the store you will smell the leather.

**Interviewer:** What is your favorite products from this store?

**Interviewee:** Handbag,

**Interviewer:** If you were at the store right now looking at this bag, and you want to tell your friend about it. You call your friend and you want to tell him about the bag what would you say?

**Interviewee:** This is awesome bag, I really want it. It is very convenience size and it has good durability because it made from leather. The color is brown and gold or metallic color for the zipper. It is not on sale right now, it is very difficult to find it on sales.

**Interviewer:** If this bag is available, and the staff present the bag to you. Could you please walk me through your evaluation process?

**Interviewee:** I would look at the leather first, like touch, weather it is soft or not. I like the bag that would stand up when put on the table. I also have to try it on to see if it suits me. One more thing this bag has no short strap. The strap is long enough for me to be able to wear it cross body or on the side. Also, this is very popular one. Many celebrity has it. Maybe almost a month. It is very popular collection.



**Interviewer:** Now, if the celebrity were not using it would you still feel the same towards the brand?

**Interviewee:** Yes, the same because I have this brand before the celebrity uses it. As I also mention, they are more tradition and conservative so they don't have many designs but they will change the texture of the leather and the color.

**Interviewer:** What would be your favorite type of material for the bag?

**Interviewee:** Leather

**Interviewer:** What about color for this particular one?

**Interviewee:** Brown

**Interviewer:** How would you feel once you try it on, let's say do you expect other people to recognize it?

**Interviewee:** No, when I want to buy luxury brand it has to come from myself first. Like I want this one, this one is good for me. I don't care about people around me. I am not buying it for social image.

**Interviewer:** Would you say that this bag has a good quality?

**Interviewee:** Yes,

**Interviewer:** Is it because of the brand?

**Interviewee:** Yes, and it is very conservative. Because the quality and durability is the best for this brand.

**Interviewer:** Which one would weight more, the quality vs design?

**Interviewee:** I think I choose the quality because this brand doesn't launch the new design too much. They just launch the new product and change the leather and color.

**Interviewer:** Would the size of the functionality of the bag matters?

**Interviewee:** The size yes. Because they only have one big space inside.

**Interviewer:** Let's say that they have divider inside the bag, would you be more attracted towards the bag?

**Interviewee:** I am already attracted to the brand, it would be more convenience for me to use it.

**Interviewer:** If they were to have divider, would it be more helpful?

**Interviewee:** Yes, it would. I mean it would be helpful, maybe I can buy more for many usage or something like that.

**Interviewer:** On what occasion do you use it for?

**Interviewee:** Normally, I have the plain color so I can use it every day such as go to work or party.

**Interviewer:** Could you tell me more about the brand?

**Interviewee:** Ok, once you purchase the product they would put the product inside a paper bag. There are two paper bag color, grey and light brown colored paper bag. The last one that I bought, it comes with grey paper. The one thing that is very special about the bag is that on the bottom of the bag on the inside, they have the text saying that “see you later, Thank you” or something like that.

**Interviewer:** Tell me more about the store?

**Interviewee:** It is decorated from wood and metals by using black and white colors.

**Interviewer:** Do you feel anything when you walk into the store?

**Interviewee:** The first step is the smell of the leather, “oh my god, it is real leather” and also it is very simple. I’m the person that don’t like to go into the store with a lot of people or have to wait in line.

**Interviewer:** Is that why you choose luxury store?

**Interviewee:** Now, some luxury store has a lot of people in their store. But this one is not. Maybe because it is not quite that popular in Thailand. Also this brand, if you hold it in your hand. If they are not a fan of this brand they wouldn’t know. They only put a small logo on the bag.

**Interviewer:** What about the pattern, would they recognized it by the pattern of the bag?

**Interviewee:** I think the pattern of the bag also. They don’t have a lot of pattern, they only got the classic one, or different in size, color, and texture but they all have the same design.

**Interviewee:** \*Rd: The chosen luxury brand is Mulberry. Because I use this one for my wallet too, and I also have a handbag from this store.

**Interviewer:** In terms of handbag, what would be the right size for you?

**Interviewee:** Actually, depends on occasion. The one that I mention, is the medium one.

**Interviewer:** What is the size?

**Interviewee:** Maybe 10-12 inches. Louis Vuitton, they have the small size of 8 inches. This one is a bit bigger so I guess its 10-12 inches.

**Interviewer:** Let's say you made the purchase the product, tell me how do you feel?

**Interviewee:** It depends on who buy it for me.

**Interviewer:** Let's say you buy it for yourself?

**Interviewee:** Normally it serve my need, like I just want this bag. Maybe a little bit proud. For me, when I want to buy luxury brand, I have to spend time saving the money. Usually I buy it myself.

**Interviewer:** Let's say your boyfriend take you to the store and would buy for you, how would you feel?

**Interviewee:** It is very great time, it is going to be wonderful memory. If we didn't go together, like surprise gift it would be great. For me, the gift from him doesn't mean as much as things that he did it for me. Mostly women will be happy and have a great time. I think most of girls who are in relationship, the luxury products given by your love ones is a much higher feelings. Because I get it from someone special to me. For example, I got a purse for my sister, though is not that expensive, but it is very precious gift for her.

**Interviewer:** My sister, when she see the luxury brand that she love, she usually disappeared into the store the whole day is that the same with you?

**Interviewee:** For me is different, if I would like to buy luxury brand. I would look up online for information and estimate the price first. In Thailand I don't want to go to the store and window shopping.

**Interviewer:** Why not?

**Interviewee:** If I travel to Singapore or Hong Kong. I can get the same service as rich people when I'm wearing short jeans. In Thailand we cannot do that.

**Interviewer:** Why not?

**Interviewee:** In my opinion, window shopping is not as comfortable as it would when I'm overseas.

**Interviewer:** What if the staff is friendly would you window shopping?

**Interviewee:** Yes, but for Mulberry and Louis Vuitton, I often visited those two. Only a few staff who are friendly. Let's say Chanel store, I've never been there before so I feel that it is hard for me to walk around and window shopping. The luxury products are not place for window shopping in my personal feelings.

**Interviewer:** Even if you carry Mulberry bag into Mulberry store, you wouldn't do that?

**Interviewee:** No, it depends. If I go with my friends or my boyfriend then yes. But I wouldn't go by myself. I think it is kind of personal feeling. For example, Saturday I will buy this one. I would go with money ready to buy and make final decision and maybe Sunday I would buy it. Before that, I would do a lot of information searching like online research such as club 21 online sales, etc.

**Interviewer:** From Mulberry bag, what would be the one thing that they could take out and you wouldn't care about it what would it be? Like quality would you be ok?

**Interviewee:** No, I think about functional, I just saw that Mulberry has only one space. Now, they start to have small pockets inside. I think the small pockets inside, I've never used it. So that can be takeout. The quality is a no.

**Interviewer:** If the design is less attractive would you be ok?

**Interviewee:** As I've mention they don't have that many designs, so design is not important for me.

**Interviewer:** If their design is less attractive for you what would you think?

**Interviewee:** It is hard question, I have to rethink it again. If they produce luxury bag with design similar to Prada but it comes from Mulberry brand. Maybe, I still love it.

**Interviewer:** Maybe?

**Interviewee:** Maybe, because I never notice that they would change.

**Interviewer:** Would you say you love Mulberry than your boyfriend?

**Interviewee:** My boyfriend.

**Interviewer:** If the design is less attractive would you have to rethink it?

**Interviewee:** I think about the design if they make it more fashionable. If they produce the bags like Issey Miyake. So maybe I have to rethink it again because my behavior. When I buy luxury products I want to use it on every occasion. So if they change into the new design. Maybe I have to rethink about it again. It is about 70% that I would switch to other brand. If the design and function is important for me to buy the luxury brand. I wouldn't use the Mulberry in the first place.

**Interviewer:** You haven't told me about the leather, which kind of leather do you like? Crocodile? Stingray?

**Interviewee:** No, I like lamb, ox leather. I remember that my purse is not just leather. They mention if it was from male or female ox.

**Interviewer:** Would it matter?

**Interviewee:** No.

**Interviewer:** If they change their leather to crocodile?

**Interviewee:** No, it doesn't matter. I hate crocodile. If you think about crocodile, the skin is not smooth. And it is very rough.

**Interviewer:** The crocodile skin that used for bag is specially breed for making bags, and their skin is not sharp.

**Interviewee:** Imagine, that carry the bag made from crocodile is like oh my god is like a nightmare. Like snake also it is not lovely animal.

**Interviewer:** What about stingray? It is very peaceful.

**Interviewee:** No

**Interviewer:** Why not?

**Interviewee:** No, it disgusting. I think back to the normal one is ok.

**Interviewer:** If they were to announce that all their products will be made from snake, crocodile skin you would run away from this brand?

**Interviewee:** No, even if 50% sale I wouldn't buy. Even if it was given to me for free I would give it back. Because luxury product the price is not necessary. The quality is important.

**Interviewer:** The leather also important?

**Interviewee:** Yes

**Interviewer:** Some people like it!

**Interviewee:** They are weird people.