THE IMPACT OF BRANDS OF LUXURY WATCH TOWARDS BUYING DECISION OF THAI CONSUMERS

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ABSTRACT

The purpose of this research is to investigate the impacts of luxury brand perception of Thai consumer buying decision on luxury watches. It intends to investigate the impacts of different demographic factors among Thai consumers on their pattern of buying decision and perception on luxury watch as well as to examine the relationship between Thai consumers' perception towards luxury watch brands and their buying decision on luxury watches.

This research used a quantitative study to explore the relationship between perceptions of luxury watches in Thailand and their purchase. The data was collected by distributing questionnaire to 385 Thai respondents who had purchased one or more luxury watches. A sampling procedure used was convenience sampling technique that select sample based on their availability. The data collected was analyzed using descriptive statistic and inferential statistic which included in Statistical Data Analysis software. Descriptive statistics was used for analyzing demographic information while inferential such as t-test One-way ANOVA and Pearson Correlation were used for testing research hypotheses.

The findings showed that some significant differences in the perception of luxury watches and consumer choice based on demographic and other factors. Perception was based on a four-dimensional construct, including self-presentation, fashion consciousness, demand for quality assurance, and social motivations. The results indicated that 1) the youngest respondents found fashion consciousness and quality assurance to be important perceptions, while the oldest group prioritised social motivations, 2) men had more concern for self-presentation, while women had more concern for fashion consciousness, 3) the income group of THB 120,001 to 150,000 per month found self-presentations and social motivations most important factors influence their perception, 4) fashion consciousness and quality assurance were most important for the lowest educated group, 5) there was a significant different buying decision towards luxury watch among different income levels and 6) there was a significant correlation between self-presentation and the consumer decision to select a fashion item, as well as between social motivation and the consumer decision.

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CHAPTER 1: INTRODUCTION

1.1 Background of Study

Luxury is something that associated with high, premium, expensive and not everyone can afford to obtain base on the economic value of each individual (Glaser, 2010). “Luxury” comes from Latin derivations which are “luxus” and “luxurai” (Glaser, 2010). These two words depict something that over demand or more than enough. Merriam-Webster (2012) Dictionary defines of *luxury* as “state of immense comfort and showy living, or something that is highly desired but not necessary”. Furthermore, Danziger (2005) mentioned that meaning of luxury has been put into two ways which are “old luxury goods” and “new luxury goods”. The old luxury goods describe the products that are accessible for upper class customer and not a mass product such as Hermes Birkin bag. The old luxury product concentrates on the quality and considerably the established idea about status and prestige of luxury. “New luxury goods” refers to the products that are accessible for any sufficient customers who are willing to pay for the luxury items (Danziger, 2005).

In fact, the perception of luxury varies between each other, and some people do not agree with since they consider the concept is too difficult to comprehend. It is also interesting to note that, as highlighted by Kapferer and Bastien (2009), humans have in one way or another always accepted the concept of luxury.

In general, luxury items are considered goods or services that are exceptional and have special appeal and value that are readily recognizable (Kristy, 2008). All luxury items seem to have in common their high quality craftsmanship or usage of top-quality materials, which

result in expensive end products such as clothing, watches, champagne and jewelry (Bhat, 2009). According to Yuan, Song and Kim (2011), consumers who purchase luxury items such as watches are more interested in their social status, since possession of a luxury watch provides a type of social meaning that is more important than the item's actual functional usefulness.

1.2 Fundamental Facts and Rationale of the Study

1.2.1 An overview on Luxury Brand Perception

In 2005, Walpole, which is a British agency comprised of the 100 most prominent firms in the country, initiated a co-operative arrangement with Added Value to investigate details of the luxury industry. In particular, Walpole (2005) identified specific qualities, including quality of material and brand image that consumers were looking for in luxury brands, in addition to provide necessary information for companies to succeed in the international luxury market. When the results were published in 2007, the key factors that influence the purchasing decision of consumers on luxury items were found to be a feeling of desirability imparted by the purchase (Walpole, 2007).

In this section, present on luxury brand perception, particularly in Asia and Thailand, is discussed. There has been limited research in these cultures on the perception of luxury brands, but the evidence that can be found is examined and discussed in detail.

Asia

Yuan *et al*. (2011, p.1294) found that "*East Asian culture get higher social-affiliation values due to the collectivistic culture which focuses more on group harmony and pays more*

attention to the opinions of others" and that culture also *"tends to have more symbolic needs (symbolic and experiential needs) than in Eastern European culture*". The collective and social nature of East Asian communities are also addressed by other researchers such as Hofstede (2001), who noted that cultures with highly collectivist values often had increased interpersonal pressures and expected patterns of behavior. Furthermore, foreign brands may be perceived as more functional and of higher social value in cultures like that of China, which promotes increased consumption within the entire group because of the desire to signify belongingness and social and functional position (Xioa & Kim, 2009). Overall, these studies suggest that ideas of collectivism and symbolism are significant in understanding the East Asian consumers.

Thailand

Thailand is recognized as a Newly Industrializing Country (NIC) (Prajogo, Laosirihongthong & Sohal, 2007), and recently the country has contributed to substantial adjustments in attitudes toward the purchase of luxury items, spurred on by new emerging lifestyles and cultural modifications from globalization (Klaichom, 2012). Consequently, the attitude of Thai consumers toward the purchase of luxury brands is expected to continue to move away from what was experienced by old generations.

1.2.2 An Overview on Consumer Buying Behavior towards Luxury Brand

Growth in the luxury goods industry is anticipated to reach at least 65% by the year 2015, according to Datamonitor (2011), as a result of continued high demands in many developing countries. One of the most promising regions of growth for luxury goods will be in

the Asia-Pacific area, which Datamonitor projects to reach nearly 16% annual growth. The most important market segment (both in this region and global) is projected to be the luxury watch market, which could obtain a 17% of market share in entire luxury markets (Datamonitor, 2011).

Additionally, Walpole's (2007) survey identified four types of luxury consumers, which are important for marketers to consider in order enhancing company competitive advantage. The first type of luxury consumer was described in the study are those who are status driven, with a desire to show off their purchases to others. Members of this group believed that other members in their social group will be impressed by luxury consumptions. In effect, these consumers felt that their own personal level of success was influenced by luxury purchases, and that others were more impressed with more luxurious brand purchases (Weidmann & Hennigs 2007).

Walpole (2007) described the second type of luxury consumers as those who refuse to be shamed. This group was described as reticent as the first group, with their basic motivation for luxury purchases being an attempt to build personal confidence rather than impress others. In effect, these consumers anticipated that purchasing luxury items earned the respect of friends and acquaintances due to the highly-regarded nature of the luxury brand (Walpole, 2007; Mcleod, 2007).

The third group identified by the study is also driven by a desire for status, similar to the first group, but members of this group are different inasmuch as they are identified by a desire to show how much they know about a particular luxury brand. Whilst these consumers are not necessarily more appreciative of luxury items, the fact that they have a greater

understanding of particular luxury items is the primary motivation for their luxury purchases (Walpole, 2007; Buzzle, 2010).

Finally, the fourth group of luxury consumers identified in the study by Walpole (2007) is made up of individuals who are attracted to luxury items simply because they represent luxury. These consumers readily purchase luxury brands that they have a particular affinity for, since they desire certain luxury brands over others. This group, unlike the previous groups, does not worried about the opinion of others, but are solely concerned with their own opinions and their assessment of what luxury is (Walpole, 2007; Buzzle, 2010).

Luxury goods, including watches, provide consumers with a sense of worth as well as symbolic social values that are not readily measurable (Ling, 2009). Ling (2009) described a relationship between social motivations of consumers and their desire to purchase luxury items. As a result, it is important for researchers to focus on how purchasing luxury items plays into the perceived social status of a consumer as well as imparting to them a specific inner experience that is not attained elsewhere.

The desire for luxury brands produced by well-known multi-national companies is directly related to the assurance of quality, which consumers consider critical in their purchasing decisions (Chadha & Husband, 2006). In fact, many consumers desire the prestige they feel when displaying a product that is readily recognizable as a luxury item, such as a high-quality watch, since other individuals (including consumers) understand luxury and are able to afford the best products (Buzzle, 2010; Cho, Fang & Tayur, 2009).

1.3 Statement of Problem

The problem that this research addresses what factors motivate Thai consumers to purchase or consider purchasing luxury watches. This study aims to add to the existing literature that indicates an increase in the consumption of luxury goods, particularly watches in the global market, including the East Asian region. The luxury watch market, like the other segments of the luxury goods market, provides companies with significant income, and sales in these segments are projected to continue growing in the near future as the demand in this market tend to increase steadily (Datamonitor, 2011). However, this could not be the case in Thailand, which has a different growth pattern than many other countries. Instead, different patterns of growth may be seen, and different factors in luxury watch selection may be important in Thailand compared to other countries. Thailand is currently experiencing a steady growth in disposable income as well as a middle class that desires to show its knowledge of luxury products (Sangkhawasi & Johri, 2007). This is different from the common pattern of growth in developed countries, but the precise consumption decision patterns for Thai consumers of luxury watches are as yet unknown. It is important to closely examine how the behavior of Thai consumers is changing compared to they did previously. Specifically, this study will investigate what factors influence Thai consumers' purchasing decision for luxury watches. As such, this study utilized quantitative approach to study the determinants of purchase decision making for luxury watches among Thai consumers. This study will provide updated information about Thai luxury watch consumption factors, which is necessary to adapt the rapid changes in Thai society and culture over the past two decades.

1.4 Value of Study

The recent expanded markets for a variety of goods in Thailand offer considerable long-term opportunities for multi-national companies that provide luxury goods, including luxury watches. Nevertheless, there is lack of knowledge of the Thai luxury marketplace that may potentially limit the ability of many firms to take advantage of the potential luxury sales that exist in this emerging country. This study, therefore, intends to provide a clearer understanding of luxury watch consumer behavior in Thailand that could provide essential information to these firms and subsequently improve their business activities in Thailand. It is essential for retailers and designers of luxury watches to have a thorough knowledge of luxury consumer behavior in order to fully benefit from the growth in this market that is currently underway.

By providing data based on a detailed investigation of luxury watch purchasers in Thailand, this study also provides marketers with valuable information for creating effective marketing strategies to enhance company competitive advantage. In summary, this study will add to the literature relates to the luxury watch market, especially providing more precise information on the Thai consumer. Meanwhile, the study could also provide useful information that is applicable to the global luxury watch market as this study consists of the large samples that cover different demographic and cultural characteristics.

The findings of this study give an investigation through the academic and marketing insights into the Thai population generally. As a newly industrializing country (Prajogo, Laosirihongthong & Sohal, 2007), Thailand has only recently begun to develop an extensive consumer culture, and disruptions such as natural disasters and political unrest have meant that there is relatively little study of Thai consumer culture in the academic literature. Although it is

known that Thai people are enthusiastic about consumption of luxury products, the precise factors in their selection and important reasons for selection are unknown. This study will, therefore provide, information about a particular segment of luxury purchase (the watch), which will offer some insights of consumer in Thailand. This will be useful for other researchers that are studying Thai consumer behavior, particularly, in luxury brands. Thus, this study will have a general contribution to make to the academic literature on Thai buying behavior as well as to the marketing literature.

1.5 Research Objectives and Questions

This study aims to investigate impacts of luxury brand perception on Thai consumer buying decision on luxury watches with following objectives:

1. To investigate the impacts of different demographic factors among Thai consumers on their pattern of buying decision on luxury watch.

2. To investigate the impacts of different demographic factors among Thai consumers on perception towards luxury watch brands.

3. To study the relationship between Thai consumers' perception towards luxury watch brands and their buying decision on luxury watch.

Here below are the research questions:

1. What is the current trend and situation of luxury watch market in Thailand?
2. What are the impacts of different demographic factors among Thai consumers on their pattern of buying decision on luxury watches?

3. What are the impacts of different demographic factors among Thai consumers on perception towards luxury watch brands?
4. Is there any relationship between Thai consumers' perception towards luxury watch brands and their buying decision on luxury watch?
5. How does the perception towards luxury watch brands affect the consumers buying decision?

1.6 Scope of Research

The scope of this research only includes Thai residents who have purchased one or more luxury watches in Thailand. Most of the participants, therefore, are male and older in age than average, due to the demographics of Thai luxury watch buyers. The scope is limited to existing purchasers of luxury watches because only these participants will be able to provide direct evidence for what has actually influenced their buying decisions. It is also limited to those who have purchased watches *in* Thailand, because the matter of interest in this study is the reasons for purchasing watches in Thailand, including the social and marketing context.

1.7 Limitations of this Research

There is an obvious limitation in this research as described below:

- The primary limitation of this quantitative research, similar to most studies of this nature, is that the data will be gathered from a large group of participants which aims to gather breadth data, rather than depth data (Sekaran, 2003). Data is normally gathered from a large sample size, using questionnaire technique (Sekaran, 2003). The use of only a board view from consumers in Thailand in this study could limit the application

of the results to other countries or markets as well as the result may not present in-depth information as it only employs questionnaire as a research instrument.

1.8 Organization of Research

This research is divided into five chapters that are; 1) Introduction, 2) Literature Review, 3) Methodology, 4) Data Findings and Discussion, and 5) Conclusions and Recommendations.

The first chapter illustrates the background information, aims of the research as well as the scope and significances of this study. In the chapter of Literature Review, the researcher reviewed a number of journal articles on luxury fashion industry, consumer buying behavior and factors influencing consumer buying decision on luxury goods. The methodology of this research is presented in Chapter 3. The algorithm of conducting this research is presented step by step, and reasons for selecting each method are described in this chapter. The fourth chapter is data findings as well as discussion of the results with the previous studied in Chapter 2 in order to find the similarities and differences. The final chapter (Conclusions and Recommendations) provides conclusion of this research as well as the recommendations of this study and for future research.

1.9 Definition of Terms

Luxury goods refer to hedonic, exclusive or limited in availability, high-priced, often handmade or made using artisanal methods, and have particular associations such as wealth,

celebrity, and country of origin that increase their value beyond the utilitarian value of their non-luxury equivalent **(**Chevalier & Mazzalovo, 2012; Kapferer, 2005; Danziger, 2005).

Consumer buying behavior refers to the behaviors associated with the identification of consumption needs, choice of consumption patterns, and post-consumption behaviors of consumers **(**Armstrong & Kotler, 2009).

Self-presentation refers to the act of expressing him/herself and behaving in ways designed to create a favorable impression **(**Rocha *et al*., 2005).

Fashion conscious refers to consumers who are interested in, and wanting to wear, fashionable products (Hines *et al*., 2007).

Social motivation refers to influence from social, environment or people (Summers *et al*., 2006).

Demand of assurance of quality refers to require or need in terms of quality (Han *et al*., 2010).

CHAPTER 2: LITERATURE REVIEW

The main purpose of this chapter is to discuss previous literatures that relate to the research area. In this chapter, there are five main sections. It firstly begins with the concept of luxury, following by luxury fashion industry, and discussion on the principles of consumer buying behavior, variations in consumer perceptions and buying decisions across demographic categories and theoretical framework and hypotheses.

2.1 Conceptualization of Luxury

The core concept in this research is the concept of *luxury* as it applies to consumer goods. The precise definition of luxury goods varies depending on the precise definition itself depends on the specific focus of the definition. One common definition of luxury as it applies to this category holds that luxury goods or services entail exclusivity and limited availability, as well as a hedonic nature (meeting wants instead of needs) (Danziger, 2005). This definition is adequate for explaining the purpose of luxury goods, but it does not fully describe the luxury goods market (except for the exclusivity and limited availability). Another aspect of luxury goods is that they are priced much more highly than would be expected given their utilitarian applications, although this is not unique to luxury goods (Kapferer, 2005). Many premium mass-market brands, such as Nike, are also higher-priced than utilitarian (quality and functional aspects) equivalents. Thus, a simple price gap is also not sufficient to define or conceptualize the luxury product. A third aspect of the luxury product is that it is handmade,

using artisanal or traditional craftsmanship methods, and this fact is advertised and promoted as being better than the equivalent factory-made products for example limited edition of handcrafted luxury bag (Chevalier & Mazzalovo, 2012). However, only declare that product is handmade or using traditional craftsmanship methods is insufficient for identifying the product as luxury goods, as there are handmade items that are not luxury items. A final aspect of the nature of a luxury item is that it has associations with concepts like wealth, social status, celebrity, and traditional country of origin that promote it as being a desirable item (Chevalier & Mazzalovo, 2012). A final, combined definition is that luxury goods are hedonic, exclusive or limited in availability, high-priced, often handmade or made using artisanal methods, and have particular associations such as wealth, celebrity, and country of origin that increase their value beyond the utilitarian value of their non-luxury equivalent.

2.2 Luxury Fashion Industry

Luxury fashion is one of the fastest growing segments of the luxury sector (Tungate, 2009). The luxury fashion sector comprises a variety of goods, such as clothing (including ready-to-wear and haute couture), accessories (such as scarves and small items), leather goods (shoes, handbags, and luggage), jewelry, and watches (Tungate, 2009). Many luxury fashion lines also have brand extensions, such as perfumes, makeup, or home goods, which serve to extend the fashion brand into other areas of consumption (Okonkwo, 2007). There may also be lower-priced associated brands intended to commercialize the recognizable name of the luxury fashion brand, like Armani Exchange (A/X) (Tungate, 2009). In this research, the focus will be

on luxury watches only. However, a broader understanding of the role of luxury fashion in consumption is particularly important.

2.2.1 Luxury Fashion Industry in Asia

Asia, especially China and Japan, is one of the most enthusiastic regions for consumption of luxury fashion goods (Chadha & Husband, 2006; Lu, 2011). This tendency towards luxury consumption began in earnest during the 1980s, with a rapid expansion of disposable income in Japan, especially for women, and a subsequent move toward Western luxury fashion (Chadha & Husband, 2006). It has continued across Asia as personal incomes have risen, driven in part due to desire for Western status symbols as well as a high social priority of dress and appearance (Lu, 2011). However, it is worth noting that the luxury fashion sector is on the rise worldwide, indicating that this is also part of the worldwide trend (Chevalier & Mazzalovo, 2012).

2.2.2 Luxury Fashion Industry in Thailand

Trends in Thailand suggest that Thai consumption of luxury goods is on the rise, as is consumption of luxury goods from Asia Pacific tourists taking advantage of relatively low taxation and duty rates (Chevalier & Mazzalovo, 2012). There are various reasons posed for this increase in demand for luxury goods. Han *et al*., (2010) examined the role of brand prominence, or the overall level of recognition a brand receives, found that need for status recognition played a role in luxury brands, as did income. Han *et al*., (2010) also found that wealthy consumers in Thailand (as well as other places in a cross-cultural study) were likely to choose brands based on their prominence and the need for social recognition of their wealth.

Park and Reisinger (2009) found that Asian buyers of luxury goods were often buying these products for gifts, as a means of cementing social relationships or supporting status. These may be considered traditional influences on luxury consumption.

One potential factor is globalization, which means that luxury brands are increasingly available globally (or at least in major markets), which tends to blur traditional concepts of luxury and attitudes toward them (Wiedmann etal., 2007). Another potential influence is the increasing role of digital media, which is more convenience comparing to traditional way such as direct sale (Atwal & Williams, 2009).

2.3 Principles of Consumer Buying Behavior

Consumer buying behavior refers to the behaviors associated with the identification of consumption needs, choice of consumption patterns, and post-consumption behaviors of consumers (Armstrong & Kotler, 2009). In general, a model of consumer buying behavior involves with five stages in this process, including identifying needs or wants, identifying alternatives to meet the needs or wants, selecting an alternative, taking action, and evaluating the consumption decision (Armstrong & Kotler, 2009). However, this model is inadequate to explain all consumption decisions, because of the variety of consumption situations that occur—for example, consumers undertaking a routine purchase may simply identify a need and fill it with a pre-determined appropriate consumption choice, rather than carefully evaluating alternatives (Pride & Farrell, 2011). Similarly, consumers may decide that there is no consumption decision to be made, or make a decision that does not involve buying (such as reusing, repurposing, or borrowing items that fill the need). In many cases, the decision

making process differs based on involvement, or the amount of energy expended by the consumer in making the decision (based on factors such as expected durability and cost of the product as well as visibility of the purchase) (Bauer *et al*., 2006). In general, according to the research by Bauer *et al.* (2006), more expensive and higher-status products (such as clothing) will be associated with a more detailed consumer decision.

2.3.1 Maslow Hierarchy of Needs

In the five-stage model of consumer decision making, the fundamental point of the decision is recognizing that there is a need or want that is unfilled. Thus, understanding these needs or wants is a key to understanding the decision process. One tool that can be used by marketers to understand these needs is the Maslow hierarchy of needs (Boone & Kurtz, 2011). This hierarchy defines five levels of needs based on physiological, psychological, and social dimensions. These levels are summarized as follows:

- Physiological needs, such as food, water, and shelter, must be met before any subsequent action
- Safety needs include physical security and long-term financial safety
- Belongingness needs include the need for home, family, friends, and lovers
- Esteem needs include the need for social status and acceptance
- Self-actualization needs include the need for education, self-fulfillment, and spiritual or adventure desires (Boone & Kurtz, 2011)

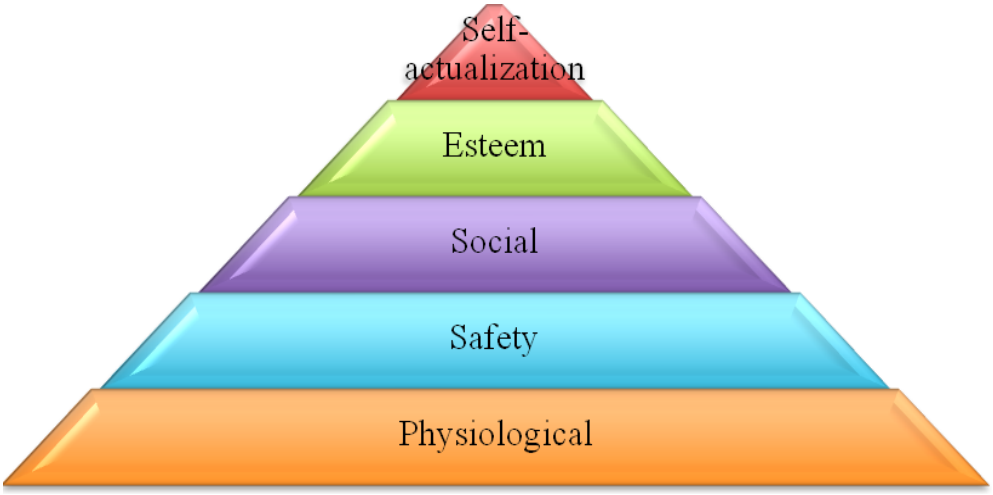

Figure 1 - Maslow's Hierarchy of Needs

Source: Adapted from Stum (2001, p.6)

Different types of products are intended to meet different types of needs, and will be purchased with different frequency and cognitive effort. For example, food products, which meet physiological needs (the lowest level of the hierarchy) commonly, are purchased without significant cognitive effort being placed into the choice (Boone & Kurtz, 2011). In contrast, esteem needs are often met with high-involvement behaviors and considerable concern for how it will appear. Boone and Kurtz (2011) specifically identified that Rolex watches (a well-known luxury watch brand) as an esteem need, especially intended to meet status demands. A test of Maslow's hierarchy of needs in cross-cultural consumption of branded products suggests that branded products meet requirements for risk reduction (at the safety level) and self-demonstration (at the esteem level) (Asamoah *et al*., 2011).

2.3.2 Theories of Consumer Decision

Theories of consumer decision, including Maslow's hierarchy of needs, can be applied to the decision to consume luxury goods, which is the key element in this research. One interesting area of luxury industry is the consumer decision to buy counterfeit luxury brands, which meet the status requirements of the luxury good (through using the brand name) without the presumed utilitarian advantages (such as better materials or construction quality) (Wilcox et at., 2009). Wilcox *et al*. (2009) found that consumers met only one type of need (an esteem need for recognition) through the consumption of counterfeit luxury goods, but that they also showed a subsequent loss of preference for non-counterfeit luxury goods. This suggests that esteem needs are the most relevant to consumption of luxury goods, rather than improvements in utilitarian function. Another study conducted by Dunning (2007) also found that self-image and esteem needs was a determinant of the consumer decision regarding luxury goods, with consumer decision aftereffects such as endowment and compensation stemming from the fulfillment of self-esteem needs. Furthermore, research has also shown that even consumers in the lowest income groups (as many Thai residents are) seek out ways to meet social and esteem needs, as well as other higher-order needs (Subrahmanyan & Gomez-Arias, 2008). This suggests that it is appropriate to consider issues of consumption even in cases where a developing economy still indicates a relatively low per capita income. Given the bulk of this information, it is clear that theories of the consumer purchase decision and Maslow's hierarchy of needs directly relate to the purchase decision for luxury fashion goods (such as watches, the focus of this research). While the consumer purchase model describes how a decision is made, Maslow's hierarchy identifies *why* it is made and *what* types of need it serves.

Maslow's hierarchy of needs provides a means of understanding the consumption decision for luxury watches. For example, they might meet esteem or social needs. Dunning's (2007) study shows that self-esteem needs are directly connected to the decision to consume luxury goods. In this study, this could potentially apply to the decision to consume luxury watches, although it could also be more complex (such as being based on social status considerations). Furthermore, it is known that consumers – even those in lower income groups – will find ways to meet social and esteem needs (Subrahmanyan & Gomez-Arias, 2008). Because of this, the Maslow's hierarchy of needs provides a way to conceptualize the consumer's purchase of the luxury watch as a needs fulfillment exercise.

2.4 Variations in Consumer Perceptions and Buying Decisions across Demographic Categories

The core of this research is to determine how consumers differ in their perception and purchasing decision of luxury goods. It is a basic tenet of marketing that different consumers perceive goods in different ways, based on their demographic, psychographic, and cultural influences (Pride & Farrell, 2011). This study will attempt to tease out these differences in Thai consumers, especially focusing on demographic differences. The research focuses on luxury goods, although other goods are used as comparative studies when appropriate. Within this section, a brief review of existing literature on Thai perceptions of luxury fashion goods is conducted. A further study based on different demographic factors (including age, gender, education and income) is also discussed.

2.4.1 Thai Consumer Perceptions of Luxury Fashion

There have been a number of studies that have addressed the Thai consumer perception of luxury fashion and to some extent how this influenced purchase behaviors.

One study previously discussed found that Thai consumers perceive Western luxury fashion brands as symbols of social status and wealth (Han *et al*., 2010). Thus, more recognizable brands are preferred as a means of self-identifying the individual as having a high social status. However, this positioning makes the luxury fashion brand or good vulnerable to abandonment if it becomes commonly counterfeited (Commuri, 2009). While consumers that routinely purchase counterfeit goods may continue to purchase these goods because of their continued high social status; those that tend to purchase non-counterfeit goods may stop buying the brand in order to avoid being associated with a frequently counterfeited product, making the relationship between brand and product unstable and likely to change (Commuri, 2009; Wilcox *et al*., 2009). Thus, the relationship of Thai consumers to the brand perception can be characterized as unstable and contingent on continued indication of social status, rather than on utilitarian factors (quality and functional). Though counterfeit consumers may continue to buy the goods, this does not mean that genuine consumers will.

One key element of Thai consumer perceptions of luxury fashion is the issue of status consumption, or consumption intended to mark social status (Lertwannawit & Mandhachitara, 2012). The perception of luxury goods is, thus, extended not just to well-being or personal hedonic enjoyment, but instead to indications of status or wealth. However, Thai consumers are also somewhat more adventurous than some in their perception of luxury status brands, as indicated by a study comparing Thai and Norwegian consumers and their acceptance of

provocative imagery in luxury brand promotion (Prugsamatz *et al*., 2007). In particular, Thai consumers are more likely to accept sexual, joking, and unconventional imagery in brand promotions and are not conservative about the advertisement. Prugsamatz *et al.* (2007) found that Thai consumers had more positive perceptions of luxury brands that used provocative imagery in their advertisements (such as sexualized imagery or that which directly contravened social norms), suggesting that rigid compliance to hierarchical social status requirements does not fully describe Thai perceptions of luxury brands. However, there is still a level of discomfort in at least some Thai perceptions of luxury status brands, since these brands evince materialism and emphasis on status and wealth that is not necessarily consistent with traditional norms within Thai culture (Sangkhawasi & Johri, 2007). Sangkhawasi and Johri (2007) found that these brands can be seen to increase materialism, leading to a negative impact on social norms; this is particularly noticeable among the poor or marginalized groups who do not have strong status indicators within Thai society generally. Materialism can be explained as a desire for more or greater consumer goods, especially branded or Western consumer goods, and increased consumption (Sangkhawasi & Johri, 2007). They further concluded that consumerism negatively affects the social norm due to the attitudes on thrift and conservation (Sangkhawasi & Johri, 2007).

There are varieties of relationships between perceptions of luxury fashion goods and other aspects of the fashion. These include self-presentation, fashion consciousness, quality assurance, and social motivations. Okonkwo (2007) notes that presentation of the self is one of the main reasons that consumers choose luxury fashion, and that the notion of the self is linked to perceptions of luxury fashion brands. Fashion consciousness is another obvious link to luxury fashion perceptions (Okonkwo, 2007). Those with a high level of fashion consciousness

and knowledge could be termed fashion mavens, and they are likely to follow fashion intensively and to be aware of fashionable brands and styles. Third, consumers may perceive luxury fashion as a quality assurance issue; since products are perceived to be of higher quality and made from better materials (Okonkwo, 2007), those that are very interested in high quality merchandise are likely to select luxury fashion. Finally, social position and social impact are likely to be part of luxury fashion selection, since the choice of a luxury fashion brand has specific implications about the social position of the buyer (Okonkwo, 2007).

Based on the evidence of previous studies as discussed, consumer perceptions of luxury fashions can be defined in four components, including 1) self-presentation, 2) fashion consciousness, 3) quality assurance, and 4) social motivations. These components will all influence consumer buying behavior because they are all linked to the choice not just of luxury fashion generally, but also of the specific luxury fashion brand (Okonkwo, 2007).

2.4.2 Demographic Differences in Consumer Buying Behavior and Perception of Luxury Fashion

There are a variety of other factors involved in consumer buying behavior and perception of luxury fashion, such as psychographic (or attitudinal) factors and demographic factors (Pride & Farrell, 2011). In this research, demographic factors are focused on because it has been identified by a number of scholars that this factor is one of the key determinants of consumer's perception and consumer buying behavior of luxury fashion (Park *et al*., 2008; Pride & Farrell, 2011; Chevalier & Mazzalovo, 2012; Lertwannawit & Mandhachitara, 2012). Age, gender, education, and income are the four identified demographic factors that are likely

to influence the consumer buying decision (Park *et al*., 2008; Okonkwo, 2007; Truong *et al*., 2008; Lu, 2011). The following subsection will discuss these concepts in details.

2.4.2.1 Age and Consumer Buying Behavior of Luxury

Age is one of the most commonly examined variables in demographic analysis of the luxury fashion buyer around the world, though there is not yet much evidence from Thailand specifically. However, there is evidence from other Asian cultures with similar Confucian value systems, like Korea and China, which can be used to provide some insight into this variable. Park *et al*., (2008) examined the perceptions of young Korean consumers toward luxury fashion and they found that in young consumer (university student), the primary reasons that individuals purchased luxury fashion items included purchasing frequency of all brands, conformity, and overall age, though vanity was not a factor (Park *et al*, 2008). Gao *et al*., (2009) who did the research in China found that younger consumers were the most likely group to purchase luxury goods, with the largest group of purchasers in the youngest age bracket studied. In Park *et al*., (2008) study, frequency of purchasing luxury fashion went down as age went up, suggesting that this became less attractive over time. These findings are consistent with other research, which suggests that younger consumers are more likely to purchase luxury fashion goods because of 1) a combination of high esteem needs and 2) more disposable income as they receive income support from family and lack of family responsibilities (Chevalier & Mazzalovo, 2012). Thus, the broadest consumption levels for luxury goods are likely to be seen at the youngest levels. There has been a spike seen in the "baby boom" generation or "generation me" in Western countries, where there is a perception of specialness

or deservedness that drives luxury consumption (Atwal & Williams, 2009). However, it is unknown whether this will emerge in Thai consumers.

2.4.2.2 Gender and Consumer Buying Behavior of Luxury Fashion

Gender is another aspect of luxury fashion perception that is commonly studied in business areas. The typical luxury fashion consumer is female and is interested in fashion as an artistic or aesthetic interest as well as a status interest (Okonkwo, 2007). However, this difference is not as fixed as it might be. In particular, it is increasingly common for men (especially metropolitan men) to be concerned with and fashion-conscious, which is likely to drive a more positive perception of luxury fashion goods (Lertwannawit & Mandhachitara, 2012). An additional factor is that the luxury watch is often considered a mark of status for men, especially older men (Lu, 2011). However, this is not necessarily a fixed aspect of the consumption decision, as studies also indicate that young women may be active consumers of luxury watches (Ciornea *et al*., 2012). Although evidence clearly indicates that there is a difference between men and women, it is uncertain in what direction this difference will be perceived.

2.4.2.3 Education and Consumer Buying Behavior of Luxury Fashion

Education is in itself one of the ways that the individual can signify social status, as it reflects familial resources and time spent learning rather than working (Truong *et al*., 2008). However, education and fashion consumption differ in terms of their conspicuousness (Truong *et al*., 2008), and thus may not be directly linear. However, there is evidence suggests that

educational level does make a difference in consumption. One study of luxury consumers in China found that all luxury consumers held a Bachelor or Master's degree, compared to non-consumers, whose educational backgrounds were more mixed among lower and higher education levels (Lu & Pras, 2011). This does suggest that there is a strong educational component to whether an individual will purchase luxury goods.

2.4.2.4 Income and Consumer Buying Behavior of Luxury Fashion

The final demographic factor to be considered in this study is income. Income is an obvious factor in consumer choices for luxury goods, but it is not necessarily fixed. An evidence from Ciornea *et al*., (2012) shows that even young women in precarious financial situations will find ways to finance their luxury buying (Ciornea *et al*., 2012), while Lu (2011) suggests that some wealthy people will not engage in luxury buying (Lu, 2011). Higher income levels are associated with the purchase of potentially controversial luxury items, which could suggest that luxury fashion plays less of a status role for wealthier consumers than it does for less wealthy consumers (Summers *et al*., 2006). Ultimately, however, studies have suggested that the majority of luxury fashion buyers are in higher income brackets or otherwise have higher levels of disposable income (Kim & Ko, 2012), while consumers with lower income may seek the same status enhancements from counterfeit or copycat brands (Wilcox *et al*., 2009).

2.4.2.5 Age and Perception of Luxury Fashion

As previously noted, the perception of luxury fashion is divided into four components, including self-presentation, fashion consciousness, quality assurance demands, and social motivations. It is important to consider age and its influence on each of these areas in order to understand the potential influence of age on perception of luxury fashion. One study on age and fashion in England, Brazil, and China found that age does influence the choice of fashion and the fashion requirements, with older consumers generally requiring higher quality but more conservative clothing than younger consumers (Rocha *et al*., 2005). Age is also a factor that is specifically targeted by fashion brands, with demographic characteristics such as desired age playing a specific role in the formation of the brand (Hines *et al*., 2007). For example, European retailer H&M is deliberately positioned for a fashion-conscious younger consumer, while similar retailer Zara is positioned more for a quality-aware older consumer. This positioning has implications for the social meaning of the brand, which will change depending on the consumer's age (Hines *et al*., 2007). As a result, consumers will feel a brand is 'too old' or 'too young' depending on their age and the age of the brand's target audience. These studies strongly suggest that there is a relationship between all four of the components of perception of luxury fashion and the age of the consumer, which implies that age may act as an influence on the perception of the luxury fashion area for each of these areas.

2.4.2.6 Gender and Perception of Luxury Fashion

Like age, gender also plays a role in the perception of all four components of luxury fashion, though it may be somewhat different. First, it is obvious to state that some fashion

brands are more directed to one gender or another (Hines *et al*., 2007). This means that fashion conscious buyers from each gender may have a different experience with the selection of a given brand, because the brand has different aspects to offer to each gender (Hines *et al*., 2007). However, there are deeper differences than this. For example, women are more likely to be fashion conscious in the first place, and as such there may be a difference in the perceived acceptance of the role of fashion in self-presentation for women (Rocha *et al*., 2005). In a study of Australian fashion consumers, women were found to buy fashion items more often and spend more on them than men, suggesting a strong link between gender and fashion perceptions generally (Pentecost & Andrews, 2010). This study also found that women had stronger attitudes toward fashion and signs of fashion flagship (analogous to fashion consciousness) (Pentecost & Andrews, 2010). Finally, the gendered nature of fashion means that there are much stronger impetuses for women to purchase fashion and luxury items as a means of presentation of the self, while men may be more free to focus on the quality or durability of items rather than their fashion value (Entwhistle, 2000). This means that once again all four dimensions of the perception of luxury fashion are likely to be affected by gender.

2.4.2.7 Education and Perception of Luxury Fashion

While age and gender had strong support in the literature for their impacts on the perception of luxury fashion, the role of education is somewhat less clear. It is known that as education levels in a given country have risen, so has a drive toward the selection of luxury fashion (which may be related to the increase in income associated with a rise in education)

(Djelic & Ainamo, 1999). Education has not been found sufficient to explain the selection of luxury goods in a developing market, although education combined with family background or wealth can go further towards explaining the choice of luxury goods (Husic & Cicic, 2009). There may be a cumulative effect for self-presentation and social motivations; however, as one study did find that there was a strong relationship between education level and self-identity (Kim *et al*., 2011). This finding, which indicated that those with a Bachelor degree or higher had a stronger relationship between self-identity and choice of luxury fashion, does suggest such a relationship. Another study has found that education can be a factor in the selection of a controversial luxury product, which suggests that education may lessen the importance of the social motivation or change the criteria on which the social motivation may be based (Summers *et al*., 2006). Taken together, these studies suggest that education, like age and gender, will influence the four dimensions of luxury fashion perception, although the direction of change is not as clear as it was with age and gender.

2.4.2.8 Income and Perception of Luxury Fashion

Unlike education, there is clear evidence for the influence of personal income on the perception of luxury fashion. One study found that those with higher income experienced a 'snob effect', where luxury fashion items were selected for a specific social motivation (as a means of setting themselves apart socially as individuals with high status or a lot of money) as well as a quality assurance motivation (buying the best products possible) (Husic & Cicic, 2009). A second study indicated that individuals with increasing income become less accepting of counterfeit and more likely to purchase real luxury goods because of improved social and

quality impacts (Yoo & Lee, 2009). This study also indicated that increased fashion consciousness could also be associated with increased income, with those with higher income becoming less likely to buy counterfeits because they are not fashionable (Yoo & Lee, 2009). Overall, it is those with higher income that are more likely to buy luxury fashion items specifically, as this plays a significant role in self-presentation for wealthier and higher-status individuals (or those who want to project the image of being wealthier and higher status) (Okonkwo, 2007). Furthermore, luxury fashion brands deliberately target higher-income individuals, and this targeting means that there is both a personal and social understanding that those with higher income ought to purchase the luxury brands so promoted (Okonkwo, 2007). Based on these findings, it is entirely reasonable to select income as one of the demographic factors in this study that will likely have an influence on consumer perceptions of luxury fashion in all four dimensions.

Ultimately, the previous studies has shown that consumers from different demographic factors have differences in perception which generate variances in buying decisions, even when faced with the same basic need to fulfill. Furthermore, there is a strong relationship between the consumer perception of luxury fashion goods and buying decisions. The conclusion of this overview is that the buying decision for luxury watches will vary based on these demographic factors, based on differences in perception of the luxury watch as a product. By taking into account the factors like age, gender, education, and income level, the present study can identify factors outside brand preferences and shared referents for quality or value within Thai society that could influence the decision to purchase luxury goods. This is necessary because, as this section has shown, consumer decisions often vary widely depending on these demographic and socioeconomic factors. By identifying differences in consumer perception and consumer

decision between these groups, it will be possible to provide marketers and others with more detailed information about Thai demographic segments for luxury watches. Thus, these categorical classifications serve a critical purpose in this study.

2.5 Theoretical Framework and Hypotheses

Theoretical framework of this study contains three main components; 1) demographic factors, 2) perception of luxury brand and 3) consumer buying decision on luxury brand. The first component (demographic factors; age, gender, income level and education level) is drawn from a number of literatures such as Park *et al*., (2008), Pride and Farrell (2011), Chevalier and Mazzalovo (2012), Lertwannawit and Mandhachitara (2012), Okonkwo (2007), Truong *et al*. (2008) and Lu (2011). The second component (perception of luxury brand; social motivation, demand of assurance, fashion conscious and self presentation) is developed from Han *et al*. (2010), Commuri (2009), Wilcox *et al*. (2009), Prugsamatz *et al*. (2007) and Sangkhawasi and Johri (2007). The final component which is consumer buying decision on luxury brand is created based on consumer buying behavior theory (Dunning, 2007; Subrahmanyan & Gomez-Arias, 2008; Wilcox *et al*., 2009).

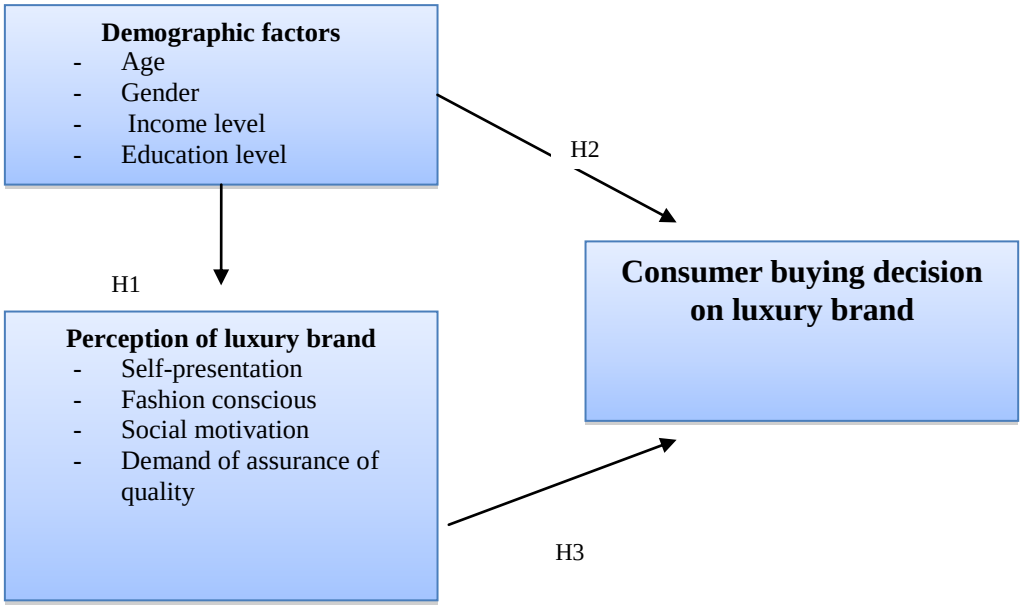

Figure 2 - Conceptual Framework of this Study

Source: Modified based on previous studies mentioned above

Base on the theoretical framework above, a number of hypotheses are formulated;

H1: Consumers with different demographic factors will have different perception of luxury fashion watch (including self-presentation, fashion conscious social motivation and demand of assurance of quality)

H1a: Consumers with different age levels will have different perceptions of luxury fashion watch in term of *self-presentation*.

H1b: Consumers with different age levels will have different perceptions of luxury fashion watch in term of *fashion conscious*.

H1c: Consumers with different age levels will have different perceptions of luxury fashion watch in term of *social motivation*.

H1d: Consumers with different age levels will have different perceptions of luxury fashion watch in term of *demand of assurance of quality*.

H1e: Consumers with different gender will have different perceptions of luxury fashion watch in term of *self-presentation*.

H1f: Consumers with different gender will have different perceptions of luxury fashion watch in term of *fashion conscious*.

H1g: Consumers with different gender will have different perceptions of luxury fashion watch in term of *social motivation*.

H1h: Consumers with different gender will have different perceptions of luxury fashion watch in term of *demand of assurance of quality*.

H1i: Consumers with different income levels will have different perceptions of luxury fashion watch in term of *self-presentation*.

H1j: Consumers with different income levels will have different perceptions of luxury fashion watch in term of *fashion conscious*.

H1k: Consumers with different income levels will have different perceptions of luxury fashion watch in term of *social motivation*.

H1l: Consumers with different income levels will have different perceptions of luxury fashion watch in term of *demand of assurance of quality*.

H1m: Consumers with different education levels will have different perceptions of luxury fashion watch in term of *self-presentation*.

H1n: Consumers with different education levels will have different perceptions of luxury fashion watch in term of *fashion conscious*.

H1o: Consumers with different education levels will have different perceptions of luxury fashion watch in term of *social motivation*.

H1p: Consumers with different education levels will have different perceptions of luxury fashion watch in term of *demand of assurance of quality*.

H2: Consumers with different demographic factors will have different buying decisions on luxury fashion watch.

H2a: Consumers with different age levels will have different buying decisions on luxury fashion watch.

H2b: Consumers with different genders will have different buying decisions on luxury fashion watch.

H2c: Consumers with different income levels will have different buying decisions on luxury fashion watch.

H2d: Consumers with different education levels will have different buying decisions on luxury fashion watch.

H3: There is a significant correlation between consumer perception of luxury fashion watch and consumer buying decision on luxury fashion watch

H3a: There is a significant correlation between consumer perception of luxury fashion in term of *self-presentation* and consumer buying decision on luxury fashion watch

H3b: There is a significant correlation between consumer perception of luxury fashion in term of *fashion conscious* and consumer buying decision on luxury fashion watch

H3c: There is a significant correlation between consumer perception of luxury fashion in term of *social motivation* and consumer buying decision on luxury fashion watch

H3d: There is a significant correlation between consumer perception of luxury fashion in term of *demand of assurance of quality* and consumer buying decision on luxury fashion watch

2.6 Summary

This chapter has begun by defining the concept of luxury as a category of goods or services that are fundamentally hedonic, high-priced, and marked by characteristics such as strong country of origin connections, handmade or artisanal nature, and association with wealth and celebrity as well as an exclusive or limited nature (Section 2.1). This is an increasingly common segment even for non-wealthy buyers, but it is primarily associated with higher socioeconomic status buyers. The review then discussed the patterns of luxury fashion consumption in Thailand and in Asia generally (Section 2.2). Although there is limited information available for Thailand, information for the Asian region makes it clear that this is an increasingly common area of consumption. The third point of discussion was consumer buying behavior and consumer perceptions (Section 2.3). This is characterized by a five-stage model of consumer decision making, although it should be noted that this model may be shortened or changed in the individual decision depending on the characteristics of the buyer. This model is important for understanding how consumers choose to make particular decisions

and prioritize purchases. An important point of this chapter was differences that have been found in the literature in buying behaviors and consumer perceptions (including, 1.social motivation, 2. demand of assurance of quality, 3. fashion conscious and 4. self presentation) based on demographic differences such as age, gender, education, and income level (Section 2.4). These perceptions are highly likely to lead to differences in the consumer buying decision in regard to luxury watches, as noted in studies of other differences in luxury purchasing decisions. However, these differences have not been extensively tested in Thai consumers of luxury goods. The literature review was then used to form a theoretical framework and state hypotheses to be tested in this research (Section 2.5). The method that will be used for testing these hypotheses is discussed in Chapter 3 (Methods).

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Approach

There are several different logical approaches used when designing research. The most common of these approaches are deductive and inductive logic. Deductive logic begins with a general statement (a theory or theoretical framework) and then determines if that general statement can be applied to a specific situation (Blaikie, 2009). Deductive logic is the logic of hypotheses and theory testing. In contrast, inductive logic begins with observation of a specific situation, and then seeks out a theory to explain the situation. In other words, inductive logic is the logic of theory generation.

In this research, deductive logic has been selected as the appropriate research approach. Using a deductive approach, a generalized theoretical framework will be derived from the existing literature and applied to the selection of luxury watches by Thai consumers. The theoretical framework will have been tested in other consumer decision situations, making it a specific application of a general theory of consumer behavior. This is an appropriate approach because there is already a strong existing theoretical base for consumer behavior that can be applied to the specific research situation. The use of induction is also potentially difficult for the current research, given that it relies on intensive observation of information and derivation of theoretical frameworks that are outside the bounds of resources available for this project. Based on this resource limitation and the available studies of consumers and the effects of demographic factors on consumer perception, the deductive approach is more appropriate for this research and will be used.

3.2 Research Strategy

This research focuses on a cross-sectional research design. Cross-sectional research creates a snapshot or cross-section of a given research situation at a single point in time, and collects information during a set period (Gravetter & Forzano, 2008). The cross-sectional design requires substantial preparation, but does not require manipulation of variables (as in experiments) or repeated observations (as in longitudinal research). As such, the cross-sectional design is most consistent with both the goals of the research (including generalizable findings in a single population) and the resources available to the researcher. The cross-sectional design also offers a controlled research design with relatively few steps, which are ordered in a strict sequence of data collection and analysis (Bryman, 2012). This makes it ideal for a beginning research project, as in this case.

3.3 Research Method

Research methods can be sorted into two different types. Quantitative methods collect data using standardized forms and instruments (such as experimental data collection or surveys), and then analyze this data using statistical or numerical analysis (Mooi & Sarstedt, 2011). In contrast, qualitative research collects data using non-standardized techniques (such as observation, interview, or document review) and analyses it using textual, thematic, or narrative analysis techniques (Valtonen & Moisander, 2006). These two types of research methods are used to answer different types of research questions; while qualitative research is ideal for answering questions about how and why specific situations occur, quantitative research is ideal for describing and identifying cause and effect between variables (Blaikie,

2009). Quantitative research must also be used for hypotheses testing and for generalization from a sample to a population, neither of which are tasks that can be performed using qualitative analysis (Bryman, 2012). These strengths of the quantitative research design as compared to the qualitative research design have suggested quantitative research as the ideal approach for this research, which is intended to prove hypotheses regarding the consumer behavior and to enable generalization across the population. Quantitative research also has a number of other strengths, including that it is commonly used in marketing and consumer research (Zikmund & Babin, 2012) and that the quantitative research method provides a more defined research approach.

Thus, this research will use a quantitative research method based on a survey data collection instrument as this allows researcher to gather a large size of sample and the data can be statistically calculated which can be used to confirm or reject hypotheses.

3.4 Data Collection and Sampling Procedure

The target population of the research will be Thai consumers that live in Bangkok, and who have purchased luxury watches at some time in the past. A sample from this population will be chosen using an appropriate sampling method. As of this time, the size and demographic characteristics of this population is unknown. The sample size used in this study is calculated using the formula below;

$$n = \frac{Z^2\, p(1-q)}{E^2}$$

Where:

n= sample

Z^2= square of the confidence level in standard error units

p= estimated proportion of success. Borradaile (2003) suggested that p value should be 0.5.

q= 1-p, or estimated proportion of failures

E^2=square of the maximum allowance of error between the true proportion and the sample proportion. The acceptable error is 0.05 (5%)

For that reason, the appropriate sample size of this research is;

$$n = \frac{(1.96)^2(0.5)(1-0.5)}{(0.05)^2}$$

$$n = 384.16 \text{ or } 385$$

A sampling procedure used is convenience sampling technique that select sample based on their availability (Sekaran, 2003). This technique helps researcher to gather a large amount of data in a short period of time.

In quantitative research, data is collected using a standardized instrument or method that collects the same information from each participant (Mooi & Sarstedt, 2011). In this research, the instrument that will be used will be a questionnaire survey, which consists of a self-administered survey (or instrument that reflects on past experience and attitudes without attempting to change them) (Zikmund & Babin, 2012). The researcher will design the questionnaire and test it using established techniques for designing and testing marketing instruments (Brace, 2008). The questionnaire will use a combination of types of item (including numeric, categorical, and Likert scale) to collect information from the participants, which can then be analyzed in a standard fashion (as discussed below). The questionnaire's strengths of enabling standardized and rapid data collection, as well as consumer familiarity with the format and the ability to collect a significant amount of data rapidly (Brace, 2008), make this an ideal data collection approach. The questionnaire can also be directly targeted to the research aims and objectives, allowing for information that is clearly relevant to the research question. The main weakness is that it cannot collect information outside the research area, but for this exploratory research this is an acceptable limitation.

The questionnaire begins with screening question which intends to classify the respondents into two groups; consumers who have purchased luxury watch and who have never purchased luxury watch. The respondents who have purchased luxury watch are used in this study while the respondents who have never purchased luxury watch are eliminated from this study.

The items used in the questionnaire (Likert scale) are adapted from previous studies which can be seen in table below.

Table 1 - Items Used in the Questionnaire

Variable	**Component**	**Item of questionnaire**	**Source**
Perception of luxury fashion	Self-presentation	1. I purchase luxury watch because I want others to view me as an upper class status.	Sriviroj (2007)
		2. I purchase luxury watch to differentiate myself from others.	
	Fashion conscious	3. When I must choose between two watches, I go for fashion, not for comfort.	Nam *et al*., (2007)
		4. I usually have one or more watches that are of the latest style	
	Social motivation	5. I purchase luxury watch to fit in with my friends.	Sriviroj (2007)
		6. I purchase luxury watch regardless of what other people think.	
	Demand of assurance of quality	7. Luxury watched have a perfect warranty.	Hanzaeeand Rouhani(2011)
		8. I consider quality as a priority when purchasing luxury watch.	Sriviroj (2007)
Consumer buying decision on luxury fashion watch		9. I would pay considerably more money for a watch from a brand that I knew to be extremely luxury.	Viriyavidhayavongs and Yothmontree (2002)
		10. Given a choice between two watch brands, one luxury and the other not luxury, I would always choose to buy from the luxury brand.	

3.5 Data Analysis

Data analysis for quantitative research involves the integration of data into a single dataset, followed by statistical analysis using a standard statistics package (Peck & Devore, 2011). In this research, three key statistical tests will be used to analyze the data which are; t-test, one-way ANOVA and Pearson Correlation. The first and second objectives are tested using t-test and one-way ANOVA. These tests are used for comparing means and standard deviations between sub-samples in a study, in order to determine whether there are statistically significant differences in the means (Peck & Devore, 2011). The independent t-test for difference in means compares two different groups (such as male and female), while the one-way ANOVA can compare two or more groups using the same calculation. The one-way ANOVA test can also be accompanied by post hoc analysis (such as LSD or Bonferroni techniques) that enable the researcher to determine which groups (out of three or more) have significant differences in means (Peck & Devore, 2011). Thus, these tests will allow the researcher to determine whether there are any significant differences in demographic groups. The third objective will be tested using Pearson correlation, a test that determines the strength of a linear relationship between two variables (consumer's perception of luxury fashion watch and consumer buying decision on luxury fashion watch) (Peck & Devore, 2011). This test determines whether there is a potential connection between two variables and, if so, what direction that connection is in and how strong it is. While this does not identify causality, it can identify potential relationships between variables, making it useful for exploring the third objective. The summary of hypotheses and analysis tool is presented in Table 2 below:

Table 2 - Summary of Hypotheses and Analysis Tool

Hypotheses	Variable	Analysis tool
H1: Consumers with different demographic factors will have different perception of luxury fashion watch (including self-presentation, fashion conscious social motivation and demand of assurance of quality)	Perception of luxury fashion and demographic factors	N/A
H1a: Consumers with different age levels will have different perceptions of luxury fashion watch in term of *self-presentation*.	Self-presentation and age	One-way ANOVA
H1b: Consumers with different age levels will have different perceptions of luxury fashion watch in term of *fashion conscious*.	Fashion conscious and age	One-way ANOVA
H1c: Consumers with different age levels will have different perceptions of luxury fashion watch in term of *social motivation*.	Social motivation and age	One-way ANOVA
H1d: Consumers with different age levels will have different perceptions of luxury fashion watch in term of *demand of assurance of quality*.	Demand of assurance of quality and age	One-way ANOVA
H1e: Consumers with different gender will have different perceptions of luxury fashion watch in term of *self-presentation*.	Self-presentation and gender	t-test
H1f: Consumers with different gender will have different perceptions of luxury fashion watch in term of *fashion conscious*.	Fashion conscious and gender	t-test
H1g: Consumers with different gender will have different perceptions of luxury fashion watch in term of *social motivation*.	Social motivation and gender	t-test
H1h: Consumers with different gender will have different perceptions of luxury fashion watch in term of *demand of assurance of quality*.	Demand of assurance of quality and gender	t-test
H1i: Consumers with different income levels will have different perceptions of luxury fashion watch in term of *self-presentation*.	Self-presentation and income	One-way ANOVA

H1j: Consumers with different income levels will have different perceptions of luxury fashion watch in term of *fashion conscious*.	Fashion conscious and income	One-way ANOVA
H1k: Consumers with different income levels will have different perceptions of luxury fashion watch in term of *social motivation*.	Social motivation and income	One-way ANOVA
H1l: Consumers with different income levels will have different perceptions of luxury fashion watch in term of *demand of assurance of quality*.	Demand of assurance of quality and income	One-way ANOVA
H1m: Consumers with different education levels will have different perceptions of luxury fashion watch in term of *self-presentation*.	Self-presentation and education	One-way ANOVA
H1n: Consumers with different education levels will have different perceptions of luxury fashion watch in term of *fashion conscious*.	Fashion conscious and education	One-way ANOVA
H1o: Consumers with different education levels will have different perceptions of luxury fashion watch in term of *social motivation.*	Social motivation and education	One-way ANOVA
H1p: Consumers with different education levels will have different perceptions of luxury fashion watch in term of *demand of assurance of quality*.	Demand of assurance of quality and education	One-way ANOVA
H2: Consumers with different demographic factors will have different buying decisions on luxury fashion watch.	Consumer buying decision on luxury fashion and demographic factors	N/A
H2a: Consumers with different age levels will have different buying decisions on luxury fashion watch.	Consumer buying decision on luxury fashion and age	One-way ANOVA
H2b: Consumers with different genders will have different buying decisions on luxury fashion watch.	Consumer buying decision on luxury fashion and gender	t-test
H2c: Consumers with different income levels will have different buying decisions on luxury fashion watch.	Consumer buying decision on luxury fashion and income	One-way ANOVA

H2d: Consumers with different education levels will have different buying decisions on luxury fashion watch.	Consumer buying decision on luxury fashion and education	One-way ANOVA
H3: There is a significant correlation between consumer perception of luxury fashion watch and consumer buying decision on luxury fashion watch	Consumer perception of luxury fashion watch and consumer buying decision on luxury fashion watch	N/A
H3a: There is a significant correlation between consumer perception of luxury fashion in term of *self-presentation* watch and consumer buying decision on luxury fashion watch	Self-presentation and consumer buying decision on luxury fashion	Pearson Correlation
H3b: There is a significant correlation between consumer perception of luxury fashion in term of *fashion conscious* watch and consumer buying decision on luxury fashion watch	Fashion conscious and consumer buying decision on luxury fashion	Pearson Correlation
H3c: There is a significant correlation between consumer perception of luxury fashion in term of *social motivation* watch and consumer buying decision on luxury fashion watch	Social motivation and consumer buying decision on luxury fashion	Pearson Correlation
H3d: There is a significant correlation between consumer perception of luxury fashion in term of *demand of assurance of quality* watch and consumer buying decision on luxury fashion watch	Demand of assurance of quality and consumer buying decision on luxury fashion	Pearson Correlation

3.6 Limitation of Methods Used

While the researcher believes the methods chosen for this research are well suited to the aims and objectives of the research, there are some general and specific limitations that need to be considered. One of these limitations is that it may be difficult to find luxury watch consumers; even though there are some premium shopping centers, there is no central point of identification for these consumers. The only way to select such consumers is by positioning the

research collection directly outside a watch shop, which may not be accepted by staff. This could limit the sample size, though a snowball sampling method (using convenience sampling plus referral) could help overcome this problem (Blaikie, 2009). A second limitation of the research is that it will be limited only to confirming or rejecting the hypotheses posed in the research study. This is a limitation of the quantitative, deductive method, which is not flexible enough in its inquiry approach to generate surprising findings (Bryman, 2012). However, it is acceptable in this research since the research is intended to identify first-order conditions within the Thai market (which has not been studied).

CHAPTER 4: DATA FINDINGS AND DISCUSSION

This chapter presents the statistical findings of the research and analyzes these findings with the literature review to provide insight into the study's outcomes. The chapter begins with a brief discussion of the reliability test (Section 4.1), and then discusses the descriptive data findings (Section 4.3) and outcomes of the hypotheses tests (Section 4.3). Finally, the findings are discussed in light of the theoretical framework and implications are considered (Section 4.4).

4.1 Reliability Test

As discussed in Chapter 3, Cronbach's alpha was used to test the reliability of the attitudinal scales in the questionnaire instrument, using a pilot test that included the first 30 surveys collected. Table 3 shows the results of the reliability testing. This shows two scales, including items 1 through 8 (perception) and items 9 and 10 (consumer buying decision). Both sub-scales had a high Cronbach's alpha (see the results in Table 3). The overall alpha (α = .815) shows a high degree of internal consistency reliability. Thus, this instrument is accepted and no items are removed.

Table 1 - Number of Questions and Reliability Testing Results

Variable	Component	Item of questionnaire	Cronbach's Alpha
Perception of luxury fashion	Self-presentation	I purchase luxury watch because I want others to view me as an upper class status.	.904
		I purchase luxury watch to differentiate myself from others.	
	Fashion conscious	When I must choose between two watches, I go for fashion, not for comfort.	.817
		I usually have one or more watches that are of the latest style	
	Social motivation	I purchase luxury watch to fit in with my friends.	.974
		I purchase luxury watch regardless of what other people think.	
	Demand of assurance of quality	Luxury watched have a perfect warranty.	.904
		I consider quality as a priority when purchasing luxury watch.	
Consumer buying decision on luxury fashion watch		I would pay considerably more money for a watch from a brand that I knew to be extremely luxury.	.822
		Given a choice between two watch brands, one luxury and the other not luxury, I would always choose to buy from the luxury brand.	
Overall (n=10)			**.815**

4.2 Data Findings

This section shows the descriptive data findings of the study. These findings are classified into three categories. These categories include general demographic information profile (Section 4.2.1), consumer buying behavior for luxury watches (Section 4.2.2), and consumer perceptions and impact on luxury buying decision (Section 4.2.3). These descriptive

results serve as a foundation for the hypotheses testing results, which are discussed in the next section.

4.2.1 General Information

500 questionnaires were distributed to the consumers at the shopping area in Bangkok. However, only 385 respondents had experienced of purchasing luxury watch. Therefore, 385 questionnaires are analyzed and used in this study.

Table 4 provides an overview of the demographic and socioeconomic information that was collected from the sample (n = 385). The use of convenience sampling means that there is no expectation that this information will match with either the general Thai demographic structure or with the demographics of Thai luxury watch buyers (which is unknown). However, it does provide some interesting insight about who has chosen to participate in this study.

The demographic information shows that the participants are mostly older, with the largest age groups being 41 to 50 years old (37.1%) and 31 to 40 years old (29.9%). In contrast, the 18 to 24 year old and 25 to 30 year old groups together only totaled 13.8% of the group. The group was also primarily male (63.4%). Socioeconomic information suggests that this group is very high earning compared to the average Thai, with just 4.4% of participants earning less than Baht 50,000 per month. In contrast, 78.9% of participants earned more than Baht 80,000 per month. This can be compared to the most recent figure of average income, which indicates that the average monthly income of Thai workers is just Baht 23,236 (National Statistic of Thailand, 2012). The educational information also shows that this group is highly educated, with just 3.6% of participants holding less than a bachelor's degree. Overall, this

sample is characterized as older, more male, much higher income, and more highly educated than the Thai average.

Table 2 - General Demographic and Socioeconomic Information

Items	**Frequency (n = 385)**	**Percent**
Age		
Less than 18 years old	10	2.6
18-24 years old	5	1.3
25-30 years old	48	12.5
31-40 years old	115	29.9
41-50 years old	143	37.1
51-60 years old	46	11.9
60+ years old	18	4.7
Gender		
Male	244	63.4
Female	141	36.6
Average income per month		
Less than Baht 30,000	10	2.6
Baht 30,001 to 50,000	7	1.8
Baht 50,001 to 80,000	64	16.6
Baht 80,001 to 120,000	164	42.6
Baht 120,001 to 150,000	64	16.6
Baht 150,001 to 200,000	62	16.1
More than Baht 200,000	14	3.6
Education		
Lower than Bachelor's degree	14	3.6
Bachelor’s degree	197	51.2
Master's degree	170	44.2
PhD	4	1.0

4.2.2 Consumer Buying Behavior

The second area for concern in this study was actual consumer buying behavior toward luxury watches. There were four questions asked in this section regarding the purchase of luxury watches (Figures 3 through 6).

The first question asked was how frequently participants purchased a luxury watch (Figure 3). This shows that the largest group of participants (40%) has purchased a luxury watch only once, while the second largest group (34%) has purchased luxury watches two or three times. Only 26% of participants have purchased luxury watches more than three times.

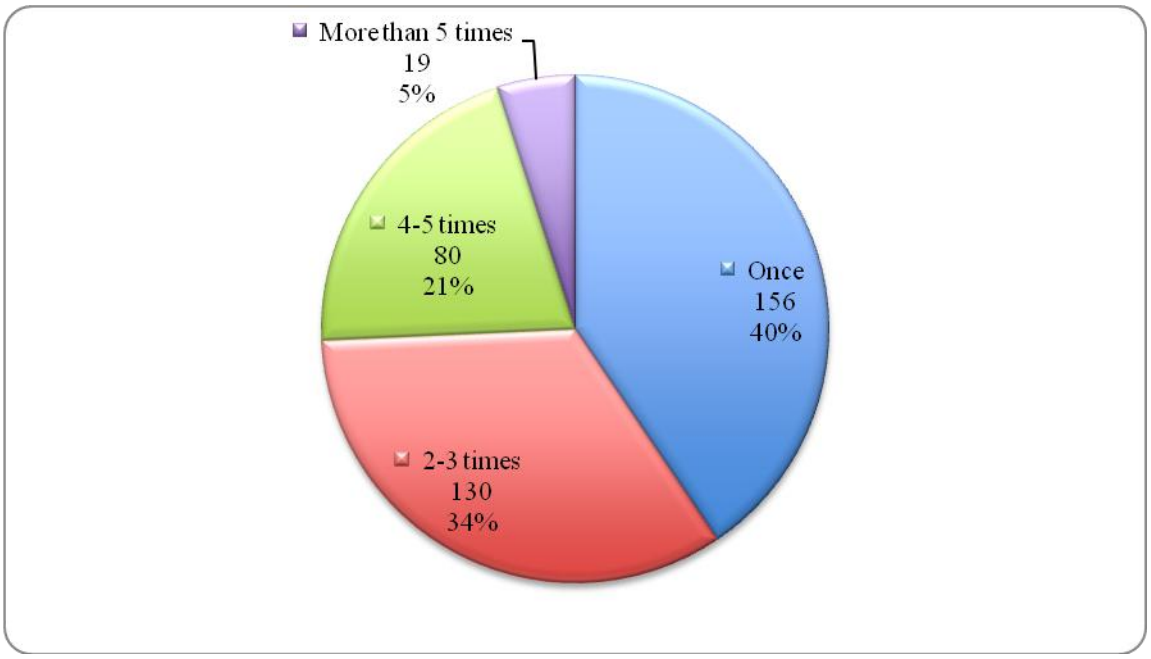

Figure 1 - Frequency of Purchase (Luxury Watches)

The second question asked about the biggest concern when buying a luxury watch (Figure 4) Brand was considered to be the most important characteristic of the luxury watch (57% of participants), with country of origin (21%) and design (19%) being secondary concerns.

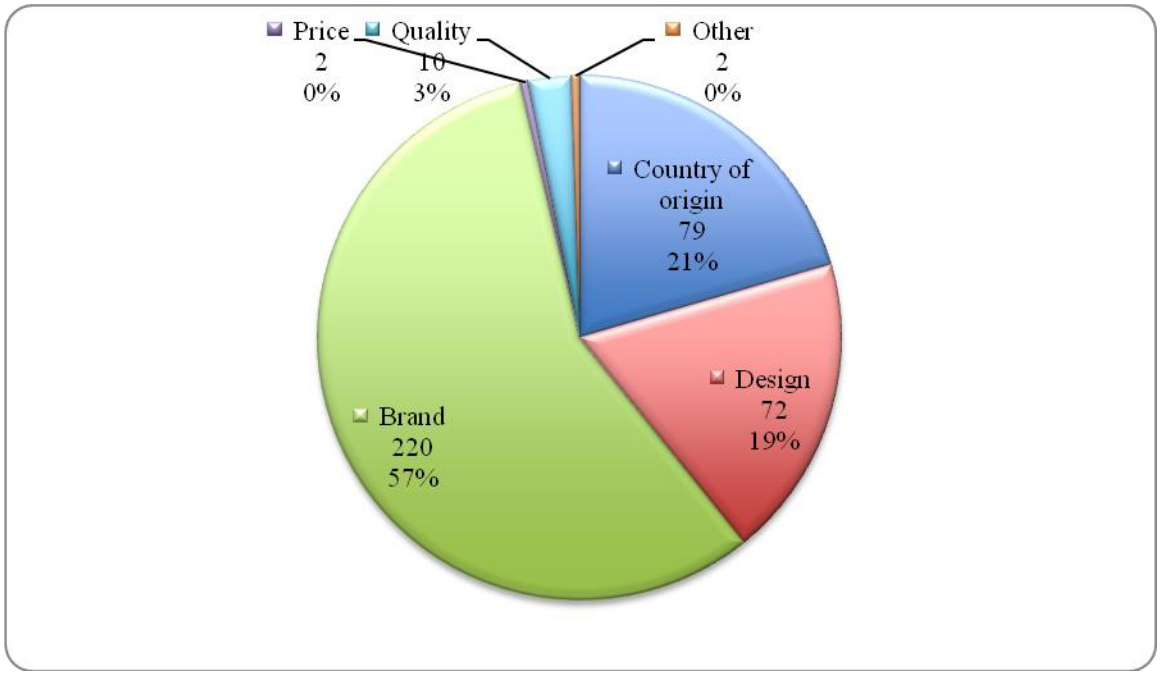

Figure 2 - Greatest Concerns when Purchasing a Luxury Watch

The third question (Figure 5) asked about the reasons to purchase a luxury watch and this question allows respondents to select more than 1 answer. The most common reason was personal preference (n=334, 86.8%), followed by social status (n=256, 66.5%) and gifts (n=135, 35.1%).

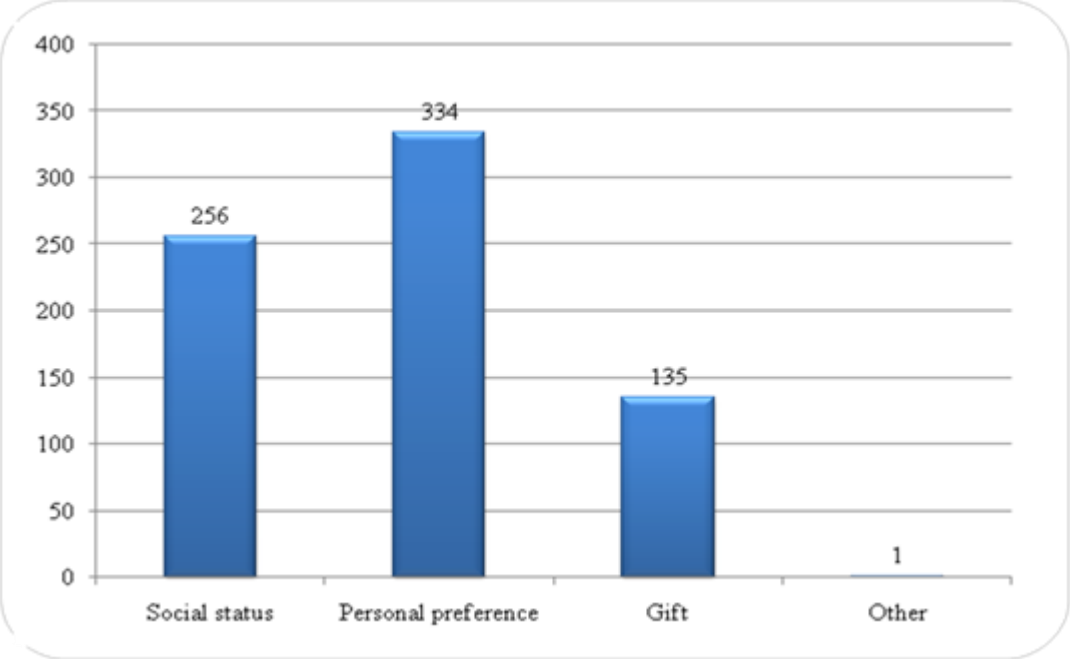

Figure 3 - The Main Reasons to Purchase a Luxury Watch

The final question in this section asked about the favorite luxury watch brands. The most favorite watch brands were Rolex (26.7%) and Patek Philippe (19%), but there were a large number of watches that were identified as favorite watches in this section. This suggests that there are a large number of luxury watch suppliers selling in Thailand, and that Thai consumers have wide-ranging tastes for these products.

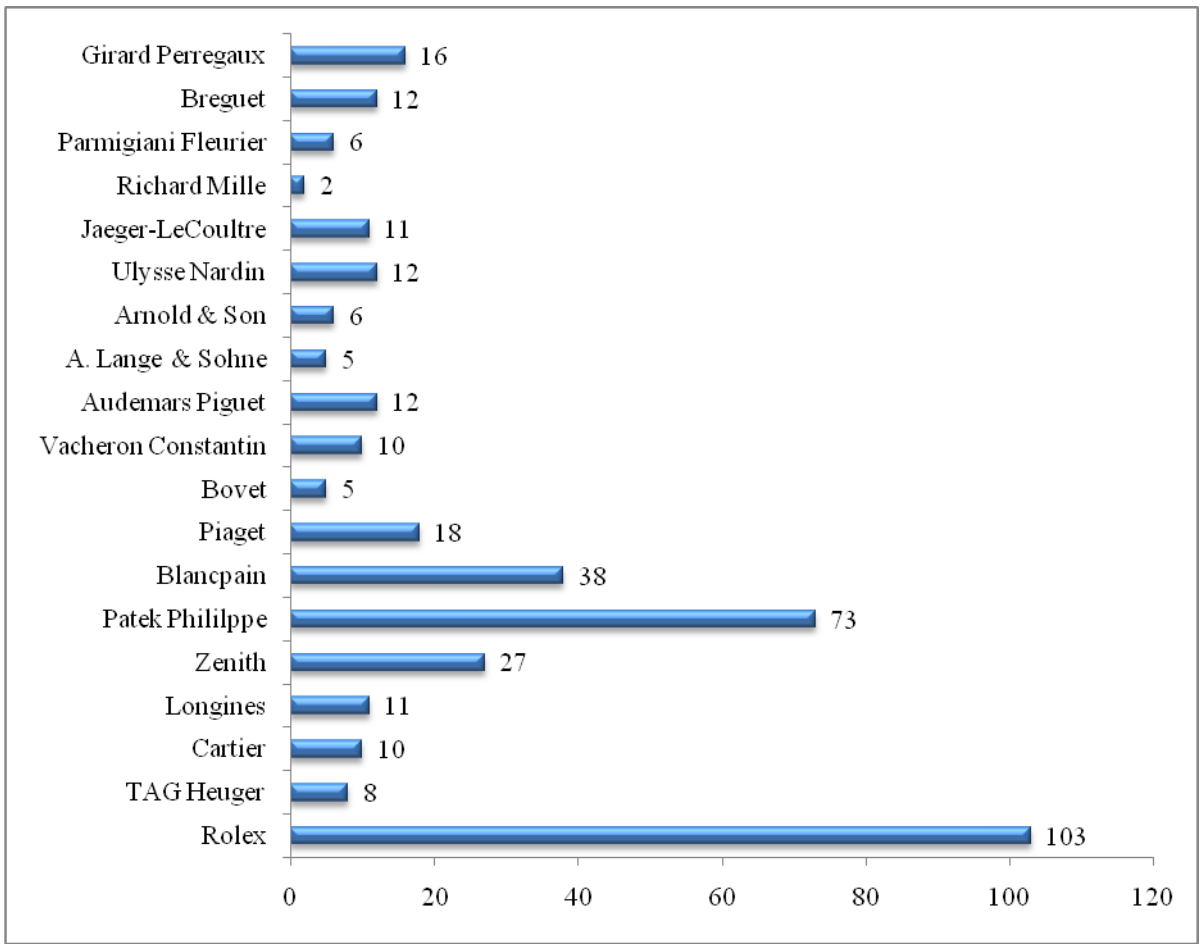

Figure 4 – Respondent's Favorite Luxury Watch Brands

4.2.3 Consumer Attitudes, Perceptions and Buying Behaviors

The third area of descriptive statistics was mean and standard deviation of consumer attitudes and buying behaviors. These are shown in Table 5. The interpretation is arranged by binned responses, with a bin width of .8. This results in a scale of 1.0-1.8 (totally disagree), 1.81-2.6 (mildly disagree), 2.61-3.4 (neutral), 3.41-4.2 (agree), and 4.21-5.0 (strongly agree). As shown in Table 5, all of the responses in this section garnered either "Agree" or "Strongly Agree" responses. Additionally, the standard deviation of responses was relatively low. This

suggests that overall, the participants are highly inclined to purchase luxury watches and have positive perceptions toward them.

Table 3 - Mean and Value Interpretation

Items	Mean	S.D.	Interpretation
1. I consider quality as a priority when purchasing luxury watch.	4.12	.36805	Agree
2. Luxury watched have a perfect warranty	4.20	.67237	Agree
3. I purchase luxury watch to fit in with my friends.	4.63	.50936	Strongly agree
4. I purchase luxury watch regardless of what other people think.	4.63	.52077	Strongly agree
5. I purchase luxury watch because I want others to view me as an upper class status.	4.66	.47441	Strongly Agree
6. I purchase luxury watch to differentiate myself from others.	4.95	.21138	Strongly Agree
7. When I must choose between two luxury watches, I go for fashion, not for comfort.	4.37	.78708	Strongly Agree
8. I usually have one or more luxury watches that are of the latest style	4.37	.77036	Strongly Agree
9. I would pay considerably more money for a watch from a brand that I knew to be extremely luxury.	4.60	.49582	Strongly Agree
10. Given a choice between two watch brands, one luxury and the other not luxury, I would always choose to buy from the luxury brand.	4.88	.33856	Strongly Agree

4.3 Hypotheses Testing Results

The final stage of analysis was testing the hypotheses posed in the research. The hypotheses are summarized in Table 2 (Chapter 3). Twenty four total hypotheses were tested ($H1_a$ through $H1_p$, $H2_a$ through $H2_d$ and $H3_a$ through $H3_d$). The results are presented in this section.

4.3.1 Hypotheses 1 (perception and demographic factors)

Hypotheses 1a through 1p tested differences in perception of luxury watches in term of self-presentation, fashion conscious, social motivation and demand of assurance of quality by demographic factors (age level, gender, income level, and educational level).

Table 6 shows the outcome of the ANOVA test for differences in perception of luxury watches by age level (H1a through H1d). The results of the ANOVA show that the difference was significant in perception of luxury watch in term of fashion conscious (F=16.218, Sig=0.00), social motivation (F=3.084, Sig.=0.006) and demand of assurance of quality (F=5.846,Sig=0.000).

The result also reveals that the youngest group of respondent (less than 18 years) has the highest perception on fashion conscious and demand of assurance of quality (Mean=4.9 and 4.6, respectively). On the other hand the oldest group of respondent (60 years+) has the highest social motivation (Mean=4.89).

Table 4 - H1a to H1d

Perception of luxury watch	F	Sig.	Result	Mean						
				Less than 18 years (n=10)	18-24 years (n=5)	25-30 years (n=48)	31-40 years (n=115)	41-50 (n=143)	51-60 (n=46)	60+ (n=18)
Self-presentation (H1a)	1.771	.104	Disconfirmed	4.75	4.7	4.78	4.76	4.83	4.82	4.92
Fashion conscious (H1b)	16.218	.000	Confirmed	4.9	4.6	4.68	4.6	4.34	3.86	3.3
Social motivation (H1c)	3.084	.006	Confirmed	4.6	4.4	4.54	4.59	4.72	4.47	4.89
Demand of assurance of quality (H1d)	5.846	.000	Confirmed	4.6	4.4	4.24	4.19	4.17	4.00	3.81

Table 7 shows the outcome of the independent sample t-test for differences in perception of luxury watches between male and female (H1e through H1h). The outcomes of independent t-test show that the difference was significant in perception of luxury watch in term of self-presentation (t = 2.19, Sig. = .029) and fashion conscious (t = -2.905, Sig.= 0.004). The result also indicates that male consumers have higher self presentation than female consumers, while female consumers have more concern on fashion than man.

Table 5 - H1e to H1

Perception of luxury watch	t	Sig.	Result	Mean	
				Male (n=244)	Female (n=141)
Self-presentation (H1e)	2.190	.029	Confirmed	4.83	4.77
Fashion conscious (H1f)	-2.905	0.004	Confirmed	4.29	4.52
Social motivation (H1g)	1.584	.116	Disconfirmed	4.66	4.57
Demand of assurance of quality (H1h)	-1.623	.105	Disconfirmed	4.14	4.21

Table 8 shows the outcome of the ANOVA test for differences in perception of luxury watches by income level (H1i through H1l). The results of the ANOVA show that the difference was significant in perception of luxury watch in term of self-presentation (F = 4.157, Sig = 0.00), social motivation (F = 3.714, Sig.= 0.001) and demand of assurance of quality (F = 4.623,Sig = 0.000). The outcomes also demonstrate that consumer who earns between Baht 120,001 and 150,000 a month have the highest perception in term of self-presentation and social motivation (Mean = 4.92 and 4.81, respectively). On the other hand, consumer who earns less than Baht 30,000 has a high concern on quality of luxury watch (Mean = 4.65).

Table 6 - H1i to H1l

Perception of luxury watch	F	Sig.	Result	Mean						
				Less than Baht 30,000 (n=10)	Baht 30,000-50,000 (n=7)	Baht 50,001-80,000 (n=64)	Baht 80,001-120,000 (n=164)	Baht 120,001-150,000 (n=64)	Baht 150,001-200,000 (n=62)	More than Baht 200,000 (n=14)
Self-presentation (H1i)	4.157	0.000	Confirmed	4.75	4.64	4.83	4.80	4.92	4.71	4.79
Fashion conscious (H1j)	1.676	.126	Disconfirmed	4.9	4.79	4.4	4.35	4.34	4.36	4.04
Social motivation (H1k)	3.714	0.001	Confirmed	4.6	4.57	4.75	4.58	4.81	4.44	4.64
Demand of assurance of quality (H1l)	4.623	0.000	Confirmed	4.65	4.5	4.06	4.12	4.27	4.15	4.14

Table 9 presents the result from One-way Anova of H1m to H1p which test the differences of consumer perception of luxury watch and consumer's education levels. The outcomes illustrate that there is a difference consumer perception of luxury watch in term of fashion conscious (F = 39.842, Sig.= 0.00) and demand of assurance of quality (F = 21.863, Sig. = 0.00) among consumer's education level. The result shows that consumer who hold lower than Bachelor degree have the highest concern on fashion conscious and demand of assurance of quality (Mean = 4.86 and 4.5, accordingly).

Table 7 - H1m to H1p

Perception of luxury watch	F	Sig.	Result	Mean			
				Lower than Bachelor degree (n=14)	Bachelor degree (n=197)	Master degree (n=170)	PhD (n=4)
Self-presentation (H1m)	2.189	.089	Disconfirmed	4.71	4.78	4.84	4.88
Fashion conscious (H1n)	39.842	0.000	Confirmed	4.86	4.69	4.00	3.13
Social motivation (H1o)	1.920	.126	Disconfirmed	4.64	4.57	4.69	4.75
Demand of assurance of quality (H1p)	21.863	0.000	Confirmed	4.5	4.29	3.99	4.16

4.3.2 Hypotheses 2 (Consumer Buying Behavior and Demographic Factors)

Hypotheses 2 tested differences in consumer buying decisions based on demographic factors. H2a, H2c and H2d (age level, income level, and educational level) used one-way ANOVA, while H2b (gender) used independent t-test for difference in means.

Table 10 shows the outcome of the ANOVA test for differences in consumer decision by age level. The results (F = 1.851, p = .088) show that this was not a significant difference. Thus, Hypotheses 2a is not confirmed.

Table 8 - ANOVA H2a

Consumer Buying Decision					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.413	6	.235	1.851	.088
Within Groups	48.091	378	.127		
Total	49.504	384			

Table 11 shows the outcome of the t-test for difference in consumer decision by gender. The results (t = 3.04, p = .761) show that the differences were not significant. Thus, Hypotheses 2b is not confirmed.

Table 9 - T-Test H2b

Consumer Buying Decision	Gender	N	Mean	Std. Deviation	Std. Error Mean	t	Sig.
	Male	244	4.74	.36982	.02368	3.04	.761
	Female	141	4.73	.34079	.02870		

Table 12 shows the ANOVA test for difference in consumer decision by income level. The results of the test (F = 2.516, p = .021) show that there is a significant difference in consumer buying decisions by income level. Thus, Hypotheses 2c is confirmed. The result of LSD post-analysis (See Appendix C) shows that the most significant difference is in the less than Baht 30,000 group, which is less likely to purchase than every other group (Mean = 4.45). However, the differences in higher income levels were not as pronounced.

Table 10 - Anova H2c

Income level	Number	F	Sig.	Mean
Less than Baht 30,000	10	2.516	.021	4.45
Baht 30,000-50,000	7			4.5
Baht 50,001-80,000	64			4.82
Baht 80,001-120,000	164			4.75
Baht 120,001-150,000	64			4.68
Baht 150,001-200,000	62			4.72
More than Baht 200,000	14			4.79

Table 13 shows the ANOVA results for differences in consumer decision by education level (H2d). Results of this test (F = .920, p = .431) show that there is no significant difference. Thus, Hypotheses 2d is not confirmed.

Table 11 - Anova H2d

Consumer Buying Decision					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.356	3	.119	.920	.431
Within Groups	49.148	381	.129		
Total	49.504	384			

4.3.3 Hypotheses 3 (Perception and Consumer Buying Decision)

Hypotheses 3 tested relationship in consumer perception of luxury watch and consumer buying decisions. Pearson Correlation was used to test these hypotheses. The results from Pearson Correlation indicate there is a significant relationship between consumer perception of luxury fashion watch in term of self-presentation (r = .142, Sig. = 0.005) and social motivation (r =.113, Sig. = 0.027) and consumer buying behavior.

Table 12 - H3a to H3d

Customer buying behavior	**Self-presentation (H3a)**	**Fashion conscious (H3b)**	**Social motivation (H3c)**	**Demand of assurance of quality (H3d)**
Person Correlation	.142**	-.038	.113*	-.052
Sig. (2-tailed)	0.005	.456	.027	.308
Result	**Confirmed**	**Disconfirmed**	**Confirmed**	**Disconfirmed**

Based on the results from statistical analysis the summary of hypotheses testing can be seen in table 15 below.

Table 13 - Summary of Hypotheses Results

Hypotheses	Result
H1: Consumers with different demographic factors will have different perception of luxury fashion watch (including self-presentation, fashion conscious social motivation and demand of assurance of quality)	**Partly confirmed**
H1a: Consumers with different age levels will have different perceptions of luxury fashion watch in term of *self-presentation*.	Disconfirmed
H1b: Consumers with different age levels will have different perceptions of luxury fashion watch in term of *fashion conscious*.	Confirmed
H1c: Consumers with different age levels will have different perceptions of luxury fashion watch in term of *social motivation*.	Confirmed
H1d: Consumers with different age levels will have different perceptions of luxury fashion watch in term of *demand of assurance of quality*.	Confirmed
H1e: Consumers with different gender will have different perceptions of luxury fashion watch in term of *self-presentation*.	Confirmed
H1f: Consumers with different gender will have different perceptions of luxury fashion watch in term of *fashion conscious*.	Confirmed
H1g: Consumers with different gender will have different perceptions of luxury fashion watch in term of *social motivation*.	Disconfirmed
H1h: Consumers with different gender will have different perceptions of luxury fashion watch in term of *demand of assurance of quality*.	Disconfirmed
H1i: Consumers with different income levels will have different perceptions of luxury fashion watch in term of *self-presentation*.	Confirmed
H1j: Consumers with different income levels will have different perceptions of luxury fashion watch in term of *fashion conscious*.	Disconfirmed
H1k: Consumers with different income levels will have different perceptions of luxury fashion watch in term of *social motivation*.	Confirmed
H1l: Consumers with different income levels will have different perceptions of luxury fashion watch in term of *demand of assurance of quality*.	Confirmed
H1m: Consumers with different education levels will have different perceptions of luxury fashion watch in term of *self-presentation*.	Disconfirmed
H1n: Consumers with different education levels will have different perceptions of luxury fashion watch in term of *fashion conscious*.	Confirmed
H1o: Consumers with different education levels will have different perceptions of luxury fashion watch in term of *social motivation*.	Disconfirmed
H1p: Consumers with different education levels will have different perceptions of luxury fashion watch in term of *demand of assurance of quality*.	Confirmed
H2: Consumers with different demographic factors will have different buying decisions on luxury fashion watch.	**Partly confirmed**
H2a: Consumers with different age levels will have different buying decisions on luxury fashion watch.	Disconfirmed

H2b: Consumers with different genders will have different buying decisions on luxury fashion watch.	Disconfirmed
H2c: Consumers with different income levels will have different buying decisions on luxury fashion watch.	Confirmed
H2d: Consumers with different education levels will have different buying decisions on luxury fashion watch.	Disconfirmed
H3: There is a significant correlation between consumer perception of luxury fashion watch and consumer buying decision on luxury fashion watch	**Partly confirmed**
H3a: There is a significant correlation between consumer perception of luxury fashion in term of *self-presentation* watch and consumer buying decision on luxury fashion watch	Confirmed
H3b: There is a significant correlation between consumer perception of luxury fashion in term of *fashion conscious* watch and consumer buying decision on luxury fashion watch	Disconfirmed
H3c: There is a significant correlation between consumer perception of luxury fashion in term of *social motivation* watch and consumer buying decision on luxury fashion watch	Confirmed
H3d: There is a significant correlation between consumer perception of luxury fashion in term of *demand of assurance of quality* watch and consumer buying decision on luxury fashion watch	Disconfirmed

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1 Discussion

The statistical analysis yielded several important findings for this study. First, it showed that the luxury watch buyers of Thailand as profiled by the survey are older, more highly educated, wealthier, and more likely to be male than Thai people on average. Second, it showed that this group generally had strongly positive attitudes toward luxury watches and a strong intention to purchase luxury watches, as well as widely ranging tastes for luxury watches. The hypotheses testing showed that consumer attitudes and perceptions toward luxury watches were correlated. However, tests for differences in demographic groups showed that the only major difference was in income. Those with income between Baht/month 120,001 and 150,000 had higher consumer attitudes toward luxury watches than most other groups, while those with incomes of less than 30,000 Baht/month were less likely to purchase luxury watches than most other groups. This suggests that income level is the main determining factor in the choice of luxury goods. In this section, the findings are discussed with the literature to identify where there are gaps and differences from the expected outcomes. Discussion is arranged based on the theoretical framework (Figure 2), including demographic factors and perception of luxury brands.

5.1.1 Demographic factors and Perception of Luxury Watches

The findings related to the perceptions of luxury goods (self-presentation, fashion consciousness, social motivation, and quality assurance) based on demographic variables can

be summarized as follows. For age, self-presentation was not different, but fashion consciousness, social motivations, and quality assurance did show differences. For Gender, self-presentation and fashion consciousness were different, while social motivation and quality assurance were not. For income, self-presentation, social motivation, and quality assurance were different, while fashion consciousness was not. Finally, self-presentation and social motivations were not different at different at different educational levels, while fashion consciousness and quality assurance were different.

The findings in regard to age were consistent with the evidence of the literature in terms of social motivation and quality assurance, since older consumers are known to have more conservative tastes and require higher levels of quality assurance (Rocha *et al*., 2005). Of course, it is also likely that older consumers will have higher levels of income, enabling them to buy more expensive watches and devote more resources to single fashion items, which was not addressed by Rocha *et al*. (2005). It is also not surprising that fashion consciousness would be different based on different levels of targeting by age group and different levels of interest in fashion between age groups (Hines *et al*., 2007; Rocha *et al*., 2005). Thus, age findings were as expected, both from the literature and from the position of relative socioeconomic position of older and younger people.

Gender presentations were also largely as expected, since women had been found to have higher requirements for self-presentation and higher levels of fashion consciousness than men in a number of studies, and are also understood to have higher requirements in this area generally (Entwhistle, 2000; Hines *et al*., 2007; Pentecost & Andrews, 2010; Rocha *et al*., 2005). It is somewhat surprising that men did not have a higher quality assurance requirement,

given that this was a potential finding of one previous report (Pentecost & Andrews, 2010). Furthermore, women were expected to have a higher level of social motivation for the use of fashion based on findings by Entwhistle (2000) and Rocha *et al*. (2005). However, it should also be considered that gender is also part of the targeting process, so some brands do target men for inclusion.

Only fashion consciousness was found to be a non-determinant of luxury fashion perceptions for income differences. This is as expected given the multi-faceted nature of luxury fashion perceptions based on income, which encompass social motivations, quality motivations, and self-presentation (Husic & Cicic, 2009). However, even those that do not have high income may have strong awareness of the fashion meanings of the luxury brand (Okonkwo, 2007). Simply, this means that fashion consciousness and understanding the social meaning of the luxury watch is likely to be an equal determinant of purchase regardless of the social position of the buyer.

Finally, fashion consciousness and quality assurance were different for different educational levels. This finding is difficult to explain, given the general murkiness of the research around educational differences. In particular, it conflicts findings that suggested that self-identity (or self-presentation) were likely to be higher for those with more education (Kim *et al*., 2011). This is an area that cannot be explained in the current findings and should be explored more.

5.1.2 Demographic Factors and Buying Decision of Luxury Watches

In terms of the buying decision, only consumer income level made a significant difference in the consumer buying decision, while age, gender, and educational level were not

seen as being significant. In particular, those with lower incomes were significantly less likely to make a buying decision than others. These findings contradict a number of studies that did find these factors to be a significant factor in the buying decision, for example on age (Park *et al*, 2008; Gao *et al*, 2009; Chevalier & Mazzalovo, 2012; Atwal & Williams, 2009); gender (Lertwannawit & Mandhachitara, 2012; Lu, 2011; Ciornea *et al*., 2012); and educational level (Truong *et al*., 2008; Lu & Pras, 2011). The findings were consistent only with a few studies that indicated income was a determinant of the consumer purchase decision (Ciornea *et al*., 2012; Lu, 2011; Summers *et al*., 2006; Kim & Ko, 2012). This could be due to the specific socioeconomic and cultural characteristics of Thailand, which could place a high value on luxury watches for all demographic groups, but which restricts their purchase only to a small number of participants. However, it could also be due to the characteristics of the sample, or the demographic targeting used by luxury watch marketers in Thailand. The current research did not examine in detail how watches are targeted and what demographic is considered to be core, since this was outside the scope of the research. However, this would be an interesting area for further research to help to disambiguate why only income would be considered important in the choice of luxury watches in Thailand.

5.1.3 Perception and Buying Decision of Luxury Watches

The theoretical framework for perception of the luxury watch was derived from a number of previous discussions of luxury buying behavior, including Han *et al*. (2010), Commuri (2009), Wilcox *et al.* (2009), Prugsamatz *et al.* (2007) and Sangkhawasi and Johri (2007). This component included factors like self-presentation, fashion consciousness, social

motivations, and quality assurance. This framework was intended to describe how the consumer makes fashion decisions and what the decisions need to be considered.

The final aspect of the analysis was the buying decision. This decision was whether or not the consumer decided to buy another luxury watch. This was based on standard marketing theories and theories about needs fulfillment (Dunning, 2007; Subrahmanyan & Gomez-Arias, 2008; Wilcox *et al*., 2009). Overall, participants agreed that they would be engaging in further consumption of luxury watches, an area where all had engaged one or more times. The reasons why consumers decided to participate in the buying decision were interesting. One possible reason for the consumer decision is to meet esteem needs (Boone & Kurtz, 2011). Esteem needs did rank highly in the perceptions, which were expected. Esteem needs suggest that consumers find positive support for their self-concept in the purchase of a luxury watch. Additional needs included social needs and quality (a safety need). This suggests that in terms of Maslow's hierarchy (Stum, 2001), the purchase of luxury watch is primarily a social or esteem need, and secondarily a safety need. This suggests that participants may make the choice of one or more luxury watches in order to support their self-esteem, and to indicate and gain social standing and esteem of others. This could be particularly important in Thai society, which tends to be hierarchical and strictly constructed based on signs of wealth and achievement. However, there is no indication that this is a routine purchase for any participants, which might be engaged in without thinking about it (Pride & Farrell, 2011). This could also be considered to be a high-involvement purchase, which would entail significant research and thinking (Bauer *et al*., 2006). This would mean that participants would spend more time making the decision to buy another watch. Thus, the decision to purchase a luxury

watch is a complex decision, as reflected in the significant but modest correlation between perception and the purchase decision.

The final hypotheses found that there was consistency between self-presentation and social motivations and the buying decision for luxury watches, but not between fashion consciousness and quality assurance demands. The position of luxury watches in terms of social motivations and the buying decision is reasonable given that luxury watches like Rolex serve to meet esteem needs (Boone and Kurz, 2011), which is specifically a social motivation. This is both important in Thai society and promoted by watch marketers. These findings are also consistent with the role of luxury branded products in the self-demonstration and self-presentation (Asamoah *et al*., 2011). Thus, at least these two hypotheses tests were consistent with the expectations set out by the Maslow's hierarchy of needs framework that was used in understanding the reasons for purchasing luxury watches. However, fashion consciousness and quality assurance were not considered important factors. This could be due to the availability of other outlets to meet these dimensions. For example, someone only interested in fashion consciousness could find other outlets, such as counterfeits or knockoffs (Commuri, 2009; Wilcox et at., 2009). At the same time, while luxury fashion brands were positioned as being higher quality, most luxury goods have lower-priced equivalents that are equally functional (Okonkwo, 2007). Thus, while these findings were surprising, they were not inexplicable.

5.2 Conclusion

This research used a quantitative study to explore the relationship between perceptions of luxury watches in Thailand and their purchase. The study was designed to meet the

objectives of the study, which included investigating the impact of demographic factors on the buying decision (Objective 1) and on the perception of the luxury watch brand (Objective 2) as well as examining the relationship between the consumer perception of the luxury watch brand and the consumer decision to purchase a luxury watch (Objective 3).

A quantitative survey was used to answer the research objectives. The questionnaire was distributed to a large sample (n = 385) of Thai people that had purchased one or more luxury watches. Demographic analysis showed that this sample was generally older (most participants aged above 31), almost entirely educated to Bachelor level and above, around two-thirds male, and with an income about four times as high as the average Thai or even higher. Most participants had purchased only between one and three luxury watches, with only a small number of participants buying four or more. Favorite brands were Rolex and Patek Philippe, but the participants also had a wide range of favorite brands. This suggests that consumer tastes in luxury watches vary widely and that although brand was the most important selection factor, there is no single dominant brand in the Thai market.

The findings of this study showed some significant differences in the perception of luxury watches and consumer choice based on demographic and other factors. Perception was based on a four-dimensional construct, including self-presentation, fashion consciousness, demand for quality assurance, and social motivations. The findings could be summarized in the following manner.

Hypotheses 1 examined demographic influences on consumer perceptions. The youngest respondents found fashion consciousness and quality assurance to be important perceptions, while the oldest group prioritised social motivations. Men had more concern for

self-presentation, while women had more concern for fashion consciousness. The Baht/month 120,000 to 150,001 group found self-presentations and social motivations most important. Finally fashion consciousness and quality assurance were most important for the lowest educated group.

Hypotheses 2 tested demographic influences on the buying decision. This test only found a significant difference in income, with those earning less than Baht/month 30,000 were significantly less likely to purchase than others. This is reasonable given that for most individuals this is a subsistence level and would not afford the luxury.

Finally, Hypotheses 3 tested correlations between the four dimensions of perception of luxury watches and the purchase decision. This found that there was a significant correlation between self-presentation and the consumer decision to select a fashion item, as well as between social motivation and the consumer decision. The other two factors in consumer perception (quality assurance and fashion consciousness) were not correlated, perhaps because they can be satisfied through lower-cost substitutes or counterfeits.

These findings were broadly consistent with the expectations of the literature, although there were a few gaps in the findings that were not expected. These included the lack of influence of most demographic factors on the buying decision as well as the general lack of impact of education on the perception of luxury watches. Overall, these findings have fulfilled the objectives of the research and offered some opportunities for expansion of the research area. In the sections below, implications of the research for marketers of luxury watches are discussed. Limitations and weaknesses of the study and opportunities for further research are also discussed in some detail.

5.3 Recommendations of Research

There are a number of research recommendations for marketers of luxury watches in Thailand.

1. One of these recommendations is that at least a certain segment of Thai consumers are enthusiastic about and have positive perceptions of luxury watches and are highly flexible in their brand preferences and buying behaviors. This suggests that marketers of luxury watches are likely to find at least a small market in Thailand for their products, since the market is not dominated by any particular watch brand. Even the most popular brand, Rolex, was only the favorite of just over a quarter of the sample, leaving substantial room for other brands to emerge. Thai luxury watch consumers are also much wealthier in comparison to the average Thai person, suggesting that this group of consumers do have enough disposable income that the purchase of one or more luxury watches is a possibility. This suggests that it would be very worthwhile for luxury watchmakers to consider entering Thailand as a growing market.

2. Another recommendation is that Thai watch buyers are driven primarily by social and esteem needs, and as such the marketing of watches should focus on those needs rather than on less important needs (like quality or fashion consciousness). By identifying the social meaning of the luxury watch for various market demographics, watch marketers should be able to carefully target their marketing efforts to meet these needs. This would require further research, which is suggested below, but it could significantly improve marketing results in Thailand.

3. The third recommendation is that Thai consumers may have lower incomes than in other countries, which may constrain the purchase of luxury watches. Watch marketers may find it useful to introduce lower-priced companion brands in order to allow for luxury branding while at the same time offering lower-income buyers the opportunity to purchase them.

4. Finally, younger buyers represent a significant segment of the market that is not yet being tapped by current watch marketers. This can be seen by the fact that the younger market segments are much less likely to buy than older buyers. The reasons for this were not immediately obvious, but could be due to differences in tastes, income, or social implications of luxury watches. By examining younger buyers, it would be possible for marketers of luxury watches in Thailand to tap into a market that is not yet responding and better meet its needs.

5.4 Limitations and Problems

One of the main limitations of this research is that it only surveyed people that had already purchased one or more luxury watches. This meant that there was a strong demographic picture that emerged from the research, which could help identify a target market segment for the luxury watch manufacturer. However, it did not offer any insight into the potential purchaser of a luxury watch who has not yet made the decision to purchase, or into the general view of luxury watches in Thailand. This means that there is no clear information about the general position of luxury watches in Thailand, and this research only reflects on the views of luxury watch buyers. Another limitation of this research is that it is cross-sectional,

meaning that the responses it collects could be time limited. In Thailand this could be a significant limitation because of rapid socioeconomic change.

5.5 Recommendations for Future Research

There are some recommendations for future research that can be made for this study. One recommendation is that a general survey of the Thai population of perceptions of luxury watches could help describe existing and new potential market segments. The current research only included existing luxury watch consumers, but it is likely that there are large groups of consumers that are currently considering, but have not yet purchased, a luxury watch. By identifying factors in the decision before it is made for the first time, research of this type could offer a better understanding of how marketers could influence the buying decision. This could be conducted using quantitative research.

A second recommendation for research is ethnographic or interview-based research to understand the role of the luxury watch as a social signifier in Thailand. By understanding the implications of the luxury watch in terms of what social and esteem needs it fills, this would give luxury watch marketers more insight into appropriate advertising strategies and markets. It would also help give insight into a growing Thai consumer society and its motivations and orientation. This type of research would be done qualitatively because this would offer room for theory-building and multiple viewpoints.

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APPENDIX A: QUESTIONNAIRE

Topic: *The impact of luxury brand perception on Thai consumer buying decision on luxury watches*

This survey is developed in part fulfilment for the degree of Master of Business Administration, Stamford International University to support and answer the research objectives:

1. To investigate the impacts of different demographic factors among Thai consumers on their pattern of buying decision on luxury watch.
2. To investigate the impacts of different demographic factors among Thai consumers on perception towards luxury watch brand
3. To study the relationship between Thai consumers' perception towards luxury watch brands and their buying decision on luxury watch

Notably, the information collected in this survey will be used for academic purposes only and the respondents are not required to provide any personal information.

Screening question:
Have you ever purchased luxury watch?
[ ] Yes [ ] No (Please withdrawn this questionnaire)

Part 1: General information

1. What is your gender?
[ ] Male [ ] Female

2. How old are you?
[ ] less than 18 [ ] 18-24 [ ] 25-30 [ ] 31-40
[ ] 41-50 [ ] 51-60 [ ] 60+

3. Average income per month
[ ] Less than 30,000 Baht [ ] 30,001 to 50,000 Baht
[ ] 50,001 to 80,000 Baht [ ] 80,001 to 120,000 Baht
[ ] 120,001 to 150,000 Baht [ ] 150,001 to 200,000 Baht
[ ] More than 200,000 Baht

4. Education
[ ] lower than Bachelor's degree [ ] Bachelor's degree
[ ] Master's degree [ ] Doctor of Philosophy (PhD)

Part 2: Consumer buying behaviour

1. How many times have you purchase luxury watch?
[ ] Once [ ] 2-3 times [ ] 4-5 times [ ] More than 5 times

2. What is the most concern when you making the decision to purchase luxury watch?
[ ] Country of origin [ ] Design [ ] Brand
[ ] Price [ ] Quality
[ ] Other, please specified_____

3. What are the main reasons of purchasing luxury watch?
[ ] Social status [ ] Personal preference [ ] Gift
[ ] Other, please specified_____
4. What is your most favourite luxury watch brand?
[ ] Rolex [ ] TAG Heuger [ ] Cartier [ ] Longines
[ ] Zenith [ ] Patek Phililppe
[ ] Other, please specify_____

Part 3: Factors impact of luxury brand perception on Thai consumer buying decision on luxury watches

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I consider quality as a priority when purchasing luxury watch.					
2. Luxury watched have a perfect warranty					
3. I purchase luxury watch to fit in with my friends.					
4. I purchase luxury watch regardless of what other people think.					
5. I purchase luxury watch because I want others to view me as an upper class status.					
6. I purchase luxury watch to differentiate myself from others.					
7. When I must choose between two luxury watches, I go for fashion, not for comfort.					
8. I usually have one or more luxury watches that are of the latest style					
9. I would pay considerably more money for a watch from a brand that I knew to be extremely luxury.					
10. Given a choice between two watch brands, one luxury and the other not luxury, I would always choose to buy from the luxury brand.					

APPENDIX B: RELIABILITY TEST FROM SPSS

Scale: All Variable

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.815	10

Scale: Self-Presentation

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.904	2

Scale: Fashion Conscious

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.817	2

Scale: Social Motivation

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.974	2

Scale: Demand of Assurance of Quality

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.904	2

Scale: Customer Buying Decision

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.822	2

APPENDIX C: DATA ANALYSIS FROM SPSS

Q1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	244	63.4	63.4	63.4
	Female	141	36.6	36.6	100.0
	Total	385	100.0	100.0	

Q1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 18	10	2.6	2.6	2.6
	18-24	5	1.3	1.3	3.9
	25-30	48	12.5	12.5	16.4
	31-40	115	29.9	29.9	46.2
	41-50	143	37.1	37.1	83.4
	51-60	46	11.9	11.9	95.3
	60+	18	4.7	4.7	100.0
	Total	385	100.0	100.0	

q1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30,000 Baht	10	2.6	2.6	2.6
	30,001 to 50,000 Baht	7	1.8	1.8	4.4
	50,001 to 80,000 Baht	64	16.6	16.6	21.0
	80,001 to 120,000 Baht	164	42.6	42.6	63.6
	120,001 to 150,000 Baht	64	16.6	16.6	80.3
	150,001 to 200,000 Baht	62	16.1	16.1	96.4
	More than 200,000 Baht	14	3.6	3.6	100.0

q1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower than Bachelor's degree	14	3.6	3.6	3.6
	Bachelor’s degree	197	51.2	51.2	54.8
	Master's degree	170	44.2	44.2	99.0
	PhD	4	1.0	1.0	100.0
	Total	385	100.0	100.0	

q2.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once	156	40.5	40.5	40.5
	2-3 times	130	33.8	33.8	74.3
	4-5 times	80	20.8	20.8	95.1
	More than 5	19	4.9	4.9	100.0
	Total	385	100.0	100.0	

q2.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Country of origin	79	20.5	20.5	20.5
	Design	72	18.7	18.7	39.2
	Brand	220	57.1	57.1	96.4
	Price	2	.5	.5	96.9
	Quality	10	2.6	2.6	99.5
	Other	2	.5	.5	100.0
	Total	385	100.0	100.0	

Social Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	256	66.5	100.0	100.0
Missing	System	129	33.5		
Total		385	100.0		

Personal Preference					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	334	86.8	100.0	100.0
Missing	System	51	13.2		
Total		385	100.0		

Gift					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	135	35.1	100.0	100.0
Missing	System	250	64.9		
Total		385	100.0		

Other as a Collection					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.3	100.0	100.0
Missing	System	384	99.7		
Total		385	100.0		

q2.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rolex	103	26.8	26.8	26.8
	TAG Heuger	8	2.1	2.1	28.8
	Cartier	10	2.6	2.6	31.4
	Longines	11	2.9	2.9	34.3
	Zenith	27	7.0	7.0	41.3
	Patek Phililppe	73	19.0	19.0	60.3
	Blancpain	38	9.9	9.9	70.1
	Piaget	18	4.7	4.7	74.8
	Bovet	5	1.3	1.3	76.1
	Vacheron Constantin	10	2.6	2.6	78.7
	Audemars Piguet	12	3.1	3.1	81.8
	A. Lange & Sohne	5	1.3	1.3	83.1
	Arnold & Son	6	1.6	1.6	84.7
	Ulysse Nardin	12	3.1	3.1	87.8
	Jaeger-Le Coultre	11	2.9	2.9	90.6
	Richard Mille	2	.5	.5	91.2
	Parmigiani Fleurier	6	1.6	1.6	92.7
	Breguet	12	3.1	3.1	95.8
	Girard Perregaux	16	4.2	4.2	100.0
	Total	385	100.0	100.0	

ANOVA					
Self-Presentation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.747	6	.125	1.771	.104
Within Groups	26.586	378	.070		
Total	27.334	384			

Multiple Comparisons						
Self-Presentation LSD						
		Mean Difference (I-J)			95% Confidence Interval	
(I) Q1.2	(J) Q1.2		Std. Error	Sig.	Lower Bound	Upper Bound
Less than 18	18-24	.05000	.14526	.731	-.2356	.3356
	25-30	-.03125	.09219	.735	-.2125	.1500
	31-40	-.01087	.08744	.901	-.1828	.1611
	41-50	-.08916	.08675	.305	-.2597	.0814
	51-60	-.07609	.09253	.411	-.2580	.1059
	60+	-.16667	.10460	.112	-.3723	.0390
18-24	Less than 18	-.05000	.14526	.731	-.3356	.2356
	25-30	-.08125	.12463	.515	-.3263	.1638
	31-40	-.06087	.12115	.616	-.2991	.1774
	41-50	-.13916	.12066	.250	-.3764	.0981
	51-60	-.12609	.12488	.313	-.3716	.1195
	60+	-.21667	.13407	.107	-.4803	.0469
25-30	Less than 18	.03125	.09219	.735	-.1500	.2125
	18-24	.08125	.12463	.515	-.1638	.3263
	31-40	.02038	.04557	.655	-.0692	.1100
	41-50	-.05791	.04424	.191	-.1449	.0291
	51-60	-.04484	.05472	.413	-.1524	.0628
	60+	-.13542	.07330	.065	-.2795	.0087
31-40	Less than 18	.01087	.08744	.901	-.1611	.1828
	18-24	.06087	.12115	.616	-.1774	.2991
	25-30	-.02038	.04557	.655	-.1100	.0692
	41-50	-.07829*	.03322	.019	-.1436	-.0130
	51-60	-.06522	.04627	.159	-.1562	.0258
	60+	-.15580*	.06722	.021	-.2880	-.0236
41-50	Less than 18	.08916	.08675	.305	-.0814	.2597
	18-24	.13916	.12066	.250	-.0981	.3764
	25-30	.05791	.04424	.191	-.0291	.1449
	31-40	.07829*	.03322	.019	.0130	.1436
	51-60	.01307	.04495	.771	-.0753	.1015
	60+	-.07751	.06633	.243	-.2079	.0529

51-60	Less than 18	.07609	.09253	.411	-.1059	.2580
	18-24	.12609	.12488	.313	-.1195	.3716
	25-30	.04484	.05472	.413	-.0628	.1524
	31-40	.06522	.04627	.159	-.0258	.1562
	41-50	-.01307	.04495	.771	-.1015	.0753
	60+	-.09058	.07373	.220	-.2356	.0544
60+	Less than 18	.16667	.10460	.112	-.0390	.3723
	18-24	.21667	.13407	.107	-.0469	.4803
	25-30	.13542	.07330	.065	-.0087	.2795
	31-40	.15580*	.06722	.021	.0236	.2880
	41-50	.07751	.06633	.243	-.0529	.2079
	51-60	.09058	.07373	.220	-.0544	.2356
*. The mean difference is significant at the 0.05 level.						

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
q3.1	385	2.00	5.00	4.1247	.36805
q3.2	385	1.00	5.00	4.2000	.67237
q3.3	385	3.00	5.00	4.6312	.50936
q3.4	385	3.00	5.00	4.6260	.52077
q3.5	385	4.00	5.00	4.6597	.47441
q3.6	385	4.00	5.00	4.9532	.21138
q3.7	385	1.00	5.00	4.3714	.78708
q3.8	385	1.00	5.00	4.3714	.77036
q3.9	385	3.00	5.00	4.6000	.49582
q3.10	385	3.00	5.00	4.8753	.33856
Valid N (listwise)	385				

ANOVA					
Fashion Conscious					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	45.221	6	7.537	16.218	.000
Within Groups	175.664	378	.465		
Total	220.886	384			

Multiple Comparisons						
Fashion Conscious LSD						
		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) Q1.2	(J) Q1.2				Lower Bound	Upper Bound
Less than 18	18-24	.30000	.37338	.422	-.4342	1.0342
	25-30	.22292	.23697	.347	-.2430	.6889
	31-40	.30000	.22475	.183	-.1419	.7419
	41-50	.56434*	.22298	.012	.1259	1.0028
	51-60	1.04130*	.23785	.000	.5736	1.5090
	60+	1.56667*	.26887	.000	1.0380	2.0953
18-24	Less than 18	-.30000	.37338	.422	-1.0342	.4342
	25-30	-.07708	.32035	.810	-.7070	.5528
	31-40	.00000	.31142	1.000	-.6123	.6123
	41-50	.26434	.31015	.395	-.3455	.8742
	51-60	.74130*	.32101	.021	.1101	1.3725
	60+	1.26667*	.34462	.000	.5891	1.9443
25-30	Less than 18	-.22292	.23697	.347	-.6889	.2430
	18-24	.07708	.32035	.810	-.5528	.7070
	31-40	.07708	.11714	.511	-.1533	.3074
	41-50	.34142*	.11372	.003	.1178	.5650
	51-60	.81839*	.14066	.000	.5418	1.0950
	60+	1.34375*	.18841	.000	.9733	1.7142
31-40	Less than 18	-.30000	.22475	.183	-.7419	.1419

	18-24	.00000	.31142	1.000	-.6123	.6123
	25-30	-.07708	.11714	.511	-.3074	.1533
	41-50	.26434*	.08539	.002	.0964	.4322
	51-60	.74130*	.11893	.000	.5075	.9751
	60+	1.26667*	.17280	.000	.9269	1.6064
41-50	Less than 18	-.56434*	.22298	.012	-1.0028	-.1259
	18-24	-.26434	.31015	.395	-.8742	.3455
	25-30	-.34142*	.11372	.003	-.5650	-.1178
	31-40	-.26434*	.08539	.002	-.4322	-.0964
	51-60	.47697*	.11555	.000	.2498	.7042
	60+	1.00233*	.17049	.000	.6671	1.3376
51-60	Less than 18	-1.04130*	.23785	.000	-1.5090	-.5736
	18-24	-.74130*	.32101	.021	-1.3725	-.1101
	25-30	-.81839*	.14066	.000	-1.0950	-.5418
	31-40	-.74130*	.11893	.000	-.9751	-.5075
	41-50	-.47697*	.11555	.000	-.7042	-.2498
	60+	.52536*	.18953	.006	.1527	.8980
60+	Less than 18	-1.56667*	.26887	.000	-2.0953	-1.0380
	18-24	-1.26667*	.34462	.000	-1.9443	-.5891
	25-30	-1.34375*	.18841	.000	-1.7142	-.9733
	31-40	-1.26667*	.17280	.000	-1.6064	-.9269
	41-50	-1.00233*	.17049	.000	-1.3376	-.6671
	51-60	-.52536*	.18953	.006	-.8980	-.1527
*. The mean difference is significant at the 0.05 level.						

ANOVA

Social Motivation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.709	6	.785	3.084	.006
Within Groups	96.177	378	.254		
Total	100.886	384			

Multiple Comparisons						
Social Motivation LSD						
		Mean Difference (I-J)			95% Confidence Interval	
(I) Q1.2	(J) Q1.2		Std. Error	Sig.	Lower Bound	Upper Bound
Less than 18	18-24	.20000	.27628	.470	-.3432	.7432
	25-30	.05833	.17534	.740	-.2864	.4031
	31-40	.01304	.16630	.938	-.3139	.3400
	41-50	-.12378	.16499	.454	-.4482	.2006
	51-60	.14348	.17600	.415	-.2026	.4895
	60+	-.28889	.19894	.147	-.6801	.1023
18-24	Less than 18	-.20000	.27628	.470	-.7432	.3432
	25-30	-.14167	.23704	.550	-.6077	.3244
	31-40	-.18696	.23043	.418	-.6400	.2661
	41-50	-.32378	.22949	.159	-.7750	.1275
	51-60	-.05652	.23753	.812	-.5236	.4105
	60+	-.48889	.25500	.056	-.9903	.0125
25-30	Less than 18	-.05833	.17534	.740	-.4031	.2864
	18-24	.14167	.23704	.550	-.3244	.6077
	31-40	-.04529	.08668	.602	-.2157	.1251
	41-50	-.18211*	.08414	.031	-.3476	-.0167
	51-60	.08514	.10408	.414	-.1195	.2898
	60+	-.34722*	.13941	.013	-.6213	-.0731
31-40	Less than 18	-.01304	.16630	.938	-.3400	.3139
	18-24	.18696	.23043	.418	-.2661	.6400
	25-30	.04529	.08668	.602	-.1251	.2157
	41-50	-.13682*	.06318	.031	-.2610	-.0126
	51-60	.13043	.08800	.139	-.0426	.3035
	60+	-.30193*	.12786	.019	-.5533	-.0505
41-50	Less than 18	.12378	.16499	.454	-.2006	.4482
	18-24	.32378	.22949	.159	-.1275	.7750
	25-30	.18211*	.08414	.031	.0167	.3476
	31-40	.13682*	.06318	.031	.0126	.2610
	51-60	.26725*	.08550	.002	.0991	.4354
	60+	-.16511	.12615	.191	-.4132	.0829

51-60	Less than 18	-.14348	.17600	.415	-.4895	.2026
	18-24	.05652	.23753	.812	-.4105	.5236
	25-30	-.08514	.10408	.414	-.2898	.1195
	31-40	-.13043	.08800	.139	-.3035	.0426
	41-50	-.26725*	.08550	.002	-.4354	-.0991
	60+	-.43237*	.14024	.002	-.7081	-.1566
60+	Less than 18	.28889	.19894	.147	-.1023	.6801
	18-24	.48889	.25500	.056	-.0125	.9903
	25-30	.34722*	.13941	.013	.0731	.6213
	31-40	.30193*	.12786	.019	.0505	.5533
	41-50	.16511	.12615	.191	-.0829	.4132
	51-60	.43237*	.14024	.002	.1566	.7081
*. The mean difference is significant at the 0.05 level.						

ANOVA

Demand of Assurance of Quality					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.080	6	1.013	5.846	.000
Within Groups	65.524	378	.173		
Total	71.604	384			

Multiple Comparisons

Demand of Assurance of Quality LSD						
					95% Confidence Interval	
(I) Q1.2	(J) Q1.2	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Less than 18	18-24	.20000	.22804	.381	-.2484	.6484
	25-30	.36042*	.14473	.013	.0758	.6450
	31-40	.41304*	.13727	.003	.1431	.6829
	41-50	.42517*	.13619	.002	.1574	.6930

	51-60	.60000*	.14527	.000	.3144	.8856
	60+	.79444*	.16421	.000	.4716	1.1173
18-24	Less than 18	-.20000	.22804	.381	-.6484	.2484
	25-30	.16042	.19565	.413	-.2243	.5451
	31-40	.21304	.19020	.263	-.1609	.5870
	41-50	.22517	.18942	.235	-.1473	.5976
	51-60	.40000*	.19605	.042	.0145	.7855
	60+	.59444*	.21047	.005	.1806	1.0083
25-30	Less than 18	-.36042*	.14473	.013	-.6450	-.0758
	18-24	-.16042	.19565	.413	-.5451	.2243
	31-40	.05263	.07154	.462	-.0880	.1933
	41-50	.06476	.06945	.352	-.0718	.2013
	51-60	.23958*	.08591	.006	.0707	.4085
	60+	.43403*	.11507	.000	.2078	.6603
31-40	Less than 18	-.41304*	.13727	.003	-.6829	-.1431
	18-24	-.21304	.19020	.263	-.5870	.1609
	25-30	-.05263	.07154	.462	-.1933	.0880
	41-50	.01213	.05215	.816	-.0904	.1147
	51-60	.18696*	.07263	.010	.0441	.3298
	60+	.38140*	.10553	.000	.1739	.5889
41-50	Less than 18	-.42517*	.13619	.002	-.6930	-.1574
	18-24	-.22517	.18942	.235	-.5976	.1473
	25-30	-.06476	.06945	.352	-.2013	.0718
	31-40	-.01213	.05215	.816	-.1147	.0904
	51-60	.17483*	.07057	.014	.0361	.3136
	60+	.36927*	.10413	.000	.1645	.5740
51-60	Less than 18	-.60000*	.14527	.000	-.8856	-.3144
	18-24	-.40000*	.19605	.042	-.7855	-.0145
	25-30	-.23958*	.08591	.006	-.4085	-.0707
	31-40	-.18696*	.07263	.010	-.3298	-.0441
	41-50	-.17483*	.07057	.014	-.3136	-.0361
	60+	.19444	.11575	.094	-.0332	.4220
60+	Less than 18	-.79444*	.16421	.000	-1.1173	-.4716
	18-24	-.59444*	.21047	.005	-1.0083	-.1806
	25-30	-.43403*	.11507	.000	-.6603	-.2078
	31-40	-.38140*	.10553	.000	-.5889	-.1739

	41-50	-.36927*	.10413	.000	-.5740	-.1645
	51-60	-.19444	.11575	.094	-.4220	.0332
*. The mean difference is significant at the 0.05 level.						

Group Statistics					
	Q1.1	N	Mean	Std. Deviation	Std. Error Mean
Self-Presentation	Male	244	4.8299	.25003	.01601
	Female	141	4.7660	.29003	.02443

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Self-Presentation	Equal variances assumed	13.810	.000	2.279	383	.023	.06396	.02807	.00877	.11915
	Equal variances not assumed			2.190	258.595	.029	.06396	.02920	.00646	.12147

Group Statistics					
	Q1.1	N	Mean	Std. Deviation	Std. Error Mean
Fashion Conscious	Male	244	4.2869	.77624	.04969
	Female	141	4.5177	.70562	.05942

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Fashion Conscious	Equal variances assumed	3.532	.061	-2.905	383	.004	-.23085	.07947	-.38709	-.07460
	Equal variances not assumed			-2.980	315.409	.003	-.23085	.07746	-.38326	-.07843

Group Statistics					
	Q1.1	N	Mean	Std. Deviation	Std. Error Mean
Social Motivation	Male	244	4.6598	.51427	.03292
	Female	141	4.5745	.50687	.04269

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Social Motivation	Equal variances assumed	2.965	.086	1.577	383	.116	.08537	.05412	-.02104	.19177
	Equal variances not assumed			1.584	295.798	.114	.08537	.05391	-.02072	.19146

Group Statistics					
	Q1.1	N	Mean	Std. Deviation	Std. Error Mean
Demand of Assurance of Quality	Male	244	4.1352	.43762	.02802
	Female	141	4.2092	.41900	.03529

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Demand of Assurance of Quality	Equal variances assumed	.062	.804	-1.623	383	.105	-.07397	.04558	-.16360	.01565
	Equal variances not assumed			-1.642	302.812	.102	-.07397	.04506	-.16263	.01469

ANOVA					
Self-Presentation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.692	6	.282	4.157	.000
Within Groups	25.642	378	.068		
Total	27.334	384			

Multiple Comparisons						
Self-Presentation LSD						
		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) q1.3	(J) q1.3				Lower Bound	Upper Bound
Less than 30,000 Baht	30,001 to 50,000 baht	.10714	.12835	.404	-.1452	.3595
	50,001 to 80,000 baht	-.07812	.08856	.378	-.2523	.0960
	80,001 to 120,000 Baht	-.05183	.08484	.542	-.2186	.1150
	120,001 to 150,000 Baht	-.17188	.08856	.053	-.3460	.0023
	150,001 to 200,000 Baht	.04032	.08876	.650	-.1342	.2148
	More than 200,000 Baht	-.03571	.10784	.741	-.2478	.1763
30,001 to 50,000 baht	Less than 30,000 Baht	-.10714	.12835	.404	-.3595	.1452
	50,001 to 80,000 baht	-.18527	.10369	.075	-.3891	.0186
	80,001 to 120,000 Baht	-.15897	.10052	.115	-.3566	.0387
	120,001 to 150,000 Baht	-.27902*	.10369	.007	-.4829	-.0751
	150,001 to 200,000 Baht	-.06682	.10385	.520	-.2710	.1374
	More than 200,000 Baht	-.14286	.12057	.237	-.3799	.0942

50,001 to 80,000 baht	Less than 30,000 Baht	.07812	.08856	.378	-.0960	.2523
	30,001 to 50,000 baht	.18527	.10369	.075	-.0186	.3891
	80,001 to 120,000 Baht	.02630	.03839	.494	-.0492	.1018
	120,001 to 150,000 Baht	-.09375*	.04604	.042	-.1843	-.0032
	150,001 to 200,000 Baht	.11845*	.04641	.011	.0272	.2097
	More than 200,000 Baht	.04241	.07685	.581	-.1087	.1935
80,001 to 120,000 Baht	Less than 30,000 Baht	.05183	.08484	.542	-.1150	.2186
	30,001 to 50,000 baht	.15897	.10052	.115	-.0387	.3566
	50,001 to 80,000 baht	-.02630	.03839	.494	-.1018	.0492
	120,001 to 150,000 Baht	-.12005*	.03839	.002	-.1955	-.0446
	150,001 to 200,000 Baht	.09215*	.03883	.018	.0158	.1685
	More than 200,000 Baht	.01611	.07252	.824	-.1265	.1587
120,001 to 150,000 Baht	Less than 30,000 Baht	.17188	.08856	.053	-.0023	.3460
	30,001 to 50,000 baht	.27902*	.10369	.007	.0751	.4829
	50,001 to 80,000 baht	.09375*	.04604	.042	.0032	.1843
	80,001 to 120,000 Baht	.12005*	.03839	.002	.0446	.1955
	150,001 to 200,000 Baht	.21220*	.04641	.000	.1209	.3035
	More than 200,000 Baht	.13616	.07685	.077	-.0149	.2873
150,001 to 200,000 Baht	Less than 30,000 Baht	-.04032	.08876	.650	-.2148	.1342
	30,001 to 50,000 baht	.06682	.10385	.520	-.1374	.2710
	50,001 to 80,000 baht	-.11845*	.04641	.011	-.2097	-.0272
	80,001 to 120,000 Baht	-.09215*	.03883	.018	-.1685	-.0158
	120,001 to 150,000 Baht	-.21220*	.04641	.000	-.3035	-.1209

	More than 200,000 Baht	-.07604	.07707	.324	-.2276	.0755
More than 200,000 Baht	Less than 30,000 Baht	.03571	.10784	.741	-.1763	.2478
	30,001 to 50,000 baht	.14286	.12057	.237	-.0942	.3799
	50,001 to 80,000 baht	-.04241	.07685	.581	-.1935	.1087
	80,001 to 120,000 Baht	-.01611	.07252	.824	-.1587	.1265
	120,001 to 150,000 Baht	-.13616	.07685	.077	-.2873	.0149
	150,001 to 200,000 Baht	.07604	.07707	.324	-.0755	.2276
*. The mean difference is significant at the 0.05 level.						

ANOVA

Fashion Conscious					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.725	6	.954	1.676	.126
Within Groups	215.161	378	.569		
Total	220.886	384			

Multiple Comparisons

Fashion Conscious LSD						
		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
(I) q1.3	(J) q1.3					
Less than 30,000 Baht	30,001 to 50,000 baht	.11429	.37180	.759	-.6168	.8453
	50,001 to 80,000 baht	.50156	.25654	.051	-.0029	1.0060
	80,001 to 120,000 Baht	.54634*	.24575	.027	.0631	1.0295
	120,001 to 150,000 Baht	.55625*	.25654	.031	.0518	1.0607

	150,001 to 200,000 Baht	.53710*	.25710	.037	.0316	1.0426
	More than 200,000 Baht	.86429*	.31238	.006	.2501	1.4785
30,001 to 50,000 baht	Less than 30,000 Baht	-.11429	.37180	.759	-.8453	.6168
	50,001 to 80,000 baht	.38728	.30035	.198	-.2033	.9778
	80,001 to 120,000 Baht	.43206	.29118	.139	-.1405	1.0046
	120,001 to 150,000 Baht	.44196	.30035	.142	-.1486	1.0325
	150,001 to 200,000 Baht	.42281	.30083	.161	-.1687	1.0143
	More than 200,000 Baht	.75000*	.34925	.032	.0633	1.4367
50,001 to 80,000 baht	Less than 30,000 Baht	-.50156	.25654	.051	-1.0060	.0029
	30,001 to 50,000 baht	-.38728	.30035	.198	-.9778	.2033
	80,001 to 120,000 Baht	.04478	.11120	.687	-.1739	.2634
	120,001 to 150,000 Baht	.05469	.13337	.682	-.2076	.3169
	150,001 to 200,000 Baht	.03553	.13444	.792	-.2288	.2999
	More than 200,000 Baht	.36272	.22260	.104	-.0750	.8004
80,001 to 120,000 Baht	Less than 30,000 Baht	-.54634*	.24575	.027	-1.0295	-.0631
	30,001 to 50,000 baht	-.43206	.29118	.139	-1.0046	.1405
	50,001 to 80,000 baht	-.04478	.11120	.687	-.2634	.1739
	120,001 to 150,000 Baht	.00991	.11120	.929	-.2087	.2285
	150,001 to 200,000 Baht	-.00924	.11248	.935	-.2304	.2119
	More than 200,000 Baht	.31794	.21007	.131	-.0951	.7310
120,001 to 150,000 Baht	Less than 30,000 Baht	-.55625*	.25654	.031	-1.0607	-.0518
	30,001 to 50,000 baht	-.44196	.30035	.142	-1.0325	.1486
	50,001 to 80,000 baht	-.05469	.13337	.682	-.3169	.2076

	80,001 to 120,000 Baht	-.00991	.11120	.929	-.2285	.2087
	150,001 to 200,000 Baht	-.01915	.13444	.887	-.2835	.2452
	More than 200,000 Baht	.30804	.22260	.167	-.1297	.7457
150,001 to 200,000 Baht	Less than 30,000 Baht	-.53710*	.25710	.037	-1.0426	-.0316
	30,001 to 50,000 baht	-.42281	.30083	.161	-1.0143	.1687
	50,001 to 80,000 baht	-.03553	.13444	.792	-.2999	.2288
	80,001 to 120,000 Baht	.00924	.11248	.935	-.2119	.2304
	120,001 to 150,000 Baht	.01915	.13444	.887	-.2452	.2835
	More than 200,000 Baht	.32719	.22325	.144	-.1118	.7661
More than 200,000 Baht	Less than 30,000 Baht	-.86429*	.31238	.006	-1.4785	-.2501
	30,001 to 50,000 baht	-.75000*	.34925	.032	-1.4367	-.0633
	50,001 to 80,000 baht	-.36272	.22260	.104	-.8004	.0750
	80,001 to 120,000 Baht	-.31794	.21007	.131	-.7310	.0951
	120,001 to 150,000 Baht	-.30804	.22260	.167	-.7457	.1297
	150,001 to 200,000 Baht	-.32719	.22325	.144	-.7661	.1118
*. The mean difference is significant at the 0.05 level.						

ANOVA

Social Motivation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.616	6	.936	3.714	.001
Within Groups	95.270	378	.252		
Total	100.886	384			

Multiple Comparisons						
Social Motivation LSD						
		Mean Difference (I-J)			95% Confidence Interval	
(I) q1.3	(J) q1.3		Std. Error	Sig.	Lower Bound	Upper Bound
Less than 30,000 Baht	30,001 to 50,000 baht	.02857	.24740	.908	-.4579	.5150
	50,001 to 80,000 baht	-.15000	.17071	.380	-.4857	.1857
	80,001 to 120,000 Baht	.01768	.16353	.914	-.3038	.3392
	120,001 to 150,000 Baht	-.21250	.17071	.214	-.5482	.1232
	150,001 to 200,000 Baht	.15645	.17108	.361	-.1799	.4928
	More than 200,000 Baht	-.04286	.20786	.837	-.4516	.3659
30,001 to 50,000 baht	Less than 30,000 Baht	-.02857	.24740	.908	-.5150	.4579
	50,001 to 80,000 baht	-.17857	.19986	.372	-.5715	.2144
	80,001 to 120,000 Baht	-.01089	.19376	.955	-.3919	.3701
	120,001 to 150,000 Baht	-.24107	.19986	.228	-.6340	.1519
	150,001 to 200,000 Baht	.12788	.20018	.523	-.2657	.5215
	More than 200,000 Baht	-.07143	.23240	.759	-.5284	.3855
50,001 to 80,000 baht	Less than 30,000 Baht	.15000	.17071	.380	-.1857	.4857
	30,001 to 50,000 baht	.17857	.19986	.372	-.2144	.5715
	80,001 to 120,000 Baht	.16768*	.07399	.024	.0222	.3132
	120,001 to 150,000 Baht	-.06250	.08875	.482	-.2370	.1120
	150,001 to 200,000 Baht	.30645*	.08946	.001	.1305	.4824
	More than 200,000 Baht	.10714	.14812	.470	-.1841	.3984
80,001 to 120,000 Baht	Less than 30,000 Baht	-.01768	.16353	.914	-.3392	.3038
	30,001 to 50,000 baht	.01089	.19376	.955	-.3701	.3919
	50,001 to 80,000 baht	-.16768*	.07399	.024	-.3132	-.0222

	120,001 to 150,000 Baht	-.23018*	.07399	.002	-.3757	-.0847
	150,001 to 200,000 Baht	.13877	.07485	.065	-.0084	.2859
	More than 200,000 Baht	-.06054	.13978	.665	-.3354	.2143
120,001 to 150,000 Baht	Less than 30,000 Baht	.21250	.17071	.214	-.1232	.5482
	30,001 to 50,000 baht	.24107	.19986	.228	-.1519	.6340
	50,001 to 80,000 baht	.06250	.08875	.482	-.1120	.2370
	80,001 to 120,000 Baht	.23018*	.07399	.002	.0847	.3757
	150,001 to 200,000 Baht	.36895*	.08946	.000	.1930	.5449
	More than 200,000 Baht	.16964	.14812	.253	-.1216	.4609
150,001 to 200,000 Baht	Less than 30,000 Baht	-.15645	.17108	.361	-.4928	.1799
	30,001 to 50,000 baht	-.12788	.20018	.523	-.5215	.2657
	50,001 to 80,000 baht	-.30645*	.08946	.001	-.4824	-.1305
	80,001 to 120,000 Baht	-.13877	.07485	.065	-.2859	.0084
	120,001 to 150,000 Baht	-.36895*	.08946	.000	-.5449	-.1930
	More than 200,000 Baht	-.19931	.14855	.181	-.4914	.0928
More than 200,000 Baht	Less than 30,000 Baht	.04286	.20786	.837	-.3659	.4516
	30,001 to 50,000 baht	.07143	.23240	.759	-.3855	.5284
	50,001 to 80,000 baht	-.10714	.14812	.470	-.3984	.1841
	80,001 to 120,000 Baht	.06054	.13978	.665	-.2143	.3354
	120,001 to 150,000 Baht	-.16964	.14812	.253	-.4609	.1216
	150,001 to 200,000 Baht	.19931	.14855	.181	-.0928	.4914
*. The mean difference is significant at the 0.05 level.						

ANOVA					
Demand of Assurance of Quality					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.895	6	.816	4.623	.000
Within Groups	66.709	378	.176		
Total	71.604	384			

Multiple Comparisons						
Demand of Assurance of Quality LSD						
		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) q1.3	(J) q1.3				Lower Bound	Upper Bound
Less than 30,000 Baht	30,001 to 50,000 baht	.15000	.20702	.469	-.2571	.5571
	50,001 to 80,000 baht	.58750*	.14285	.000	.3066	.8684
	80,001 to 120,000 Baht	.52805*	.13684	.000	.2590	.7971
	120,001 to 150,000 Baht	.37656*	.14285	.009	.0957	.6574
	150,001 to 200,000 Baht	.50484*	.14316	.000	.2234	.7863
	More than 200,000 Baht	.50714*	.17393	.004	.1651	.8491
30,001 to 50,000 baht	Less than 30,000 Baht	-.15000	.20702	.469	-.5571	.2571
	50,001 to 80,000 baht	.43750*	.16724	.009	.1087	.7663
	80,001 to 120,000 Baht	.37805*	.16213	.020	.0593	.6968
	120,001 to 150,000 Baht	.22656	.16724	.176	-.1023	.5554
	150,001 to 200,000 Baht	.35484*	.16750	.035	.0255	.6842
	More than 200,000 Baht	.35714	.19447	.067	-.0252	.7395

50,001 to 80,000 baht	Less than 30,000 Baht	-.58750*	.14285	.000	-.8684	-.3066
	30,001 to 50,000 baht	-.43750*	.16724	.009	-.7663	-.1087
	80,001 to 120,000 Baht	-.05945	.06192	.338	-.1812	.0623
	120,001 to 150,000 Baht	-.21094*	.07426	.005	-.3570	-.0649
	150,001 to 200,000 Baht	-.08266	.07486	.270	-.2299	.0645
	More than 200,000 Baht	-.08036	.12395	.517	-.3241	.1634
80,001 to 120,000 Baht	Less than 30,000 Baht	-.52805*	.13684	.000	-.7971	-.2590
	30,001 to 50,000 baht	-.37805*	.16213	.020	-.6968	-.0593
	50,001 to 80,000 baht	.05945	.06192	.338	-.0623	.1812
	120,001 to 150,000 Baht	-.15149*	.06192	.015	-.2732	-.0297
	150,001 to 200,000 Baht	-.02321	.06263	.711	-.1464	.0999
	More than 200,000 Baht	-.02091	.11697	.858	-.2509	.2091
120,001 to 150,000 Baht	Less than 30,000 Baht	-.37656*	.14285	.009	-.6574	-.0957
	30,001 to 50,000 baht	-.22656	.16724	.176	-.5554	.1023
	50,001 to 80,000 baht	.21094*	.07426	.005	.0649	.3570
	80,001 to 120,000 Baht	.15149*	.06192	.015	.0297	.2732
	150,001 to 200,000 Baht	.12828	.07486	.087	-.0189	.2755
	More than 200,000 Baht	.13058	.12395	.293	-.1131	.3743
150,001 to 200,000 Baht	Less than 30,000 Baht	-.50484*	.14316	.000	-.7863	-.2234
	30,001 to 50,000 baht	-.35484*	.16750	.035	-.6842	-.0255
	50,001 to 80,000 baht	.08266	.07486	.270	-.0645	.2299
	80,001 to 120,000 Baht	.02321	.06263	.711	-.0999	.1464
	120,001 to 150,000 Baht	-.12828	.07486	.087	-.2755	.0189

	More than 200,000 Baht	.00230	.12431	.985	-.2421	.2467
More than 200,000 Baht	Less than 30,000 Baht	-.50714*	.17393	.004	-.8491	-.1651
	30,001 to 50,000 baht	-.35714	.19447	.067	-.7395	.0252
	50,001 to 80,000 baht	.08036	.12395	.517	-.1634	.3241
	80,001 to 120,000 Baht	.02091	.11697	.858	-.2091	.2509
	120,001 to 150,000 Baht	-.13058	.12395	.293	-.3743	.1131
	150,001 to 200,000 Baht	-.00230	.12431	.985	-.2467	.2421
*. The mean difference is significant at the 0.05 level.						

ANOVA					
Self-Presentation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.463	3	.154	2.189	.089
Within Groups	26.871	381	.071		
Total	27.334	384			

Multiple Comparisons						
Self-Presentation LSD						
		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
(I) q1.4	(J) q1.4					
Lower than Bachelor's degree	Bachelor’s degree	-.06744	.07345	.359	-.2119	.0770
	Master's degree	-.12689	.07384	.087	-.2721	.0183
	PhD	-.16071	.15056	.286	-.4568	.1353
Bachelor’s degree	Lower than Bachelor's degree	.06744	.07345	.359	-.0770	.2119

	Master's degree	-.05945*	.02780	.033	-.1141	-.0048
	PhD	-.09327	.13413	.487	-.3570	.1704
Master's degree	Lower than Bachelor's degree	.12689	.07384	.087	-.0183	.2721
	Bachelor’s degree	.05945*	.02780	.033	.0048	.1141
	PhD	-.03382	.13434	.801	-.2980	.2303
PhD	Lower than Bachelor's degree	.16071	.15056	.286	-.1353	.4568
	Bachelor’s degree	.09327	.13413	.487	-.1704	.3570
	Master's degree	.03382	.13434	.801	-.2303	.2980
*. The mean difference is significant at the 0.05 level.						

ANOVA

Fashion Conscious					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	52.748	3	17.583	39.842	.000
Within Groups	168.138	381	.441		
Total	220.886	384			

Multiple Comparisons

Fashion Conscious LSD						
		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
(I) q1.4	(J) q1.4					
Lower than Bachelor's degree	Bachelor’s degree	.17186	.18374	.350	-.1894	.5331
	Master's degree	.86008*	.18471	.000	.4969	1.2233
	PhD	1.73214*	.37663	.000	.9916	2.4727
Bachelor’s degree	Lower than Bachelor's degree	-.17186	.18374	.350	-.5331	.1894
	Master's degree	.68822*	.06954	.000	.5515	.8250
	PhD	1.56028*	.33551	.000	.9006	2.2200

Master's degree	Lower than Bachelor's degree	-.86008*	.18471	.000	-1.2233	-.4969
	Bachelor’s degree	-.68822*	.06954	.000	-.8250	-.5515
	PhD	.87206*	.33604	.010	.2113	1.5328
PhD	Lower than Bachelor's degree	-1.73214*	.37663	.000	-2.4727	-.9916
	Bachelor’s degree	-1.56028*	.33551	.000	-2.2200	-.9006
	Master's degree	-.87206*	.33604	.010	-1.5328	-.2113
*. The mean difference is significant at the 0.05 level.						

ANOVA

Social Motivation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.502	3	.501	1.920	.126
Within Groups	99.383	381	.261		
Total	100.886	384			

Multiple Comparisons

Social Motivation LSD						
		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) q1.4	(J) q1.4				Lower Bound	Upper Bound
Lower than Bachelor's degree	Bachelor’s degree	.07433	.14127	.599	-.2034	.3521
	Master's degree	-.05126	.14201	.718	-.3305	.2280
	PhD	-.10714	.28956	.712	-.6765	.4622
Bachelor’s degree	Lower than Bachelor's degree	-.07433	.14127	.599	-.3521	.2034
	Master's degree	-.12559*	.05347	.019	-.2307	-.0205
	PhD	-.18147	.25795	.482	-.6886	.3257
Master's degree	Lower than Bachelor's degree	.05126	.14201	.718	-.2280	.3305

	Bachelor’s degree	.12559*	.05347	.019	.0205	.2307
	PhD	-.05588	.25835	.829	-.5639	.4521
PhD	Lower than Bachelor's degree	.10714	.28956	.712	-.4622	.6765
	Bachelor’s degree	.18147	.25795	.482	-.3257	.6886
	Master's degree	.05588	.25835	.829	-.4521	.5639
*. The mean difference is significant at the 0.05 level.						

ANOVA

Demand of Assurance of Quality					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.516	3	3.505	21.863	.000
Within Groups	61.088	381	.160		
Total	71.604	384			

Multiple Comparisons

Demand of Assurance of Quality LSD						
		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) q1.4	(J) q1.4				Lower Bound	Upper Bound
Lower than Bachelor's degree	Bachelor’s degree	.20558	.11075	.064	-.0122	.4233
	Master's degree	.51176*	.11134	.000	.2929	.7307
	PhD	.62500*	.22702	.006	.1786	1.0714
Bachelor’s degree	Lower than Bachelor's degree	-.20558	.11075	.064	-.4233	.0122
	Master's degree	.30618*	.04192	.000	.2238	.3886
	PhD	.41942*	.20223	.039	.0218	.8170
Master's degree	Lower than Bachelor's degree	-.51176*	.11134	.000	-.7307	-.2929
	Bachelor’s degree	-.30618*	.04192	.000	-.3886	-.2238
	PhD	.11324	.20255	.576	-.2850	.5115

PhD	Lower than Bachelor's degree	-.62500*	.22702	.006	-1.0714	-.1786
	Bachelor's degree	-.41942*	.20223	.039	-.8170	-.0218
	Master's degree	-.11324	.20255	.576	-.5115	.2850
*. The mean difference is significant at the 0.05 level.						

ANOVA

Customer Buying Decision					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.413	6	.235	1.851	.088
Within Groups	48.091	378	.127		
Total	49.504	384			

Multiple Comparisons

Customer Buying Decision LSD						
					95% Confidence Interval	
(I) Q1.2	(J) Q1.2	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Less than 18	18-24	.10000	.19536	.609	-.2841	.4841
	25-30	-.20833	.12399	.094	-.4521	.0355
	31-40	-.24783*	.11760	.036	-.4790	-.0166
	41-50	-.24825*	.11667	.034	-.4777	-.0188
	51-60	-.30435*	.12445	.015	-.5491	-.0596
	60+	-.22222	.14068	.115	-.4988	.0544
18-24	Less than 18	-.10000	.19536	.609	-.4841	.2841
	25-30	-.30833	.16762	.067	-.6379	.0212
	31-40	-.34783*	.16295	.033	-.6682	-.0274
	41-50	-.34825*	.16228	.033	-.6673	-.0292
	51-60	-.40435*	.16796	.017	-.7346	-.0741
	60+	-.32222	.18031	.075	-.6768	.0323
25-30	Less than 18	.20833	.12399	.094	-.0355	.4521

	18-24	.30833	.16762	.067	-.0212	.6379
	31-40	-.03949	.06129	.520	-.1600	.0810
	41-50	-.03992	.05950	.503	-.1569	.0771
	51-60	-.09601	.07360	.193	-.2407	.0487
	60+	-.01389	.09858	.888	-.2077	.1800
31-40	Less than 18	.24783*	.11760	.036	.0166	.4790
	18-24	.34783*	.16295	.033	.0274	.6682
	25-30	.03949	.06129	.520	-.0810	.1600
	41-50	-.00043	.04468	.992	-.0883	.0874
	51-60	-.05652	.06223	.364	-.1789	.0658
	60+	.02560	.09041	.777	-.1522	.2034
41-50	Less than 18	.24825*	.11667	.034	.0188	.4777
	18-24	.34825*	.16228	.033	.0292	.6673
	25-30	.03992	.05950	.503	-.0771	.1569
	31-40	.00043	.04468	.992	-.0874	.0883
	51-60	-.05610	.06046	.354	-.1750	.0628
	60+	.02603	.08921	.771	-.1494	.2014
51-60	Less than 18	.30435*	.12445	.015	.0596	.5491
	18-24	.40435*	.16796	.017	.0741	.7346
	25-30	.09601	.07360	.193	-.0487	.2407
	31-40	.05652	.06223	.364	-.0658	.1789
	41-50	.05610	.06046	.354	-.0628	.1750
	60+	.08213	.09917	.408	-.1129	.2771
60+	Less than 18	.22222	.14068	.115	-.0544	.4988
	18-24	.32222	.18031	.075	-.0323	.6768
	25-30	.01389	.09858	.888	-.1800	.2077
	31-40	-.02560	.09041	.777	-.2034	.1522
	41-50	-.02603	.08921	.771	-.2014	.1494
	51-60	-.08213	.09917	.408	-.2771	.1129
*. The mean difference is significant at the 0.05 level.						

Group Statistics					
	Q1.1	N	Mean	Std. Deviation	Std. Error Mean
Customer Buying Decision	Male	244	4.7418	.36982	.02368
	Female	141	4.7305	.34079	.02870

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Customer Buying Decision	Equal variances assumed	.780	.378	.297	383	.766	.01131	.03803	-.06346	.08608
	Equal variances not assumed			.304	312.106	.761	.01131	.03720	-.06190	.08451

ANOVA					
Customer Buying Decision					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.901	6	.317	2.516	.021
Within Groups	47.603	378	.126		
Total	49.504	384			

Multiple Comparisons						
Customer Buying Decision LSD						
		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) q1.3	(J) q1.3				Lower Bound	Upper Bound
Less than 30,000 Baht	30,001 to 50,000 baht	-.05000	.17488	.775	-.3939	.2939
	50,001 to 80,000 baht	-.37031*	.12067	.002	-.6076	-.1330
	80,001 to 120,000 Baht	-.30305*	.11559	.009	-.5303	-.0758
	120,001 to 150,000 Baht	-.23750*	.12067	.050	-.4748	-.0002
	150,001 to 200,000 Baht	-.27581*	.12093	.023	-.5136	-.0380
	More than 200,000 Baht	-.33571*	.14693	.023	-.6246	-.0468
30,001 to 50,000 baht	Less than 30,000 Baht	.05000	.17488	.775	-.2939	.3939
	50,001 to 80,000 baht	-.32031*	.14127	.024	-.5981	-.0425
	80,001 to 120,000 Baht	-.25305	.13696	.065	-.5224	.0163
	120,001 to 150,000 Baht	-.18750	.14127	.185	-.4653	.0903
	150,001 to 200,000 Baht	-.22581	.14150	.111	-.5040	.0524
	More than 200,000 Baht	-.28571	.16427	.083	-.6087	.0373

50,001 to 80,000 baht	Less than 30,000 Baht	.37031*	.12067	.002	.1330	.6076
	30,001 to 50,000 baht	.32031*	.14127	.024	.0425	.5981
	80,001 to 120,000 Baht	.06726	.05230	.199	-.0356	.1701
	120,001 to 150,000 Baht	.13281*	.06273	.035	.0095	.2562
	150,001 to 200,000 Baht	.09451	.06324	.136	-.0298	.2188
	More than 200,000 Baht	.03460	.10470	.741	-.1713	.2405
80,001 to 120,000 Baht	Less than 30,000 Baht	.30305*	.11559	.009	.0758	.5303
	30,001 to 50,000 baht	.25305	.13696	.065	-.0163	.5224
	50,001 to 80,000 baht	-.06726	.05230	.199	-.1701	.0356
	120,001 to 150,000 Baht	.06555	.05230	.211	-.0373	.1684
	150,001 to 200,000 Baht	.02724	.05291	.607	-.0768	.1313
	More than 200,000 Baht	-.03267	.09881	.741	-.2269	.1616
120,001 to 150,000 Baht	Less than 30,000 Baht	.23750*	.12067	.050	.0002	.4748
	30,001 to 50,000 baht	.18750	.14127	.185	-.0903	.4653
	50,001 to 80,000 baht	-.13281*	.06273	.035	-.2562	-.0095
	80,001 to 120,000 Baht	-.06555	.05230	.211	-.1684	.0373
	150,001 to 200,000 Baht	-.03831	.06324	.545	-.1626	.0860
	More than 200,000 Baht	-.09821	.10470	.349	-.3041	.1077
150,001 to 200,000 Baht	Less than 30,000 Baht	.27581*	.12093	.023	.0380	.5136
	30,001 to 50,000 baht	.22581	.14150	.111	-.0524	.5040
	50,001 to 80,000 baht	-.09451	.06324	.136	-.2188	.0298
	80,001 to 120,000 Baht	-.02724	.05291	.607	-.1313	.0768
	120,001 to 150,000 Baht	.03831	.06324	.545	-.0860	.1626

	More than 200,000 Baht	-.05991	.10501	.569	-.2664	.1466
More than 200,000 Baht	Less than 30,000 Baht	.33571*	.14693	.023	.0468	.6246
	30,001 to 50,000 baht	.28571	.16427	.083	-.0373	.6087
	50,001 to 80,000 baht	-.03460	.10470	.741	-.2405	.1713
	80,001 to 120,000 Baht	.03267	.09881	.741	-.1616	.2269
	120,001 to 150,000 Baht	.09821	.10470	.349	-.1077	.3041
	150,001 to 200,000 Baht	.05991	.10501	.569	-.1466	.2664
*. The mean difference is significant at the 0.05 level.						

ANOVA

Customer Buying Decision					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.356	3	.119	.920	.431
Within Groups	49.148	381	.129		
Total	49.504	384			

Multiple Comparisons

Customer Buying Decision LSD						
		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) q1.4	(J) q1.4				Lower Bound	Upper Bound
Lower than Bachelor's degree	Bachelor’s degree	-.07796	.09934	.433	-.2733	.1174
	Master's degree	-.11891	.09986	.235	-.3153	.0774
	PhD	-.23214	.20363	.255	-.6325	.1682
Bachelor’s degree	Lower than Bachelor's degree	.07796	.09934	.433	-.1174	.2733
	Master's degree	-.04095	.03760	.277	-.1149	.0330
	PhD	-.15419	.18139	.396	-.5108	.2025

Master's degree	Lower than Bachelor's degree	.11891	.09986	.235	-.0774	.3153
	Bachelor’s degree	.04095	.03760	.277	-.0330	.1149
	PhD	-.11324	.18168	.533	-.4705	.2440
PhD	Lower than Bachelor's degree	.23214	.20363	.255	-.1682	.6325
	Bachelor’s degree	.15419	.18139	.396	-.2025	.5108
	Master's degree	.11324	.18168	.533	-.2440	.4705

Correlations

		Customer Buying Decision	Self-Presentation
Customer Buying Decision	Pearson Correlation	1	.142**
	Sig. (2-tailed)		.005
	N	385	385
Self-Presentation	Pearson Correlation	.142**	1
	Sig. (2-tailed)	.005	
	N	385	385
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlations

		Customer Buying Decision	Fashion Conscious
Customer Buying Decision	Pearson Correlation	1	-.038
	Sig. (2-tailed)		.456
	N	385	385
Fashion Conscious	Pearson Correlation	-.038	1
	Sig. (2-tailed)	.456	
	N	385	385

Correlations			
		Customer Buying Decision	Social Motivation
Customer Buying Decision	Pearson Correlation	1	.113*
	Sig. (2-tailed)		.027
	N	385	385
Social Motivation	Pearson Correlation	.113*	1
	Sig. (2-tailed)	.027	
	N	385	385
*. Correlation is significant at the 0.05 level (2-tailed).			

Correlations			
		Customer Buying Decision	Demand of Assurance of Quality
Customer Buying Decision	Pearson Correlation	1	-.052
	Sig. (2-tailed)		.308
	N	385	385
Demand of Assurance of Quality	Pearson Correlation	-.052	1
	Sig. (2-tailed)	.308	
	N	385	385

Biography

Name: Sub.Lt. Panadda Chinthongprasert

Date of Birth: 30 October 1985

Position: Aide-de-camps to Assistant Commander in Chief, Royal Thai Army

Education Background:

2002 – 2004	Columba College, New Zealand
2005 – 2006	Bachelor of Commerce, Major Economics,
2008 - 2009	Otago University, New Zealand
2011 – 2013	Master of Business Administration, Stamford International University, Thailand

Work Experience:

2007	The Government Public Relations Department (General Manager)
2010 – August 2011	Home and Materials Co., Ltd. (Marketing Manager)
September 2011 - September 2012	Army Internal Audit Office (Auditor)
September 2012 – 2013	Office of Assistant Commander in Chief, Royal Thai Army