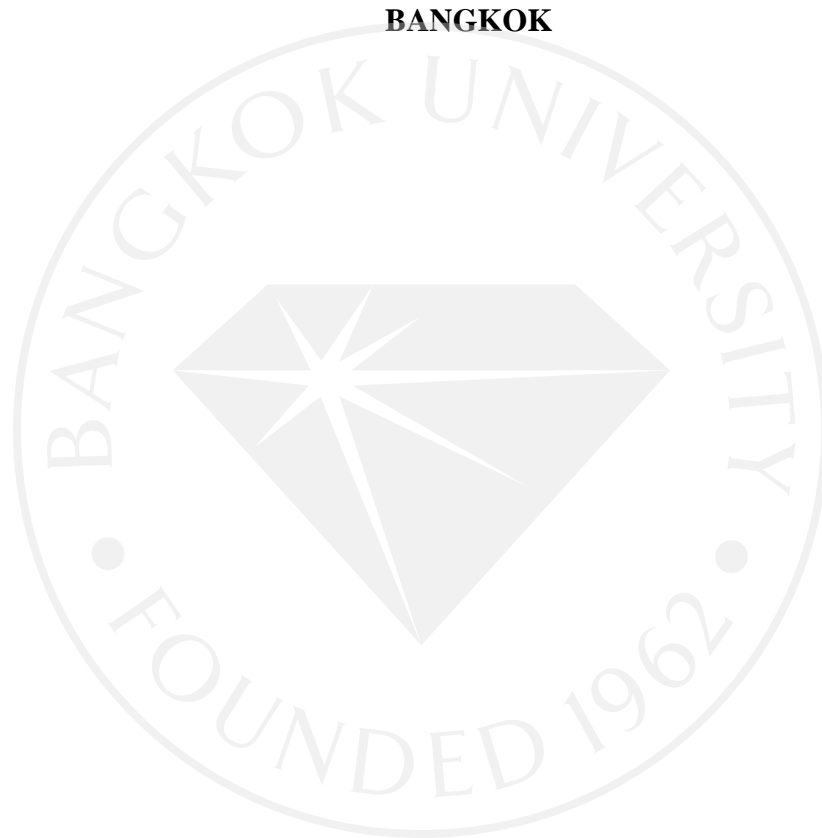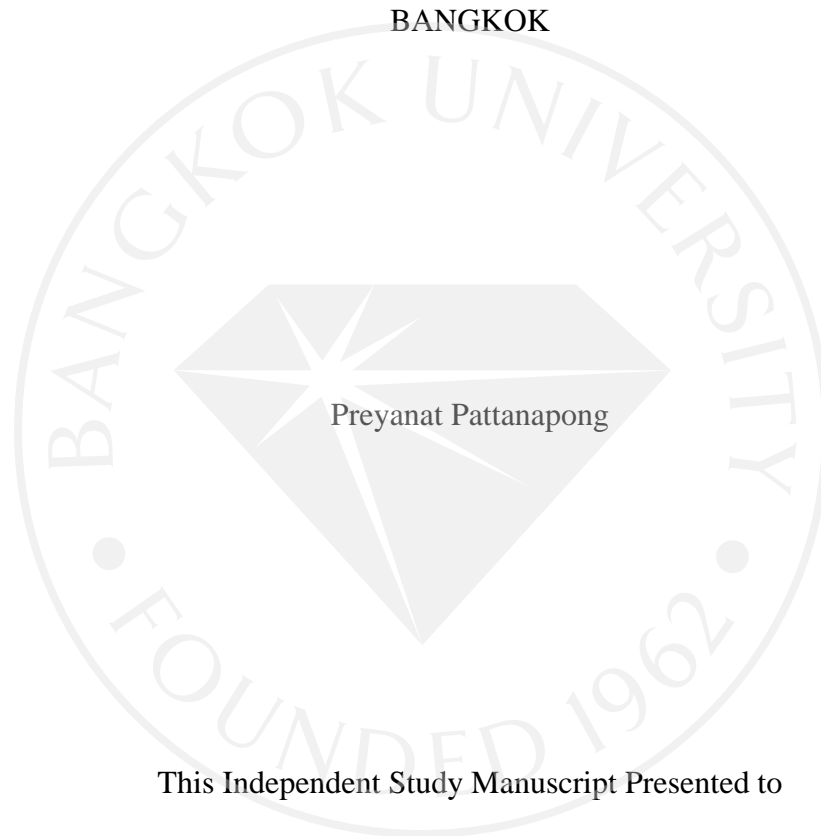**FACTOR POSITIVELY INFLUENCING BRAND PURCHASE INTENTION**

TOWARDS LUXURY BAGS OF CONSUMERS IN SUKHUMVIT AREA OF

BANGKOK

FACTOR POSITIVELY INFLUENCING BRAND PURCHASE INTENTION

TOWARDS LUXURY BAGS OF CONSUMERS IN SUKHUMVIT AREA OF

BANGKOK

Preyanat Pattanapong

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Author: Miss Preyanat Pattanapong

Independent Study Committee:

Advisor

(Dr. Penjira Kanthawongs)

Field Specialist

(Dr. Nittana Tarnittanakorn)

(Suchada Chareanpunsirikul, D.B.A.)

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<u>Factor Positively Influencing Brand Purchase Intention Towards Luxury Bags of Consumers in Sukhumvit Area of Bangkok</u> (78 pp.)

Advisor: Penjira Kanthawongs, Ph.D.

ABSTRACT

The purpose of this paper was to examine the independent factor positively influencing brand purchase intention towards luxury bags of consumers in Sukhumvit area of Bangkok. Those independent factors including brand awareness, perceive quality, brand image, brand associations, brand fondness, brand attitude, consumer brand identification, consumer-based brand equity positively impacting brand purchase intention towards luxury bags of consumers in Sukhumvit area of Bangkok. Total samples of 243 respondents collected with survey questionnaire by people who lived in Sukhumvit area of Bangkok. Almost all were females with the age between 18-24 years old, singles, and having bachelor degrees. Most of them were working in private companies with the largest group of income range was less than and equal to 50,000 baht. They purchased a new bag in 1-5 times per year, they could buy a bag in less than 50,000 baht and the most favorite luxury brands was Louis Vuitton. The data sets utilized descriptive statistics and multiple regression analysis. The researcher found that consumer-based brand equity ($\beta = 0.399$), consumer brand identification ($\beta = 0.224$), and brand awareness ($\beta = 0.147$) accounted for 73.3% positively impacting brand purchase intention towards luxury bags of consumers in Sukhumvit area of Bangkok with statistical significant at .01.

Keywords: Luxury bags, Consumer-based brand equity, Brand purchase intention

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem statement

In the present day, we all have economic problems which are not flexible, the researcher mentioned that luxury products such as clothes and accessories have been growing rapidly and people gave attention to luxury products. In 2017, revenues of luxury brands were valued at 320 billion dollars and they expected it will be continued to increase rapidly every year. By 2020, the revenues will increase to $350 billion (Claudia, 2017). Luxury goods are purchased by people who are wealth, accomplishment, success and identify social status. Reasons for a purchased luxury product are social value and culture (Mamat, Noor, & Noor, 2016). However, luxury brands presented by fashion such as clothes, bags, and accessories can be reflected in consumer's lifestyles. Luxury brands were sustainable based on consumer's thought such as ethics and altruism. On the other hand, some people saw luxury brands as a symbol of wasteful goods which are unnecessary and over-priced (Arrigo, 2018).

In the luxury product market, luxury bags were the one of the most fast-growing compared with any other goods. These high priced bags are supported by fashion enthusiasm especially women. Even though the slowing down in the economical world had occurred, luxury brands remained a strong performance and rising economic growth in the present day supported by luxury goods. According to the global luxury handbags market, a challenge from copy and fake products, non-

luxury brands which could slow down market growth. In the Asia Pacific was one of the biggest markets of luxury bags because Asian people prioritized their image by consuming good looking kinds of stuff. The luxury market trends mentioned that 80% of the consumers decided to buy luxury bags because they like a premium quality of the product, they feel confident when they carrying luxury products, it was trendy, had good looking, presented their own lifestyle, and they believed in brands (Arienti, 2017).

1.2 SWOT analysis

In the present day, people turned their attention and consumed about luxury brand. In this SWOT analysis table will show the different information about popular luxury brand such as Louis Vuitton, Chanel, and Balenciaga.

Table 1.1: Louis Vuitton, Chanel, and Balenciaga SWOT analysis.

	Louis Vuitton	Chanel	Balenciaga
Strengths	1. Strong quality in products. 2. Attractively designed and outstanding. 3. Had own uniqueness. 4. Products designed by the top famous designer of the world	1. High value and the most valuable brands. 2. Very high revenue 3. Classic, comfortable, and functional style.	1. Iconic reputation. 2. Big group supported like Gucci 3. Large store on website.

Table 1.1 (Continued): Louis Vuitton, Chanel, and Balenciaga SWOT analysis.

Weakness	1. High price of products and specific market. 2. Lack of sensitivity to foreign cultures.	1. Not the prime focus when compared with other exclusivity brand. 2. Limited market growth cause of other premium brands.	1. Seasonable product. 2. Competitive market.
Opportunities	1. The growth rate of luxury markets was 4 percent per year and it is good opportunity to expand the brand. 2. Increasing number of working women and it's create a chance for increasing revenues. 3. Rise in per capita income and it reflected	1. Work on E-commerce and make it strong to increase market share and revenues. 2. Increase and show potential in emerging market and move from saturated market.	1. Follow the current trends by using new technology and e-commerce.

Table 1.1 (Continued): Louis Vuitton, Chanel, and Balenciaga SWOT analysis.

	the requirement of consumers	3. Create new products and services to adapt with young generation's lifestyle.	
Threats	1. Counterfeit products could decreased market share and negativity image to brands. 2. A huge challenge to the brand which could adapt the design to variety of customers.	1. Counterfeits of Chanel were widespread. 2. The copied product much cheaper and not expensive rates and it reflected Chanel in negativity way.	1. More competitors in the same level. 2. A huge age gap of customers.

Source: Arienti, P. (2017). *Global Powers of Luxury Goods*. Retrieved from

https://www2.deloitte.com/content/dam/Deloitte/ar/Documents/Consumer_and_I

ndustrial_Products/Global-Powers-of-Luxury-Goods-abril-2019.pdf

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https://prezi.com/0flqxlef3mn2/the-balenciaga-story/

1.3 Objective of Research

The objective of this research was to study factor positively influencing brand

purchase intention towards luxury bags of consumers in Sukhumvit area of Bangkok.

Those positive factors are brand awareness, perceived quality, brand image, brand

associations, brand fondness, brand attitude, consumer brand identification, consumer-

based equity, and brand purchase intention that have studied on this research

measured the positively influencing brand purchase intention towards luxury bags of

consumers in Sukhumvit area of Bangkok.

1.4 Contribution of the Study

1.4.1 The contributions of this research could offer benefits for luxury brands

in respect of potential new markets, strategy improvement or investment decision in

the future regarding related factors predicting brand purchase intention towards luxury

bags of consumers in Sukhumvit area of Bangkok.

1.4.2 This research is to enlarge the information on factor positively influencing brand purchase intention towards luxury bags of consumers in Sukhumvit area of Bangkok.

1.4.3 This research expanded the information on how brand awareness, perceived quality, brand image, brand associations, brand fondness, brand attitude, consumer brand identification, consumer-based equity, and brand purchase intention that have studied on this research will measure positively influencing brand purchase intention towards luxury bags of consumers in Sukhumvit area of Bangkok which would be beneficial to researcher in the future research.
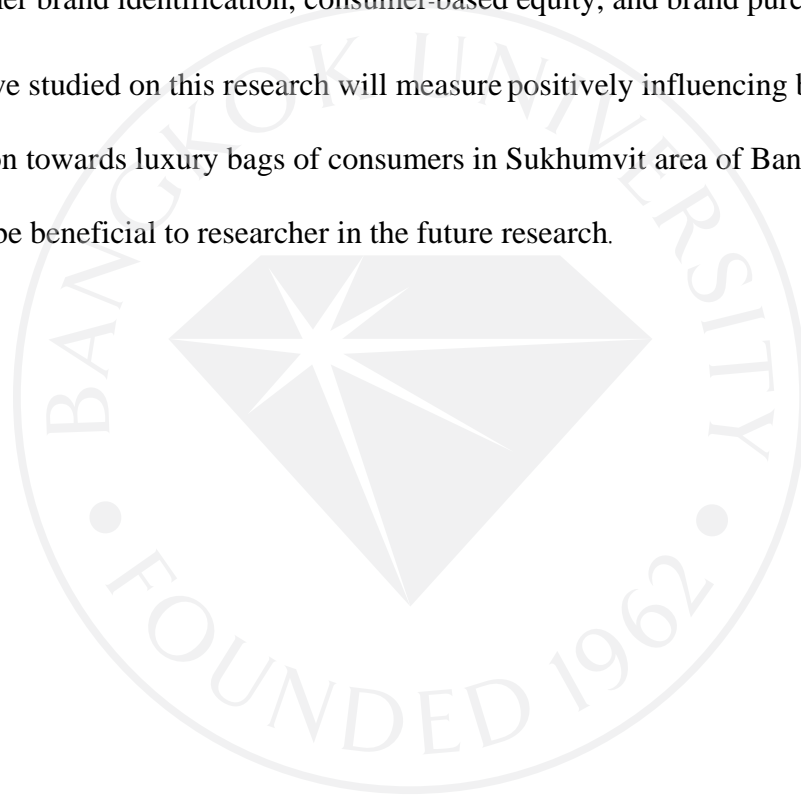
CHAPTER 2

LITERATURE REVIEW

2.1 Related Theories and Previous Studies

2.1.1 Nowadays, people pay more attention to the luxury bags market and it became a huge market of economic. Women gave attention to this point, consumers interested in all segments such as bags, clothes, accessories, and services. The purchase intention of luxury bags came from people who are wealthy and depends on the culture and social value (Mamat et al., 2016). Economic growth in the luxury market was increasing rapidly, in 2017 the revenues of luxury brands were about $320 billion dollars it a huge number, it increased high number in every year. Expecting in 2020, the revenues will be increased by 5% which is $350 billion dollars (Claudia, 2017).

2.1.2 According to brand awareness was a key point and strength point factor of purchase intention and repeat from customers. Compared with other factors, brand awareness was the first thing that customers remember, recall, and perceive which had a higher percentage than brand image or brand attitude. To say that, brand awareness was very important, especially in luxury brands. In terms of marketing, the managers should prioritize on this point and if the brands had a unique style then customers would see this point first and the brands could make profits or income on this point. Marketers could provide attractive from customers by the brands had a unique logo,

located in a good place, good appearance, and packaging and etc. Although brand

awareness was the key point of purchase intention of customers, marketers should

always and continue to developed the brands also to preserved the standard and this

point could lead the old customers to make a purchase and attract new customers to

make a purchase as well (Liu, Wong, Tseng, Chang, & Phau, 2017). Advertising was

connected to brand awareness, marketers must focus on this point and also invested in

this point because customers could get familiarity and then they come to make a

purchase. There are many ways to increase customers from brand awareness such as

make a campaign or charity to attract the customers (Han, Nguyen, & Lee, 2015).

2.1.3 According to the perceived quality of customers when they made

decisions to buy something. Some of the customers decided and willing to buy 'roughly

fashion' although the product might out of trends in the future, said that quality was an

important factor but it was not the main driver of purchase intention. It means that

quality was an important factor also but it is not the main factor of purchase intention

from customers. To say that, customers will be evaluated the quality of products in the

whole brand such as store brand. The result of the research showed that perceived

quality was factor positively influencing brand purchase intention and supported by

brand awareness (Foroudi, Jin, Gupta, Foroudi, & Kitchen, 2018).

2.1.4 Nowadays, the customer focusing on brand image and it was the key point

in purchasing intention. According to the brand image could be connected into the

mind of customers it might cause of unique products that different from others and

some customers care and focus the brand, not on the product. Researchers studied the

brand image, the respondents on the research take an interest in brand image and they

had an opinion that brand image showed a fashion style, classy, and elegance and these

factors were elements of brand awareness (Foroudi et al., 2018). Some of the

respondents said they prefer fashionable because sometimes the quality of the product

was not the best. The majority of respondents said they were satisfied with a product

that matches the image. To say that the products or services could identified their

lifestyle and support their image to be better. The product or services consistent to their

image.

   2.1.5 In the research found that many factors associated with consumers

especially fashion, characteristics, trendy, many categories that customers could

choose, and also roughly fashion. To say that the brand association factor was the

positive factor to purchase intention related to customers that had good experiences

with the brands, brands had a unique style that was different from other brands and

desirable in brands. Because when consumers willing to buy something based on their

experience which they got from the brands. Some of the respondents said that they

never get any problems from the brand because when the customer got the problem,

the brands always give them a good answer and they will continue to buy this brand

(Foroudi et al., 2018).

   2.1.6 Based on the brand fondness of customers, it was one of the components

that could lead the customer to purchase their money to brands. In the processing of

customer brand fondness was a part of it related to brand image, also customers willing

to make a purchase to brands based on their own experience in positive and negative ways. The research showed that brand fondness usually the first priority of customers before making a purchase swap between brand awareness and brand image (Foroudi et al., 2018).

2.1.7 Brand attitude was directly connected to the behavior of consumers and that was to say any customers who had good thinking in brand attitude with each brand, they could afford to pay a higher price (Augusto & Torres, 2018). The researcher said when brand attitude had a relationship with another factor it leads to making each factor stronger.

2.1.8 Consumer brand identification showed an appearance, identity, and personal feelings of the customers such as how they meaning the brand related to themselves and how the brands influenced their style. The research said that consumer-brand identification was a basic process in psychology that could make a relationship with the customers. Consumer brand identification also had a relation with brand attitude and these factors supported each other. The first thing the brands should make good on brand attitude then it could directly reflect consumer-brand identification (Augusto & Torres, 2018). According to the researcher said that consumer brand identification was an important role in improving the credibility of the brands and the brand should adjust the position to connect to consumers.

2.1.9 Consumer-based brand equity provided appreciation in the quality of product and satisfaction. The result of the research was to developed brand equity, it showed that consumer-based brand equity could provide value in marketing. In luxury hospitality, not only products but also services could build good thinking in customers towards brand equity. The differences between brand attitude and brand equity had an effect on brand purchase intention. To say that the role of brand attitude and brand equity could help marketers to improve on this point to get better feedback from consumers (Liu et al., 2017). The researcher said about the positive of brand attitude had an impact on consumer-based brand equity (Augusto & Torres, 2018).

2.1.10 Brand purchase intention of customers based on their willingness to pay on products or services and considered by many factors of customers such as appearance and characteristics of the products or services. The research showed that brand purchase intention and brand equity related to each other and it leads to the most important result. Brand purchase intention as a dependent variable had an important role as brand perception (Foroudi et al., 2018). Brand performance of products or services had an important impact on customer's purchase intention. To say that, if the negative effect was less which means that the brand performance increased positive effect on brand purchase intention. Marketers should improve in brand attitude to increase the customers (Liu et al., 2017).

2.2 Hypothesis

2.2.1 There was a positive relationship between brand awareness and brand purchase intention.

2.2.2 There was a positive relationship between perceived quality and brand purchase intention.

2.2.3 There was a positive relationship between brand image and brand purchase intention.

2.2.4 There was a positive relationship between brand associations and brand purchase intention.

2.2.5 There was a positive relationship between brand fondness and brand purchase intention.

2.2.6 There was a positive relationship between brand attitude and brand purchase intention.

2.2.7 There was a positive relationship between consumer brand identification and brand purchase intention.

2.2.8 There was a positive relationship between consumer-based equity and brand purchase intention.

2.2.9 Brand awareness, perceived quality, brand image, brand associations, brand fondness, brand attitude, consumer brand identification, and consumer-based

equity had positively influencing brand purchase intention towards luxury bags of consumers in Sukhumvit area of Bangkok.

2.3 Conceptual framework
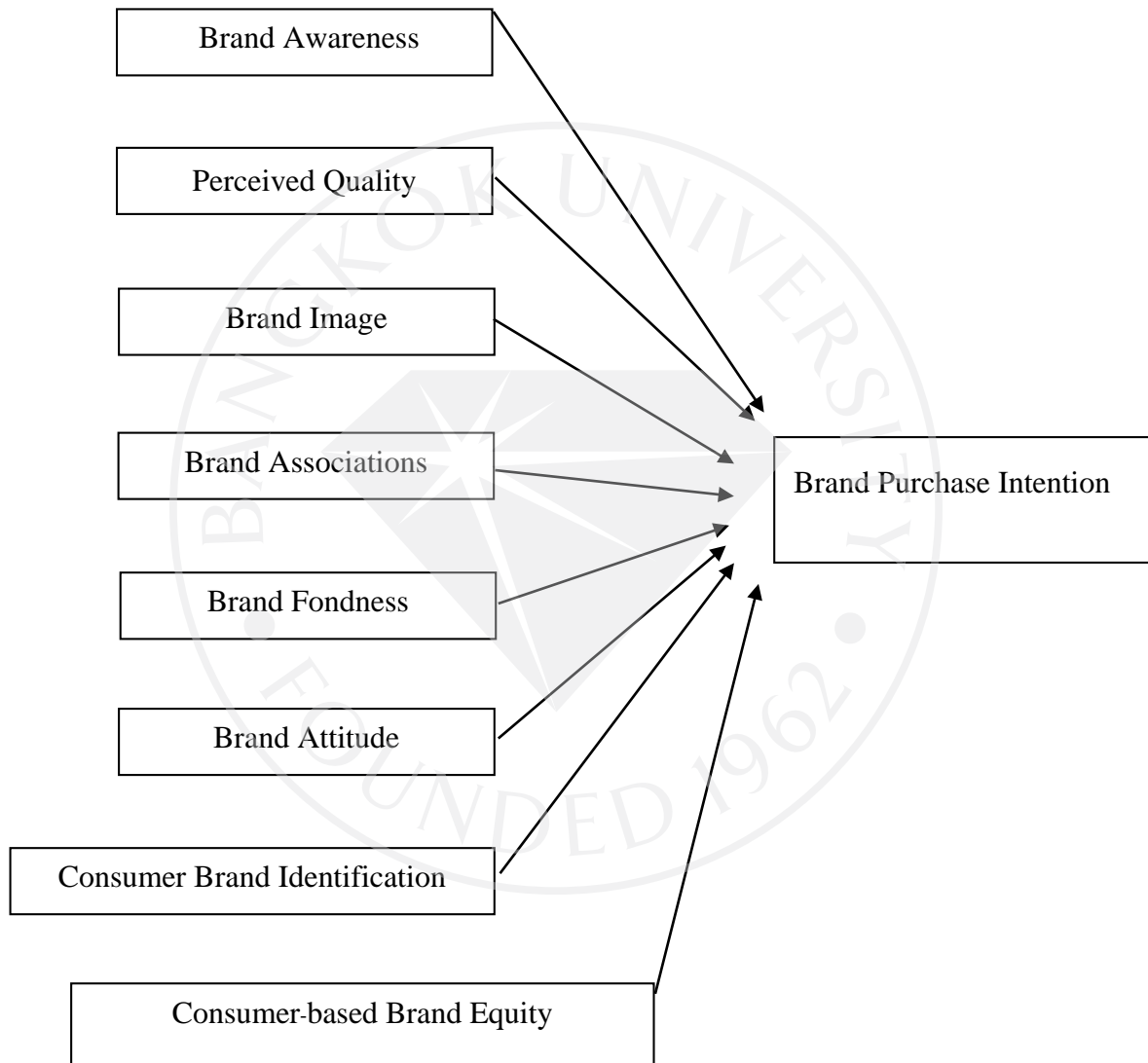
∗∗significant at the .01 level

→ Positive influence

Figure 2.1: Theoretical framework for brand purchase intention.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research objective was to explore factor positively influencing brand purchase intention towards luxury bags of consumers in Sukhumvit area of Bangkok. The methodology was based on the quantitative approach. The survey method and data collection through questionnaires were chosen for this research.

3.2 Population and Sample Selection

Populations in this research were recruited by asking people who lives in Sukhumvit area of Bangkok and they had afford to purchase luxury brand bag. The researcher conducted survey questionnaires to people who work in many companies located in Sukhumvit area of Bangkok. There are many of business companies which located in Sukhumvit area and it cause of people have an ability to buy luxury bags. Luxury brand bag are very popular in Asian's people especially Thailand is one of the group which interested in luxury goods and allowed luxury brands to play a role in the society (Posakabutra, 2015).

The sample size was calculated from 40 people questionnaires by using G*power version 3.1.9.2, created by Erdfelder, Faul & Buchner (1996) from the concepts of Cohen (1977) and approved by Wiratchai (2012) with the Power (1-β) of 0.91, Alpha (α) of 0.09, Number of Test Predictor of 8, Effect Size of 0.07280022 (Calculated by Partial R^2 of 0.06786). As a result of G*power calculation, the minimum

number of the total sample size was 243 (Cohen, 1977). Consequently, total 243 sets of

the questionnaire would be collected from participants.

3.3 Research Instrument and Content Validity

3.3.1 Exploring published articles and journals from www.sciencedirect.com

which related to luxury bags, consumer-based brand equity and brand purchase

intention, together with guidance from an advisor.

3.3.2 Creating questionnaire form which selected from articles and journals to

get approval from an advisor.

3.3.3 Pass completed questionnaire form to 2 experts in the luxury brands

industry, Mr.Thitithep Sae-jeang, Celine Thailand, Sales Associate, and Miss Nongsai

Giordano, Louis Vuitton Thailand, Client advisor gave the advices to be more precise.

After that, finalizing questionnaire referred to comments from the experts including

an advisor's guidance.

3.3.4 Launching 40 people testing of questionnaires. Next step was to conduct

the reliability test of each variable in individual factor by using Cronbach's Alpha

Coefficient. Value of Cronbach's Alpha was between $0 \le \alpha \le 1$, higher value means

higher reliability and closely related of a section.

3.3.5 Analysis of the reliability test was executed for 40 people testing of

questionnaires in order to ensure the grouping of question and the consistency of each

factor were aligned with theories of study.

From instruments mentioned above, the questionnaire form that created from related principles could be divided into three parts with total fifty questions.

Part 1 Consist of 9 questions which were 6 closed-ended response questions about demographic and general information such as Gender, Age, Status, Level of education, Monthly income and Professional status. Another 3 questions were about respondent's purchasing behavior e.g. How often do you purchase a new bag? How much can you afford to buy a bags? and What is your most favorite brand?

Part 2 Closed-ended response questions about "Factor Positively Influencing Brand Purchase Intention towards Luxury Bags of Consumers in Sukhumvit Area of Bangkok."

The purpose was to gain the attitude toward questions of each variable consist of:

Brand Awareness	4 Questions
Perceive Quality	4 Questions
Brand Image	4 Questions
Brand Associations	4 Questions
Brand Fondness	4 Questions
Brand Attitude	4 Questions
Consumer Brand Identification	4 Questions
Consumer-based Brand Equity	4 Questions
Brand Purchase Intention	4 Questions

This part was evaluated from interval scale by using a five-point scales ranking from 1 (lowest agreeable level) to 5 (Highest agreeable level).

Part 3 Open-ended response question for participants to recommend other factors that might affect future intentions to use the services at fitness studios.

3.4 Testing Research Instrument

The researcher examined the validity and appropriateness of each question with 3 experts using an Index of item-Objective Congruence: IOC. After revised questionnaires align with experts recommend, the 40 people testing of questionnaires were collected. The Cronbach's Alpha Coefficient of each factor was computed, result value was between 0.668-0.950 which exceed 0.65 regarding the suggested level (Nunnally, 1978).

Table 3.1: Cronbach's Alpha Coefficient of 40 people testing of questionnaires

Questionnaire	n = 40	n = 243
Variable Factor		
Brand Awareness (BA)	.895	.861
Perceived Quality (PQ)	.818	.865
Brand Image (BI)	.851	.877
Brand Associations (BAS)	.875	.851
Brand Fondness (BF)	.842	.839
Brand Attitude (BAT)	.858	.845
Consumer Brand Identification (CBI)	.928	.920
Consumer-based Brand Equity (CBE)	.795	.882
Independent Factor		
Brand Purchase Intention (BPI)	.945	.896

The researcher used factor analysis technique to investigate construct validity
as well as analyzed factor loading value of each factor. However, factor loading value
result should exceed 0.3 to ensure the reliable component of questions (Kline, 2002).

Factor analysis was conducted based on these factors: Brand Awareness (BA),
Perceived Quality (PQ), Brand Image (BI), Brand Associations (BAS), Brand Fondness
(BF), Brand Attitude (BAT), Consumer Brand Identification (CBI), Consumer-based
Brand Equity (CBE) and Brand Purchase Intention (BPI) at n = 243.

Table 3.2: Factor Analysis of factor positively influencing brand purchase intention

      towards luxury bags of consumers in Sukhumvit area of Bangkok

      at n = 243.

	BA	PQ	BI	BAS	BF	BAT	CBI	CBE	BPI
BA1	0.752								
BA2	0.784								
BA3	0.699								
BA4	0.649								
PQ1		0.411							
PQ2		0.538							
PQ3		0.437							
PQ4		0.493							

(Continued)

Table 3.2 (Continued): Factor Analysis of factor positively influencing brand purchase
intention towards luxury bags of consumers in Sukhumvit area
of Bangkok at n = 243.

	IF	HB	SS	SI	ST	AC	OQ	PQ	FI
BI1			0.391						
BI2			0.427						
BI3			0.604						
BI4			0.751						
BAS1				0.701					
BAS2				0.503					
BAS3				0.442					
BAS4				0.576					
BF1					0.547				
BF2					0.509				
BF3					0.553				
BF4					0.500				
BAT1						0.665			
BAT2						0.739			
BAT3						0.676			
BAT4						0.525			

(Continued)

Table 3.2 (Continued): Factor Analysis of factor positively influencing brand purchase

intention towards luxury bags of consumers in Sukhumvit area

of Bangkok at n = 243.

	IF	HB	SS	SI	ST	AC	OQ	PQ	FI
CBI1							0.776		
CBI2							0.742		
CBI3							0.805		
CBI4							0.711		
CBE1								0.641	
CBE2								0.718	
CBE3								0.645	
CBE4								0.635	
BPI1									0.610
BPI2									0.573
BPI3									0.621
BPI4									0.522

3.5 Statistics for Data Analysis

The questionnaires data were analyzed using statistical analysis software

named SPSS version 23 by using Statistical Significant level of .01.

Descriptive statistics analysis such as demographic, general information and respondent's purchasing behavior were measured by using Frequency and Percentage; whereas the scale ranking as brand awareness, perceived quality, brand image, brand associations, brand fondness, brand attitude, consumer brand identification, consumer-based brand equity and brand purchase intention were measured by using Mean ($\bar{x}$) and Standard Deviation (S.D). Furthermore, Pearson's Correlation Coefficient and Multiple Regression analysis were used for Inferential statistical analysis to evaluate independent variable.
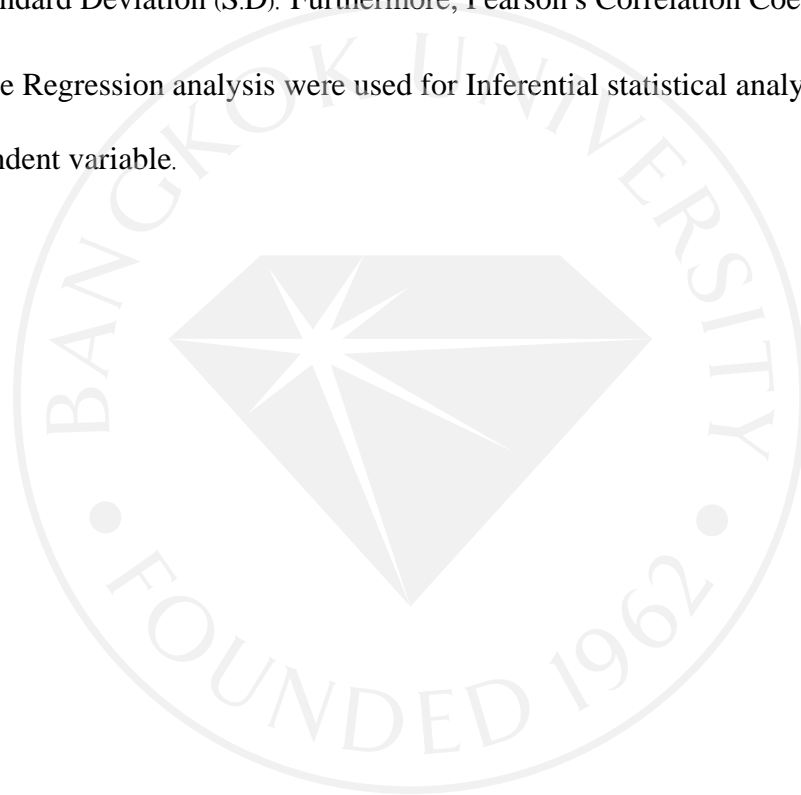
CHAPTER 4

RESEARCH RESULTS

The aim of this research is to explore factor positively influencing brand purchase intention towards luxury bags of consumers in Sukhumvit area of Bangkok. The data was collected from 243 respondents by the survey questionnaire, and then the data analysis completed by SPSS version 23. The Cronbach's Alpha Coefficient of each factor was computed which had the result value between 0.709-0.946 as table 3.1, meaning that all alpha coefficient passed the suggested level (Nunnally, 1978) and had proven to be reliable.

4.1 Summary of Demographic Data

243 respondents consisted of 67.9% females and 32.1% males, with the age between 18-24 years old which calculated as 42.8%. Almost all were singles or 74.9% of the total sample and the majority of the population had bachelor degree accounted for 50.2%. Most of the respondents or about 38.7% were working in private companies, with the largest group of income range was less than and equal to 50,000 baht with ratio 54.3%. Participants who purchased a new bag in 1-5 times per year at 73.7%. The percentage of respondents who could afford to buy a bag in less than 50,000 baht as 58.8%, in which the highest frequency. Participants who had favorable in Louis Vuitton brand at 34.2%, Chanel brand at 23.9%, and Balenciaga brand at 13.2%

4.2 Results of Research Variables

The analysis of the correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of brand awareness, perceive quality, brand image, brand associations, brand fondness, brand attitude, consumer brand identification, and consumer-based brand equity that positively influencing brand purchase intention towards luxury bags of consumers in Sukhumvit area of Bangkok.

Table 4.1: Analysis of correlation between independent variable and the dependent

variable using Pearson's Correlation Coefficient.

(Descriptive Statistic)

	Mean	S.D.	N
Brand Awareness	3.9146	.69395	243
Perceived Quality	4.0453	.66066	243
Brand Image	4.1132	.66808	243
Brand Associations	3.9712	.66393	243
Brand Fondness	4.0206	.64450	243
Brand Attitude	4.0350	.63091	243
Consumer Brand Identification	4.0144	.77092	243
Consumer-based Brand Equity	4.0556	.71906	243
Brand Purchase Intention	4.0494	.74108	243

Table 4.2: Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient

of brand awareness, perceived quality, brand image, brand associations, brand fondness, brand attitude, consumer brand

identification, and consumer-based brand equity that positively influencing brand purchase intention towards luxury bags of

consumers in Sukhumvit area of Bangkok.

Variable	BA	PQ	BI	BAS	BF	BAT	CBI	CBE	BPI
Brand Awareness (BA)	1								
Perceived Quality (PQ)	.702**	1							
Brand Image (BI)	.713**	.729**	1						
Brand Associations (BAS)	.628**	.713**	.766**	1					
Brand Fondness (BF)	.609**	.722**	.734**	.714**	1				
Brand Attitude (BAT)	.614**	.734**	.707**	.649**	.765**	1			

** **Correlation is significant at the .01 level**

Table 4.2(continued): Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation

Coefficient of brand awareness, perceived quality, brand image, brand associations, brand fondness, brand attitude,

consumer brand identification, and consumer-based brand equity that positively influencing brand purchase intention towards

luxury bags of consumers in Sukhumvit area of Bangkok.

Consumer Brand Identification (CBI)	.530**	.616**	.632**	.632**	.625**	.613**	1		
Consumer-based Brand Equity (CBE)	.601**	.707**	.720**	.565**	.669**	.722**	.694**	1	
Brand Purchase Intention (BPI)	.660**	.708**	.725*	.662**	.671**	.667**	.718**	.797**	1

According to table 4.2, Hypothesis can explain as the following

Hypothesis 1, brand awareness had a positive relationship toward brand purchase intention or not. The analysis revealed that brand awareness had a positive relationship toward brand purchase intention (Pearson's Correlation = 0.660) at .01 significant level.

Hypothesis 2, perceived quality had a positive relationship toward brand purchase intention or not. The analysis revealed that perceive quality had a positive relationship toward brand purchase intentions (Pearson's Correlation = 0.708) at .01 significant level.

Hypothesis 3, brand image had a positive relationship toward brand purchase intention or not. The analysis revealed that brand image had a positive relationship toward brand purchase intention (Pearson's Correlation = 0.725) at .05 significant level.

Hypothesis 4, brand associations had a positive relationship toward brand purchase intention or not. The analysis revealed that brand associations had a positive relationship toward brand purchase intention (Pearson's Correlation = 0.662) at .05 significant level.

Hypothesis 5, brand fondness had a positive relationship toward brand purchase intention or not. The analysis revealed that brand fondness had a positive relationship toward brand purchase intention (Pearson's Correlation = 0.671) at .01 significant level.

Hypothesis 6, brand attitude had a positive relationship toward brand purchase intention or not. The analysis revealed that brand attitude had a positive relationship toward brand purchase intention (Pearson's Correlation = 0.667) at .01 significant level.

Hypothesis 7, consumer brand identification had a positive relationship toward brand purchase intention or not. The analysis revealed that consumer brand identification had a positive relationship toward brand purchase intention (Pearson's Correlation = 0.718) at .01 significant level.

Hypothesis 8, consumer-based brand equity had a positive relationship toward brand purchase intention or not. The analysis revealed that consumer-based brand equity had a positive relationship toward brand purchase intention (Pearson's Correlation = 0.797) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3: Analysis of variance (ANOVA) of brand awareness, perceived quality,

brand image, brand associations, brand fondness, brand attitude, consumer

brand identification, and consumer-based brand equity that positively

influencing brand purchase intention towards luxury bags of consumers in

Sukhumvit area of Bangkok.

	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	97.443	8	12.180	80.368	.000
	Residual	35.465	234	.152		
	Total	132.907	242			

From table 4.3 above, ANOVA analysis confirmed that independent factor comprised of brand awareness, perceived quality, brand image, brand associations, brand fondness, brand attitude, consumer brand identification, and consumer-based brand equity had influence on brand purchase intention factor because Sig. of the equation equaled 0.000 at .01 significant level.

Table 4.4: Multiple Regression Analysis of brand awareness, perceived quality, brand image, brand associations, brand fondness, brand attitude, consumer brand identification, and consumer-based brand equity that positively influencing luxury brand bag purchase intention of consumers in Sukhumvit area of Bangkok.

Dependent Variable : Brand Purchase Intention, R = 0.856250, R^2 = 0.733163, Constant(a) = -0.099644						
Independent Variables	**β**	**Std Error**	**T**	**Sig**	**Tolerance**	**VIF**
(Constant)		.178	-.558	.577		
Brand Awareness (BA)	.147**	.056	2.820	.005	.418	2.393
Perceived Quality (PQ)	.089	.069	1.445	.150	.298	3.355
Brand Image (BI)	.105	.073	1.598	.111	.264	3.784

(Continued)

Table 4.4(Continued): Multiple Regression Analysis of brand awareness, perceived
quality, brand image, brand associations, brand fondness, brand
attitude, consumer brand identification, and consumer-based
brand equity that positively influencing luxury brand bag
purchase intention of consumers in Sukhumvit area of Bangkok.

(Continued)Dependent Variable : Brand Purchase Intention, R = 0.856250, R^2 = 0.733163, Constant(a) = -0.099644						
Independent Variables	**β**	**Std Error**	**T**	**Sig**	**Tolerance**	**VIF**
Brand Associations (BAS)	.007	.066	.119	.905	.325	3.074
Brand Fondness (BF)	.055	.070	.910	.364	.308	3.244
Brand Attitude (BAT)	-.036	.072	-.584	.560	.304	3.291
Consumer Brand Identification (CBI)	.224**	.049	4.438	.000	.447	2.237
Consumer-based Brand Equity (CBE)	.399**	.061	6.758	.000	.328	3.051

**significant at the .01 level

From table 4.4, Multiple Regression Analysis results could be defined that three independent variables, which were brand awareness (Sig =0.005), consumer brand identification (Sig =0.000), and consumer-based brand equity (Sig =0.000) could be as the predictors for brand purchase intention. On the other hand, there were another five independent variables that had no positively impact on the brand purchase intentions which were brand associations (Sig = 0.905), brand attitude (Sig =0.560), brand fondness (Sig = 0.364), perceived quality (Sig =0.150), and brand image (Sig =0.111). Thus, these five independent variables were not a significant predictor of brand purchase intention.

The most predictive independent variables were consumer-based brand equity (β = 0.399), consumer brand identification (β = 0.224), and brand awareness (β = 0.147). As a result, consumer-based brand equity, consumer brand identification, and brand awareness could be shown the positively impacting on brand purchase intention of luxury bags at 73.3%. The rest 26.7% were influenced by other variables which were not in used in this research. The standard error was ±0.178 by the following equation

Y (Brand Purchase Intention) = -0.100 + 0.399 (Consumer-based brand equity) + 0.224 (Consumer brand identification) + 0.147 (Brand awareness)

From this equation

If consumer-based brand equity value increased by 1 point whiles other factors remained, future intentions would be increased by 0.399 points.

If consumer brand identification value increased by 1 point whiles other factors remained, future intentions would be increased by 0.224 points.

If brand awareness value increased by 1 point whiles other factors remained, future intentions would be increased by 0.147 points.

From table 4.4 used to test the following hypothesis.

Hypothesis 9, by using Multiple Regression Analysis. The result showed that, consumer-based brand equity, consumer brand identification, and brand awareness had positive influence on future intentions at statistically significant level of .01; but on the perceived quality, brand image, brand associations, brand fondness, and brand attitude had no positive influence on brand purchase intention at .01 statistic significant.

In statistics, Multicollinearity is a circumstance of a very high relationship among the independent variables (StatisticSolutions, 2017). High multicollinearity indicated the high degree of correlation between independent variables which might be caused the deviation from the true value. Likewise, multicollinearity should not occur as it could lead to incorrect interpreting of multiple regression results.

Multicollinearity can be examined by Variance Inflation Factor (VIF) value or Tolerance value. Variance Inflation Factor (VIF) value should not exceed 4 and Tolerance value should exceed 0.2 (O'Brien, 2007).

The result from table 4.4 showed that Tolerance value of each independent variables exceeded 0.2 with the less Tolerance was 0.264. Furthermore, Variance Inflation Factor (VIF) value of each independent variables values not over than 4 with the highest value was 3.784. All in all, there had no multicollinearity among the independent variables.

4.4 Summary of Hypothesis Testing

Result of Multiple Regression Analysis found that consumer-based brand equity, consumer identification and brand awareness had positively influencing luxury brand bag purchase intention of consumers in Sukhumvit area of Bangkok at statistical significant level of .01, whereas perceived quality, brand image, brand associations, brand fondness, and brand attitude had no positive impact on brand purchase intention to luxury bags of customers in Bangkok as Figure 4.1 below

Brand Awareness

H1: β = 0.147∗∗, r = 0.461

Perceived Quality

H2: β = 0.089, r = 0.708

Brand Image

H3: β = 0.105, r = 0.725

Brand Associations

H4: β = 0.007, r = 0.662

Brand Fondness

H5: β = 0.055, r = 0.671

Brand Attitude

H6: β = -0.036, r = 0.667

Consumer Brand Identification

H7: β = 0.224∗∗, r = 0.718

Consumer-based Brand Equity

H8: β = 0.399∗∗, r = 0.797

Brand Purchase Intention

∗∗significant at the .01 level
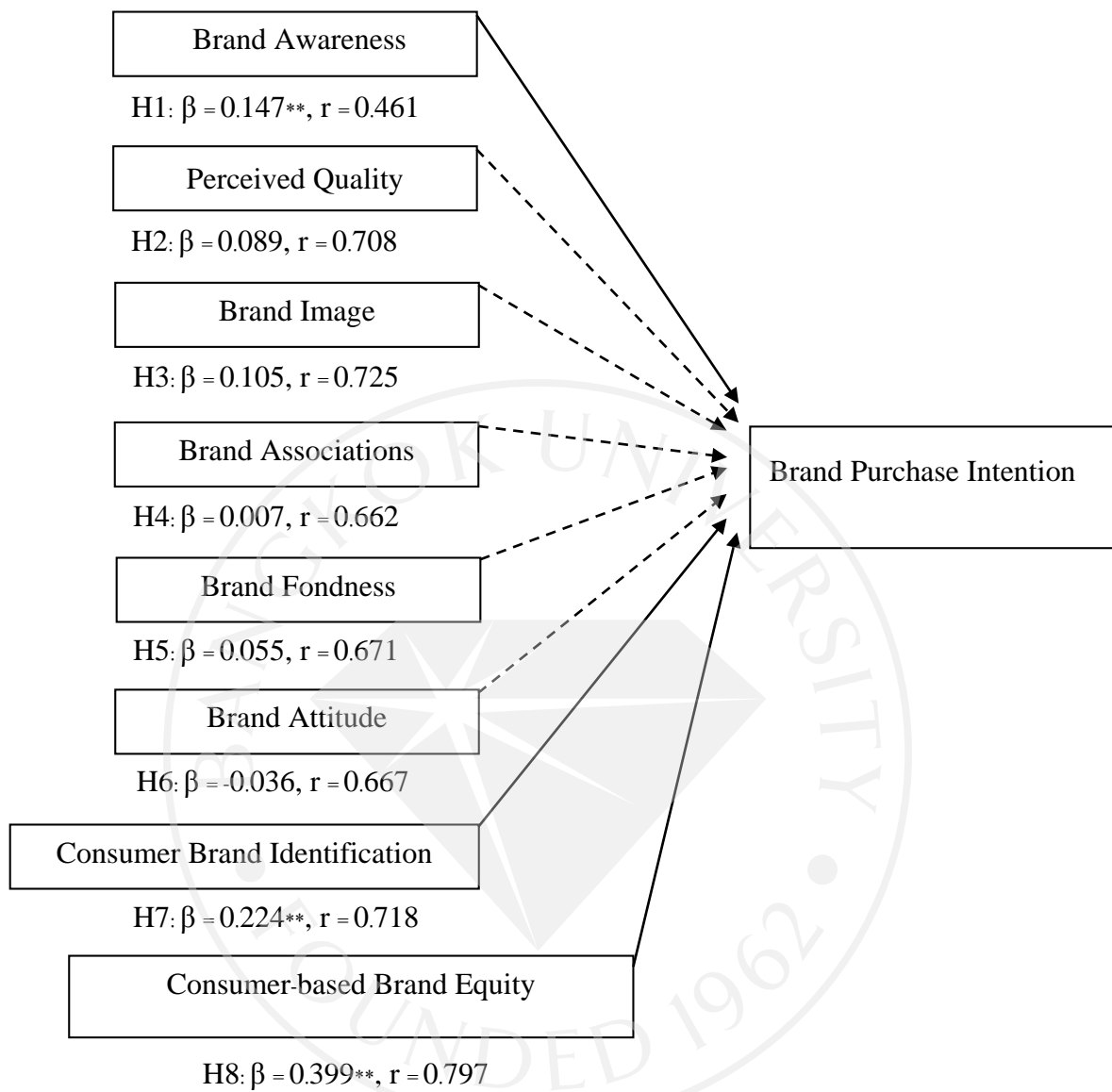
———————→ Positive influence

– – – – – – → No positive influence
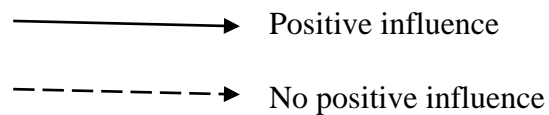
Figure 4.1: Result of Multiple Regression Analysis from conceptual model of

the research.

CHAPTER 5

DISCUSSION

The purpose of this study was to describe the factors positively influencing of brand awareness, perceived quality, brand image, brand associations, brand fondness, brand attitude, consumer brand identification, and consumer-based brand equity toward brand purchase intention to luxury brand bag of consumers in Sukhumvit area of Bangkok. A quantitative research method was used for this research through questionnaires surveys to collecting data.

The populations were collected from 243 respondents of people who can afford to buy luxury brand bag and live in Sukhumvit area of Bangkok. The data analysis completed by SPSS version 23, the results could be concluded as the following.

5.1 Research Findings and Conclusion

The most of respondents were females at the age of 18-24 years old, almost all were single and had bachelor degree. The majority were working in private company with the range of income less than and equal to 50,000 baht. The most of respondents were purchased a new bag in 1-5 times per year, they could afford to buy a bag in less than 50,000 baht and the most favorite luxury brands was Louis Vuitton.

Regarding the analysis results based on hypothesis could be summarized that there was three accepted hypothesis as follow: consumer-based brand equity ($\beta = 0.399$) consumer brand identification ($\beta = 0.224$) and brand awareness ($\beta = 0.147$).

As a result, could be concluded consumer-based brand equity, consumer brand identification, and brand awareness had positively influencing to brand purchase intention at statistically significant level of .01.

In addition, these three factors were explained the positively impacting on brand purchase intention of luxury bags at 73.3%. The rest 26.7% were influenced by other variables which were not in used in this research. Furthermore, the result of Variance Inflation Factor (VIF) value was not exceed 4 that means there had no multicollinearity among the independent variables. The standard error was ±0.178 by the following equation

Y (Brand Purchase Intention) = -0.100 + 0.399 (Consumer-based brand equity) + 0.224 (Consumer brand identification) + 0.147 (Brand awareness)

5.2 Discussion

The research was designed to examine the factor positively influencing brand purchase intention towards luxury bags of consumers in Sukhumvit area of Bangkok; which including of brand awareness, perceived quality, brand image, brand associations, brand fondness, brand attitude, consumer brand identification, consumer-based brand equity. The 243 respondents were recruited to complete the survey with

questionnaire method. Then analyzed the data by SPSS program and found the interesting points as the following.

Hypothesis 1, brand awareness has a positive relationship with brand purchase intention or not. The result from Pearson' Correlation analysis displayed that brand awareness factor had a positive relationship with brand purchase intention at .01 significant levels which accepted hypothesis. Brand awareness had significantly to brand purchase intention because customers gave their precedence in their first impression in the brands. They could remember, recall, and perceive the image of the brands, especially in luxury brands. Customers would see the whole image of the brands before deciding to purchase on products or services so the brands who had good characteristics and uniqueness that brand would gain more attention from the customer (Liu et al., 2017). Brand awareness would be remembered by advertising which was the best way that the brands could connect to consumers by making it easy to remember by making a campaign or charity (Han et al., 2015).

Hypothesis 2, perceived quality has a positive relationship with brand purchase intention or not. The result from Pearson's Correlation analysis revealed that perceived quality had no positive relationship with brand purchase intention at .01 significant levels which accepted hypothesis. According to the perceived quality of consumers in luxury brands. Some of the consumers said that when they want to buy products or services they usually buy roughly fashion especially the products that might be sold out fast because it is fashion. The quality also the important factor that

consumers considering in the purchase process but sometimes it was not the main factor that drives the consumers to purchase (Foroudi et al., 2018).

Hypothesis 3, brand image has a positive relationship with brand purchase intention or not. The result from Pearson's Correlation analysis revealed that brand image had no positive relationship with brand purchase intention at .01 significant levels which accepted hypothesis. The brand image was an element in brand awareness. Because in the present day brand image is the first thing that comes to mind of customers and it based on what they see from the brand such as advertising so it was the factor that consumers would decide to purchase products or services. The brand image represented what the brand was and showed the uniqueness of brands or different things of brands compared with other brands. Moreover, the brand image could provide a lifestyle, for example, classy and elegant and some respondents had positive thinking about products that match with the image that could express their personal characteristics (Foroudi et al., 2018).

Hypothesis 4, brand associations has a positive relationship with brand purchase intention or not. The result from Pearson's Correlation analysis revealed that brand associations had no positive relationship with brand purchase intentions at .01 significant levels which accepted hypothesis. Brand associations could be described as trustfulness, goodness, and attractiveness with products or services of the brands. Supported by the respondents in the research that the consumers never get any problems from the brand even if they got the problem brands will always have a good solution to the customer which make consumers trust in the brand and the consumers

continue to repurchased products or services (Foroudi et al., 2018). This statement showed that consumers had trustfulness with the brands.

Hypothesis 5, brand fondness has a positive relationship with brand purchase intention or not. The result from Pearson's Correlation analysis revealed that brand associations had no positive relationship with brand purchase intentions at .01 significant levels which accepted hypothesis. However, brand fondness had related to personal good emotion of consumers to brands and also related to the brand image which happened before consumers decided to make a purchase (Foroudi et al., 2018). Brand fondness could be described as satisfaction, the results that happened when others look at consumers when they use the products or services, and also when consumers satisfied in products or services they may introduced the brands to others. Some of the researchers concluded brand fondness usually the first priority when they considered buying products or services. Brand fondness would be switched to the position of the first priority of consumers with brand awareness and brand image.

Hypothesis 6, brand attitude has a positive relationship with brand purchase intention or not. The result from Pearson's Correlation analysis revealed that brand attitude had no positive relationship with brand purchase intentions at .01 significant levels which accepted hypothesis. In terms of brand attitude related directly to consumer's behavior by having a good thinking and good impression toward the brands. To say that if the customers had a positive feeling with the brands, they could buy the products or services at a high price then the brands could get benefits from

this point (Augusto & Torres, 2018). In other words, the brand attitude had a relationship with another factor and it could drive another factor to be stronger.

Hypothesis 7, consumer brand identification has a positive relationship with brand purchase intention or not. The result from Pearson' Correlation analysis displayed that brand awareness factor had a positive relationship with brand purchase intention at 0.01 significant levels which accepted hypothesis. Consumer brand identification had a relationship between brands and customers and it could cause purchase intention which the brands could get profits from this point. Consumer brand identification was the basic psychological process that could make a close relationship to the customers and consumer brand identification was a mediator collaborate with brand attitude and consumer-based brand equity (Augusto & Torres, 2018). It was an important role to make credibility that fit with the lifestyle of consumers and it leads to purchase intentions.

Hypothesis 8, consumer-based brand equity has a positive relationship with brand purchase intention or not. The result from Pearson' Correlation analysis displayed that brand awareness factor had a positive relationship with brand purchase intention at 0.01 significant levels which accepted hypothesis. In terms of consumer-based brand equity had a lot of impact in brand purchase intention of consumers, it came from many factors such as perceived quality, brand attitude, and brand equity. It showed that the customers believed in the brands although there are other brands can comparable but consumer still continued to repurchase (Liu et al., 2017).

Hypothesis 9, the result from Multiple Regression Analysis showed that there were two factors impacting brand purchase intention to luxury bags, which were brand awareness, consumer brand identification and consumer-based brand equity at statistically significant level of .01. The research suggested that brand awareness was the strong point with the brand purchase intention of consumers which people could remember the brands by a good point. Brand awareness connected to brand image and brand attitude factors. The marketers should focus on this point especially to make the brand unique and different style to other brands (Liu et al., 2017). Also, advertising was very important that the brand could show uniqueness and difference to other brands, the marketers could provide a good campaign, charity, and events, to attract consumers and leads them to purchase with products or services (Han et al., 2015). Consumer brand identification was the basic psychological process that consumers feel with the brands. Can identify the personal lifestyle and improve consumer's image and it was the important thing to make a credibility from consumers to brands so consumer brand identification had direct effect to brand purchase intention the marketer should focus on the point (Augusto & Torres, 2018) and Consumer-based brand equity had direct impact to brand purchase intention, connected by brand attitude which marketers provided it. Positive thinking of consumers developed by good quality, good image, and in everything to make consumers still repurchase in brands.

5.3 Recommendation for Managerial Implication

The results of this research may help luxury brand companies in the investment decisions for future development in key factors of purchase intention. As discussed above, the most positive influence in brand purchase intention of luxury bags were brand awareness, consumer brand identification and consumer-based brand equity.

5.3.1 Therefore, consumer-based brand equity was importantly described by consumers. It was coming from brand attitude, so marketers should focused on the point also by keeping the standard on point and take care on every problem of consumers or gave good solution which is the best way of the consumers because consumers look at brands with the whole picture if some was not good enough it may make consumers trust less in the brands.

5.3.2 According to consumer brand identification had directly influences with brand purchase intention of consumers. Consumer used products or services of brands to show the style of them, to improve their personality, identified the characteristics, express their image to look good. To say that, the brand should be continued to make good products and services which leads consumers to trust in brands. Suggestion to brand should developed the brands all the time to adapt with social value, characteristics of consumers, habits of consumers, and etc. to increase the consumers to purchase with brands.

5.3.3 Brand awareness was a key factor which can increased consumers because brand awareness was the first thing that consumer could see, hear, or feel about. Especially in luxury brands, consumers expected the brands to be interesting. If a brand had its uniqueness for example, good appearance on products and services, the place which brands located are in the good position, quality of products and services are good, also have a good services with consumers. Not only keep in standard of brands but also should be developed in every steps of brands. These factors were important and directly impact to brands and also leads consumers to make a purchase and repurchase.

5.4 Recommendation for Future Research

This research mostly involved only participants who lived in Sukhumvit area of Bangkok, the finding may not cover all potential populations. Moreover, some of them may be only drop-in members resulting in inaccurate research. Therefore, future research should be studied for larger-scale populations to increase a more comprehensive understanding of positive factors that influence the customers maintaining their purchase intention. Furthermore, the findings could be different in another country or city. The factor which influenced could change to brand purchase intention. Changes may occur from social values, living habits, thoughts, attitudes, actions, and events of consumers. For this reason, it would be suggested that a future study should research in another area to compare with the result.

As a result, this study may educate a luxury industry or luxury company which factors important to brand purchase intention. These factors had a positive impact which are brand awareness, consumer brand identification, and consumer-based brand equity, which company or industry can improve on these points as well as customer engagement strategy in the future.

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APPENDIX A

Survey Questions (English)
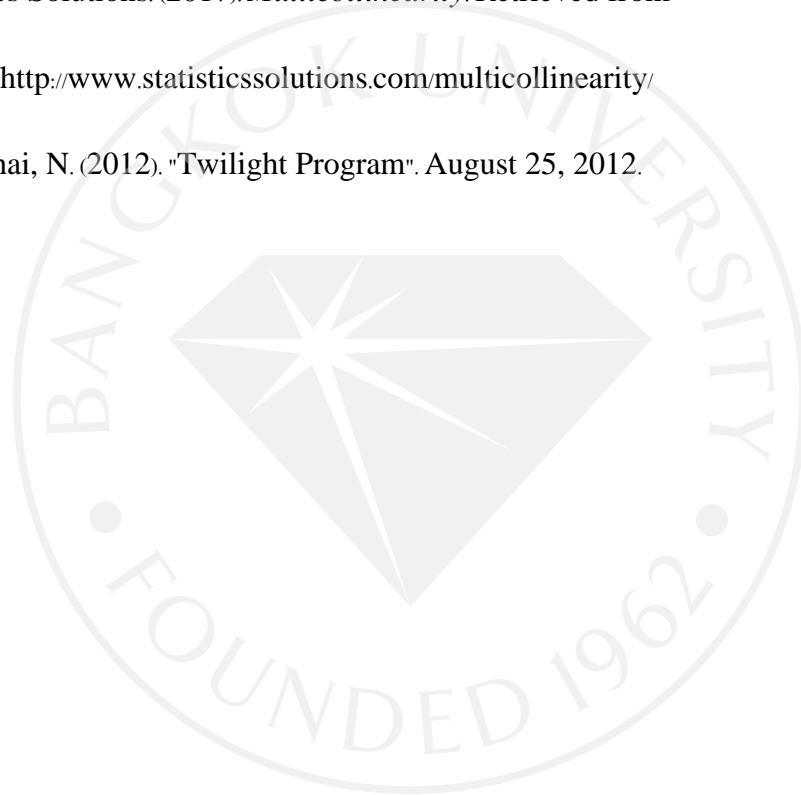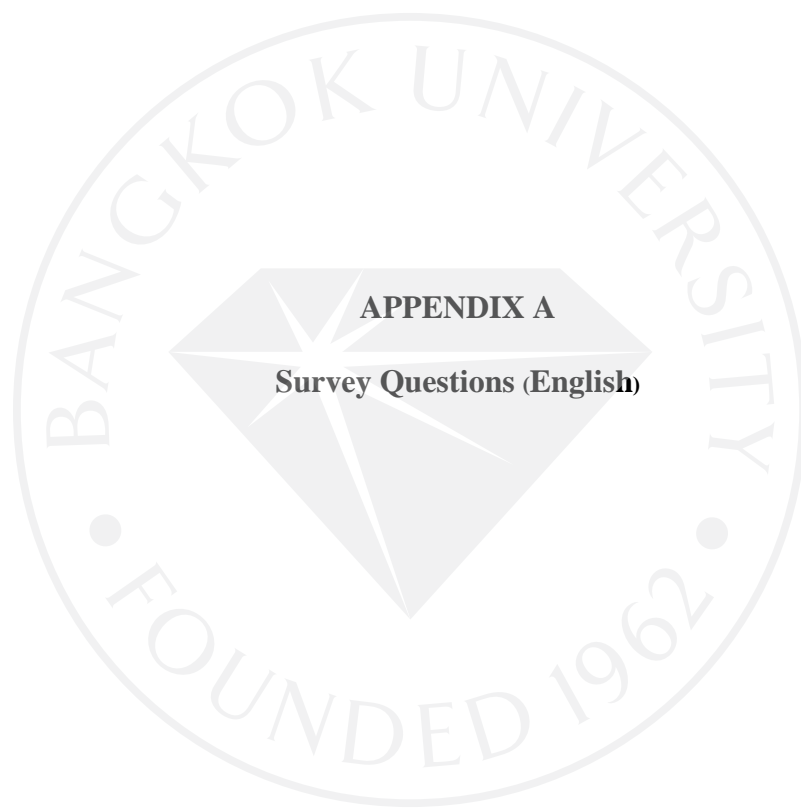
NO.........

Questionnaire

Factor Positively Influencing Brand Purchase Intention towards Luxury Bags of Consumers in Sukhumvit Area of Bangkok.

Instruction: Objective of this survey is to collected data for use in master of business administration research, Bangkok University. The result of this research will be benefit to luxury bags such as Hermès, Louis Vuitton, Gucci, Chanel, Prada, Christian Dior, Burberry, Balenciaga, Valentino, and etc. In this regard, cooperation from the respondents are needed. I, Preyanat Pattanapong, master's degree of business administration student from Bangkok University thankfully for your cooperation.

Instruction: Please answer the following question and put ✓ in ☐ that matches you most.

1. Gender

    ☐ 1) Male   ☐ 2) Female

2. Age

    ☐ 1) 18-24 years old   ☐ 2) 25-34 years old

    ☐ 3) 35-44 years old   ☐ 4) 45-54 years old

☐ 5) 55-60 years old   ☐ 6) 61 years or older

3. Status

☐ 1) Single   ☐ 2) Married   ☐ 3) Divorced/Widowed/Separated

4. Level of education

☐ 1) Under Bachelor Degree   ☐ 2) Bachelor Degree

☐ 3) Master Degree   ☐ 4) Doctorate Degree

☐ 5) Others, Please Specify ....

5. Monthly income

☐ 1) Less than and equal to 50,000 baht   ☐ 2) 50,001-100,000 baht

☐ 3) 100,001-200,000 baht   ☐ 4) 200,001-300,000 baht

☐ 5) 300,001-400,000 baht   ☐ 6) 400,001-500,000 baht

☐ 7) 500,001-600,000 baht   ☐ 8) More than 600,001 baht

6. Professional Status

☐ 1) State enterprise employee   ☐ 2) Private employee

☐ 3) Self-Employed   ☐ 4) Searching for job

☐ 5) Housewives   ☐ 6) Retired

☐ 7) Students

☐ 8) Others, Please Specify ....

7. How often do you purchase a new bag?

☐ 1) 1-5 times per year   ☐ 2) 6-10 times per year

☐ 3) Once a month   ☐ 4) 2-3 times per month

☐ 5) More than 4 times per month

8. How much can you afford to buy a bags?

☐ 1) less than 50,000 baht   ☐ 2) 50,001-100,000 baht

☐ 3) 100,001-200,000 baht   ☐ 4) 200,001-300,000 baht

☐ 5) 300,001-400,000 baht   ☐ 6) 400,001-500,000 baht

☐ 7) 500,001-600,000 baht   ☐ 8) 600,001-700,000 baht

☐ 9) more than 700,001 baht

9. What is your most favorite brand? (you can answer only one)

☐ 1) Hermès   ☐ 2) Louis Vuitton

☐ 3) Chanel   ☐ 4) Prada

☐ 5) Christian Dior   ☐ 6) Burberry

☐ 7) Balenciaga   ☐ 8) Valentino

☐ 9) Others, Please Specify ....

Please mark every question with only one ✓ in the box that most corresponds to your comments.

*Luxury bags for example Hermès, Louis Vuitton, Gucci, Chanel, Prada,

Christian Dior, Burberry, Balenciaga, Valentino, and etc.*

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Brand Awareness						
1	I am aware of luxury bags.					
2	I am familiar with luxury bags.					
3	When I think of fashion items, luxury bags is the one that come to mind.					
4	I can recognize luxury bags more than other competing brands.					
Perceived Quality						
1	Luxury bags have good quality.					
2	Luxury bags are worth their prices.					
3	The quality of luxury bags seem coherent with their prices.					
4	Luxury brands propose a large choices of fashion items.					
Brand Image						
1	I like the luxury bags.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	I like the luxury brands compared to other companies in the same sector.					
3	Luxury bags has a differentiated image from other bags brand.					
4	The company's logo enhances the company's image.					
Brand Associations						
1	Luxury bags have an attractive logo.					
2	I like the company which makes luxury bags.					
3	I trust the company which makes luxury bags.					
4	I would feel proud to own luxury bags.					
Brand Fondness						
1	I think other people like luxury bags.					
2	I would be satisfied with owning luxury bags.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	I would recommend luxury bags to others.					
4	Luxury bags reflect my personal lifestyle.					
Brand Attitude						
1	My attitude towards luxury bags are good.					
2	I think luxury bags are favorable.					
3	I think luxury bags are pleasant.					
4	I think luxury bags are useful.					
Consumer Brand Identification						
1	Luxury bags represent who I am.					
2	Luxury bags are a part of my sense of who I am.					
3	Luxury bags help me express my identity.					
4	I feel personally connected with luxury bags.					
Consumer-based Brand Equity						

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
1	If another brand's products are not different from luxury brands in anyway, it seems smarter to buy luxury brands.					
2	I would be willing to pay higher price for luxury bags over other similar brands.					
3	Even if there is another brand with services as good as luxury brands, I prefer to buy luxury brands.					
4	I prefer to purchase from luxury brands even if another brand advertises a lower price.					
Brand Purchase Intention						
1	If I have choose among brands, luxury bags are definitely my choices.					
2	If I have to buy a fashion item, I plan to buy luxury bags even though there					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
	are other brands as good as luxury brands.					
3	If there is another brand as good as luxury brands, I prefer to buy luxury brands.					
4	I make my purchase selection of luxury bags according to my favorite brand name, regardless of prices.					

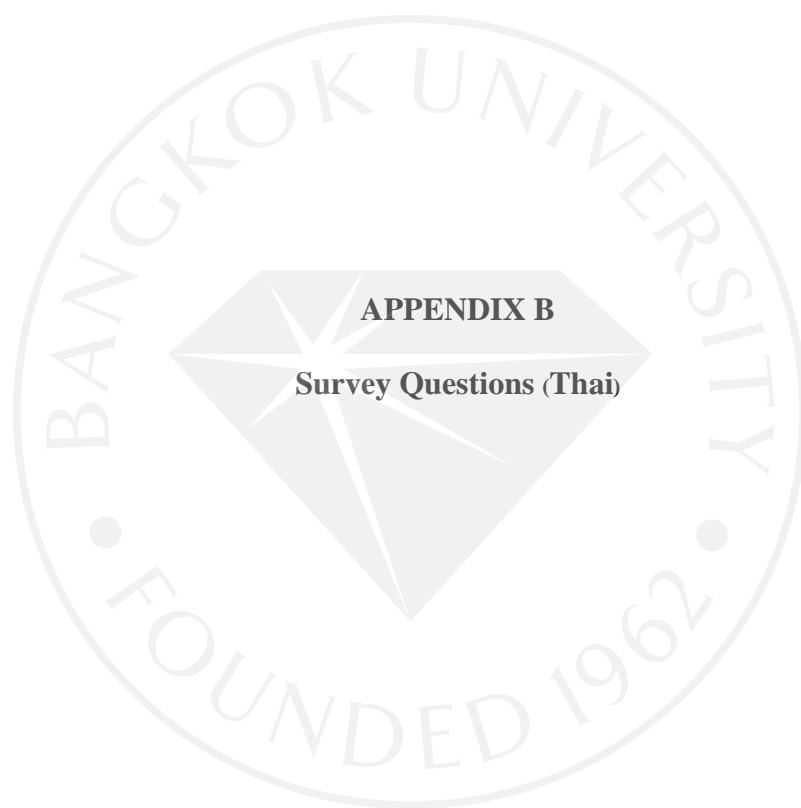**Please recommend for other factors that might positively affect the purchase intention towards luxury bags**.

_____

_____

_____

_____

Thank you for your cooperation

Miss Preyanat Pattanapong

E–Mail: preyanat.patt@bumail.net

APPENDIX B

Survey Questions (Thai)

มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.........

แบบสอบถาม

**ปัจจัยเชิงบวกที่มีอิทธิต่อการตัดสินใจซื้อกระเป๋าแบรนด์หรูของผู้บริโภคในเขตสุขุมวิท
กรุงเทพมหานคร**

คำชี้แจง: แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับ
ปริญญาโท บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ และสามารถนำผลการวิจัยไปใช้
ประโยชน์ได้อย่างมีประสิทธิภาพต่อบริษัทฯที่ผลิตกระเป๋าแบรนด์หรู ตัวอย่างเช่น Hermes,
Louis Vuitton, Gucci, Chanel, Prada, Christian Dior, Burberry, Balenciaga, Valentino และ
แบรนด์อื่นๆที่คล้ายคลึงกัน ดังนั้นจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามให้
ตรงตามความเห็นของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัยนางสาว ปรียาณัฐ พัฒนพงษ์ นักศึกษา
ปริญญาโท สาขาวิชาเอกบริหารธุรกิจ คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ขอขอบคุณใน
ความร่วมมือของท่านเป็นอย่างสูง

คำชี้แจง: โปรดทำเครื่องหมาย ✔ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อ
เพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

1. เพศ

☐ 1) ชาย   ☐ 2) หญิง

2. อายุ

☐ 1) ตั้งแต่ 18 ถึง 24 ปี   ☐ 2) 25–34 ปี

☐ 3) 35-44 ปี   ☐ 4) 45-54 ปี

☐ 5) 55-60 ปี   ☐ 6) 61 ปี หรือมากกว่า

3. สถานภาพ

☐ 1) โสด ☐ 2) สมรส ☐ 3) หย่าร้าง/ หม้าย/ แยกกันอยู่

4. ระดับการศึกษา

☐ 1) ต่ำกว่าปริญญาตรี ☐ 2) ปริญญาตรี

☐ 3) ปริญญาโท ☐ 4) ปริญญาเอก

☐ 5) อื่น ๆ โปรดระบุ...

5. รายได้ต่อเดือน

☐ 1) ต่ำกว่าหรือเท่ากับ 50,000 บาท

☐ 2) 50,001-100,000 บาท

☐ 3) 100,001-200,000 บาท

☐ 4) 200,001-300,000 บาท

☐ 5) 300,001-400,000 บาท

☐ 6) 400,001-500,000 บาท

☐ 7) 500,001-600,000 บาท

☐ 8) มากกว่า 600,001 บาท

6. อาชีพ

☐ 1) พนักงานรัฐวิสาหกิจ/ รับราชการ

☐ 2) พนักงานบริษัทเอกชน/ รับจ้าง

☐ 3) ธุรกิจส่วนตัว/ ค้าขาย

☐ 4) อยู่ในช่วงหางาน

☐ 5) ไม่ประกอบอาชีพ

☐ 6) เกษียณ

☐ 7) นักเรียน/ นักศึกษา

☐ 8) อื่น ๆ โปรดระบุ..

7. ท่านซื้อกระเป๋าบ่อยแค่ไหน?

☐ 1) 1-5 ครั้งต่อปี ☐ 2) 6-10 ครั้งต่อปี

☐ 3) 1 ครั้งต่อปี ☐ 4) 2-3 ครั้งต่อเดือน

☐ 5) 4 ครั้งต่อเดือน หรือมากกว่า

8. ท่านสามารถซื้อกระเป๋าได้ในราคา

☐ 1) ต่ำกว่า 50,000 บาท   ☐ 2) 50,001-100,000 บาท

☐ 3) 100,001-200,000 บาท   ☐ 4) 200,001-300,000 บาท

☐ 5) 300,001-400,000 บาท   ☐ 6) 400,001-500,000 บาท

☐ 7) 600,001-700,000 บาท   ☐ 8) 700,001-800,000 บาท

☐ 9) มากกว่า 800,000 บาท

9. กระเป๋าแบรนด์อะไรที่ท่านชื่นชอบมากที่สุด

☐ 1) แอร์เมส (Hermes)   ☐ 2) หลุยส์ วิตตอง (Louis Vuitton)

☐ 3) ชาแนล (Chanel)   ☐ 4) พราด้า (Prada)

☐ 5) คริสเตียน ดิออร์ (Christian Dior)

☐ 6) เบอเบอรี่ (Burberry)

☐ 7) บาเลนซิเอก้า (Balenciaga)

☐ 8) โค้ช (Coach)

☐ 9) อื่น ๆ โปรดระบุ..

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละ
หนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

*กระเป๋าแบรนด์หรูยกตัวอย่างเช่น Hermes, Louis Vuitton, Gucci, Chanel, Prada,
Christian Dior, Burberry, Balenciaga, Valentino และแบรนด์อื่น ๆที่คล้ายคลึง
กัน*

	ระดับความเห็นด้วย				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
การรับรู้ของแบรนด์ (Brand Awareness)					
1 ท่านรับรู้เกี่ยวกับกระเป๋าแบรนด์หรู					
2 ท่านมีความคุ้นเคยกับกระเป๋าแบรนด์หรู					
3 เมื่อพูดถึงเรื่องสินค้าแฟชั่น กระเป๋าแบรนด์หรูเป็นสิ่งที่ท่านสนใจ					
4 ท่านจะจำกระเป๋าแบรนด์หรูได้มากกว่ากระเป๋าแบรนด์ชนิดอื่นๆ					
คุณภาพของแบรนด์ (Perceive Quality)					
1 กระเป๋าแบรนด์หรูมีคุณภาพดี					
2 กระเป๋าแบรนด์หรูมีความคุ้มค่ากับราคา					
3 คุณภาพของกระเป๋าแบรนด์หรูมีความสอดคล้องกับราคา					
4 แบรนด์หรูมีสินค้าหลากหลายให้เลือก					
ภาพพจน์ของแบรนด์ (Brand Image)					
1 ท่านชื่นชอบในกระเป๋าแบรนด์หรู					
2 ท่านชอบกระเป๋าแบรนด์หรูเมื่อเทียบกับกระเป๋าแบรนด์อื่นที่อยู่ในระดับเดียวกัน					
3 กระเป๋าแบรนด์หรูมีภาพพจน์ที่แตกต่างจากกระเป๋าแบรนด์อื่นๆ					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
4	โลโก้ของกระเป๋าแบรนด์หรูช่วยเพิ่มภาพพจน์ที่ดีให้กับบริษัทฯที่ผลิต					
ความเชื่อมโยงของแบรนด์ (Brand Association)						
1	กระเป๋าแบรนด์หรูมีโลโก้ที่น่าดึงดูดใจ					
2	ท่านชื่นชอบในบริษัทฯที่ผลิตกระเป๋าแบรนด์หรู					
3	ท่านไว้ใจในบริษัทฯที่ผลิตกระเป๋าแบรนด์หรู					
4	ท่านรู้สึกภูมิใจเมื่อได้มีกระเป๋าแบรนด์หรู					
ความชื่นชอบของผู้บริโภค (Brand Fondness)						
1	ท่านคิดว่าผู้อื่นชื่นชอบกระเป๋าแบรนด์หรู					
2	ท่านจะพอใจถ้าได้เป็นเจ้าของกระเป๋าแบรนด์หรู					
3	ท่านจะแนะนำกระเป๋าแบรนด์หรูคนอื่นๆ					
4	กระเป๋าแบรนด์หรูแสดงถึงไลฟ์ไสตล์ส่วนตัวของท่าน					
ทัศนคติของผู้บริโภค (Brand Attitude)						
1	ท่านมีทัศนคติที่ดีต่อกระเป๋าแบรนด์หรู					
2	ท่านคิดว่ากระเป๋าแบรนด์หรูเป็นที่นิยม					
3	ท่านคิดว่ากระเป๋าแบรนด์หรูเป็นที่น่าพอใจ					
4	ท่านคิดว่ากระเป๋าแบรนด์หรูเป็นประโยชน์					
เอกลักษณ์ของผู้บริโภค (Consumer Brand Identification)						
1	กระเป๋าแบรนด์หรูแสดงถึงตัวตนของท่าน					
2	กระเป๋าแบรนด์หรูเป็นส่วนหนึ่งของท่านเพื่อแสดงถึงตัวตนของท่าน					
3	กระเป๋าแบรนด์หรูช่วยแสดงให้เห็นเอกลักษณ์ของท่าน					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
4	ท่านมีความรู้สึกส่วนตัวว่าเกี่ยวข้องกับกระเป๋าแบรนด์หรู					
คุณค่าตราสินค้าของผู้บริโภค (Consumer-based Brand Equity)						
1	หากสินค้าของแบรนด์อื่นๆไม่แตกต่างจากแบรนด์หรูท่านจะเลือกซื้อแบรนด์หรูมากกว่าแบรนด์อื่นๆ					
2	ท่านยินดีจ่ายในราคาที่สูงในการซื้อกระเป๋าแบรนด์หรูเมื่อเทียบกับแบรนด์อื่นๆที่คล้ายคลึงกัน					
3	แม้ว่าแบรนด์อื่นๆ มีบริการดีเทียบเท่ากับแบรนด์หรูท่านยังชอบที่จะซื้อกระเป๋าแบรนด์หรู					
4	ท่านชื่นชอบที่จะซื้อกระเป๋าแบรนด์หรูแม้ว่าแบรนด์อื่นๆจะโฆษณาว่ามีราคาที่ต่ำกว่า					
การตั้งใจซื้อของผู้บริโภค (Brand Purchasing Intention)						
1	หากให้ท่านเลือกระหว่างกระเป๋าแบรนด์อื่นท่านจะเลือกกระเป๋าแบรนด์หรูอย่างแน่นอน					
2	หากต้องซื้อสินค้าแฟชั่น ท่านวางแผนซื้อกระเป๋าแบรนด์หรูถึงแม้แบรนด์อื่นๆ จะมีสินค้าที่ดีเช่นเดียวกัน					
3	หากมีกระเป๋าแบรนด์อื่นที่ดีกว่ากระเป๋าแบรนด์หรูท่านยังชอบซื้อกระเป๋าแบรนด์หรู					
4	ท่านซื้อกระเป๋าแบรนด์หรูที่ท่านชอบโดยไม่คำนึงถึงราคา					

ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยอื่น ๆ ที่มีผลต่อความตั้งใจซื้อกระเป๋าแบรนด์หรู
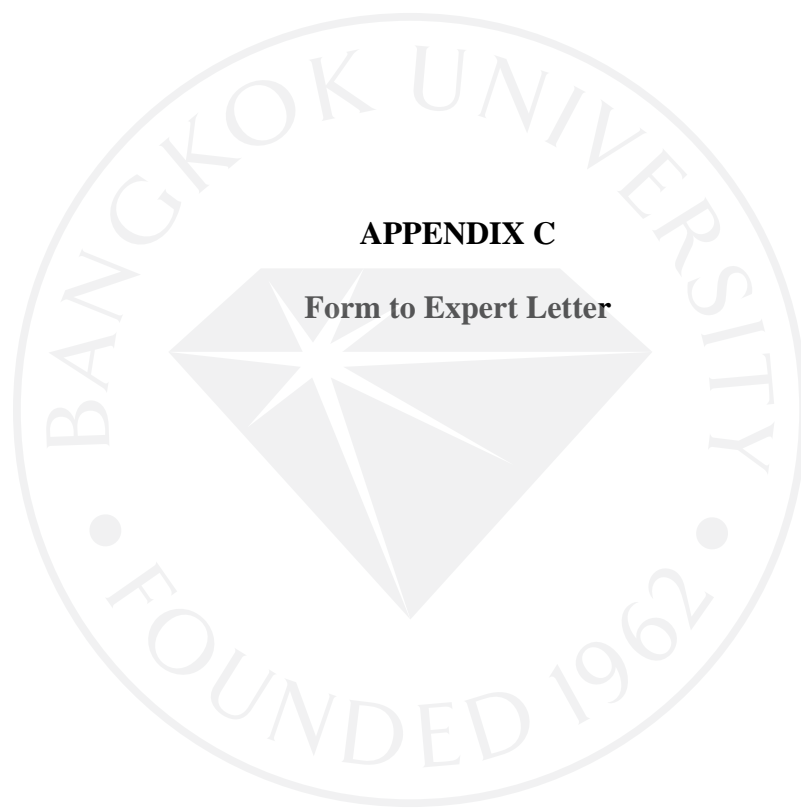
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โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

นางสาว ปรียาณัฐ พัฒนพงษ์

E–Mail: preyanat.patt@bumail.net

APPENDIX C

Form to Expert Letter

4288/763 Aspire Rama4, Rama 4 Rd.
Prakanong, Khlongtoey
Bangkok 10110, Thailand
Email: preyanat.patt@bumail.net

March 17, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To   Dr. Penjira Kanthawongs
       Advisor, Bangkok University

I, Preyanat Pattanapong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors positively influencing brand purchasing intention towards luxury bags of consumers in Sukhumvit area, Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with +1 as comprehensible, O as uncertain, or -1 as incomprehensible by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature……………………….   Signature…………………….
   (Dr. Penjira Kanthawongs)   (Preyanat Pattanapong)
          Advisor   Researcher

4288/763 Aspire Rama4, Rama 4 Rd.

Prakanong, Khlongtoey

Bangkok 10110, Thailand

Email: preyanat.patt@bumail.net

March 17, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To   Khun Thitithep Sae-Jeang

     Sales Associate, Celine Thailand

    I, Preyanat Pattanapong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors positively influencing brand purchasing intention towards luxury bags of consumers in Sukhumvit area, Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature............................   Signature............................

   (Thitithep Sae-Jeang)   (Preyanat Pattanapong)

       Expert   Researcher

4288/763 Aspire Rama4, Rama 4 Rd.

Prakanong, Khlongtoey

Bangkok 10110, Thailand

Email: preyanat.patt@bumail.net

March 17, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To   Khun Nongsai Giordano

       Client Advisor, Louis Vuitton Thailand

I, Preyanat Pattanapong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors positively influencing brand purchasing intention towards luxury bags of consumers in Sukhumvit area, Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with +1 as **comprehensible**, **0** as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.................................   Signature...............................

     (Khun Nongsai Giordano)   (Preyanat Pattanapong)

            Expert   Researcher

Factors	**Original Eng. v.**	**Adjusting Eng. v.**	**Adjusted Thai v.**	**IOC**	**Comments from the expert**	**Total points**
Brand Awareness (BA) (Han et al., 2015)	BA1 : I am aware of this brand.	BA1: I am aware of luxury bags.	BA1: ท่านรับรู้เกี่ยวกับกระเป๋าแบรนด์หรู			
	BA2: I am familiar with this restaurant brand.	BA2: I am familiar with luxury bags.	BA2: ท่านมีความคุ้นเคยกับกระเป๋าแบรนด์หรู			
	BA3: When I think of fashion items, X is one of the brands that come to mind.	BA3: When I think of fashion items, luxury bags are the one that come to mind.	BA3: เมื่อพูดถึงเรื่องสินค้าแฟชั่นกระเป๋าแบรนด์หรูเป็นสิ่งที่ท่านสนใจ			
(Liu et al., 2017)	BA4: I can recognize the hotel among other competing brands	BA4: I can recognize luxury bags more than other competing brands.	BA4: ท่านจะจำกระเป๋าแบรนด์หรูได้มากกว่ากระเป๋าแบรนด์ชนิดอื่นๆ			
Perceived Quality (PQ) (Foroudi et al., 2018)	PQ1: X is a quality brand.	PQ1: Luxury bags have good quality	PQ1: กระเป๋าแบรนด์หรูมีคุณภาพดี			
	PQ2: X items are	PQ2: Luxury bags	PQ2: กระเป๋าแบ			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	worth their price.	are worth their prices.	รนด์หรูมีความคุ้มค่ากับราคา			
	PQ3: The quality of the products of X seems coherent with their price.	PQ3: The quality of luxury bags seem coherent with their prices.	PQ3: คุณภาพของกระเป๋าแบรนด์หรูมีความสอดคล้องกับราคา			
	PQ4: X proposes a large choice of fashion items.	PQ4: Luxury brands propose a larges choice of fashion items.	PQ4: แบรนด์หรูมีสินค้าหลากหลายให้เลือก			
Brand Image (BI) (Foroudi et al., 2018)	BI1: like the brand.	BI1: I like the luxury bags.	BI1: ท่านชื่นชอบในกระเป๋าแบรนด์หรู			
	BI2: I like the brand compared to other companies in the same sector.	BI2: I like the luxury brands compared to other companies in the same sector.	BI2: ท่านชอบกระเป๋าแบรนด์หรูเมื่อเทียบกับกระเป๋าแบรนด์อื่นที่อยู่ในระดับเดียวกัน			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
(Liu et al., 2017)	BI3: It has a differentiated image from other hotel brands.	BI3: Luxury bags has a differentiated image from other bag brands.	BI3: กระเป๋าแบรนด์หรูมีภาพพจน์ที่แตกต่างจากกระเป๋าแบรนด์อื่นๆ			
(Foroudi et al., 2018)	BI4: The company's logo enhances the company's image.	BI4: The company's logo enhances the company's image.	BI4: โลโก้ของกระเป๋าแบรนด์หรูช่วยเพิ่มภาพพจน์ที่ดีให้กับบริษัทฯที่ผลิต			
Brand Associations (BAS) (Foroudi et al., 2018)	BAS1: This brand has an attractive logo.	BAS1: Luxury bags has an attractive logo.	BAS1: กระเป๋าแบรนด์หรูมีโลโก้ที่น่าดึงดูดใจ			
	BAS2: I like the company which makes X.	BAS2: I like the company which makes luxury bags.	BAS2: ท่านชื่นชอบในบริษัทฯที่ผลิตกระเป๋าแบรนด์หรู			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	BAS3: I trust the company which makes X.	BAS3: I trust the company which makes luxury bags.	BAS3: ท่านไว้ใจในบริษัทฯ ที่ผลิตกระเป๋าแบรนด์หรู			
	BAS4: I would feel proud to own products of X.	BAS4: I would feel proud to own luxury bags.	BAS4: ท่านรู้สึกภูมิใจเมื่อได้มีกระเป๋าแบรนด์หรู			
Brand Fondness (BF) (Foroudi et al., 2018)	BF1: I think other people like X.	BF1: I think other people like luxury bags.	BF1: ท่านคิดว่าผู้อื่นชื่นชอบกระเป๋าแบรนด์หรู			
	BF2: I would be satisfied with owning one.	BF2: I would be satisfied with owning luxury bags.	BF2: ท่านจะพอใจถ้าได้เป็นเจ้าของกระเป๋าแบรนด์หรู			
	BF3: I would recommend X to others.	BF3: I would recommend luxury bags to others.	BF3: ท่านจะแนะนำกระเป๋าแบรนด์หรูกับคนอื่นๆ			
	BF4: X reflects my personal lifestyle.	BF4: Luxury bags reflect my	BF4: กระเป๋าแบรนด์หรู			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
		personal lifestyle.	แสดงถึงไลฟ์ไสตล์ส่วนตัวของท่าน			
Brand Attitude (BAT) (Augusto & Torres, 2018)	BAT1: This (#brand) is good.	BAT1: My attitude towards luxury bags are good.	BAT1: ท่านมีทัศนคติที่ดีต่อกระเป๋าแบรนด์หรู			
	BAT2: This (#brand) is favorable.	BAT2: I think luxury bags are favorable	BAT2: ท่านคิดว่ากระเป๋าแบรนด์หรูเป็นที่นิยม			
	BAT3: This (#brand) is pleasant.	BAT3: I think luxury bags are pleasant.	BAT3: ท่านคิดว่ากระเป๋าแบรนด์หรูเป็นที่น่าพอใจ			
	BAT4: This (#brand) is useful.	BAT4: I think luxury bags are useful.	BAT4: ท่านคิดว่ากระเป๋าแบรนด์หรูเป็นประโยชน์			
Consumer Brand Identification (CBI) (Augusto & Torres, 2018)	CBI1: This (#brand) represents who I am.	CBI1: Luxury bags represent who I am.	CBI1: กระเป๋าแบรนด์หรูแสดงถึงตัวตนของท่าน			
	CBI2: This (#brand) is a	CBI2: Luxury bags are a	CBI2: กระเป๋าแบ			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	part of my sense of who I am.	part of my sense of who I am.	รนด์หรูเป็นส่วนหนึ่งของท่านเพื่อแสดงถึงตัวตนของท่าน			
	CBI3: This (#brand) helps me express my identity.	CBI3: Luxury bags help me express my identity.	CBI3: กระเป๋าแบรนด์หรูช่วยแสดงให้เห็นเอกลักษณ์ของท่าน			
	CBI4: I feel personally connected to this (#brand).	CBI4: I feel personally connected with luxury bags.	CBI4: ท่านมีความรู้สึกส่วนตัวว่าเกี่ยวข้องกับกระเป๋าแบรนด์หรู			
Consumer-based Brand Equity (CBE) (Augusto & Torres, 2018)	CBE1: If another brand's products are not different from this (#brand) in anyway, it seems smarter to buy this brand.	CBE1: If another brand's products are not different from luxury brand in anyway, It seems smarter to buy luxury brand more than other brands.	CBE1: หากสินค้าของแบรนด์อื่นๆ ไม่แตกต่างจากแบรนด์หรูท่านจะเลือกซื้อแบรนด์หรูมากกว่าแบรนด์อื่นๆ			
	CBE2: I would be willing to	CBE2: I would be willing to	CBE2: ท่านยินดีจ่ายใน			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	pay higher price for this (#brand) over other similar brands.	pay higher price for luxury bags over other similar brands.	ราคาที่สูงใน การซื้อ กระเป๋าแบ รนด์หรูเมื่อ เทียบกับแบ รนด์อื่นๆที่ คล้ายคลึง กัน			
	CBE3: If there is another brand with services as good as this (#brand), I prefer to buy this (#brand).	CBE3: Even if there is another brand with services as good as luxury brands, I prefer to buy luxury brands.	CBE3: แม้ว่าแบ รนด์อื่นๆ มี บริการดี เทียบเท่ากับ แบรนด์หรู ท่านยังชอบ ที่จะซื้อ กระเป๋าแบ รนด์หรู			
	CBE4: I prefer to purchase from this (#brand) even if another brand advertises a lower price.	CBE4: I prefer to purchase from luxury brands even if another brand advertises a lower price.	CBE4: ท่านชื่น ชอบที่จะ ซื้อกระเป๋า แบรนด์หรู แม้ว่าแบ รนด์อื่นๆ จะโฆษณา ว่ามีราคาที่ ต่ำกว่า			
Brand Purchasing Intention (BPI)	BPI1: If I have to choose among	BPI1: If I have choose among	BPI1: หาก ให้ท่าน เลือก			

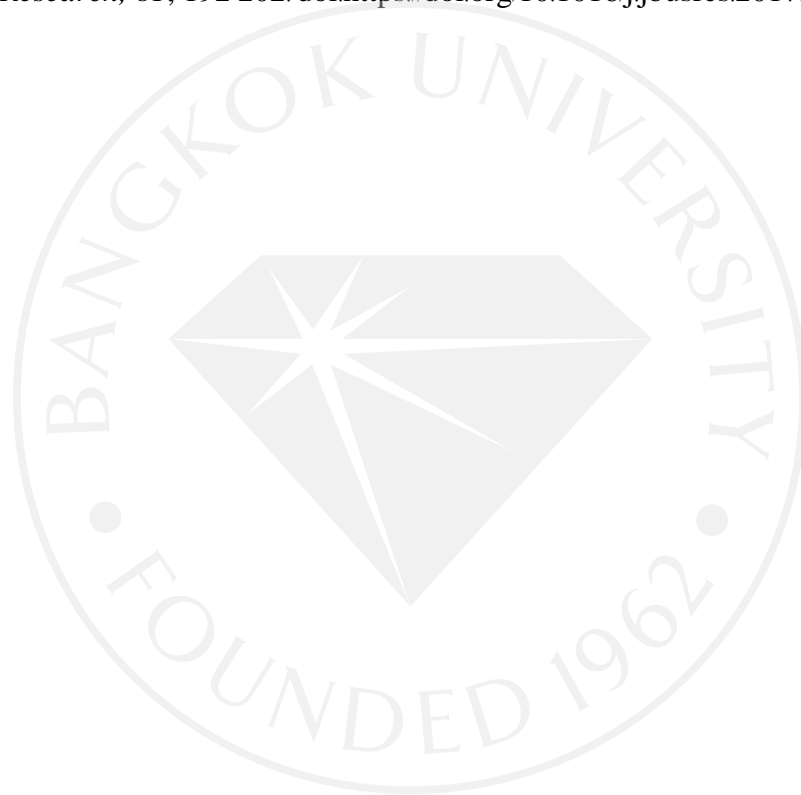| Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
(Foroudi et al., 2018)	brands, X is definitely my choice.	brands, luxury bags are definitely my choices.	ระหว่างกระเป๋าแบรนด์อื่น ท่านจะเลือกกระเป๋าแบรนด์หรูอย่างแน่นอน			
	BPI2: If I have to buy a fashion items, I plan to buy X even though there are other brands as good as X.	BPI2: If I have to buy a fashion item, I plan to buy luxury bags even though there are other brands as good as luxury brands.	BPI2: หากต้องซื้อสินค้าแฟชั่น ท่านวางแผนซื้อกระเป๋าแบรนด์หรู ถึงแม้แบรนด์อื่นๆ จะมีสินค้าที่ดีเช่นเดียวกัน			
	BPI3: If there is another as good as X, I prefer to buy X.	BPI3: If there is another brand as good as luxury brand, I prefer to buy luxury brands.	BPI3: หากมีกระเป๋าแบรนด์อื่นที่ดีกว่ากระเป๋าแบรนด์หรู ท่านยังชอบซื้อ			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
			กระเป๋าแบรนด์หรู			
	BPI4: I make my purchase selection of fashion items according to my favorite brand name, regardless of price.	BPI4: I make my purchase selection of luxury bags according to my favorite brand name, regardless of prices.	BPI4: ท่านซื้อกระเป๋าแบรนด์หรูที่ท่านชอบโดยไม่คำนึงถึงราคา			

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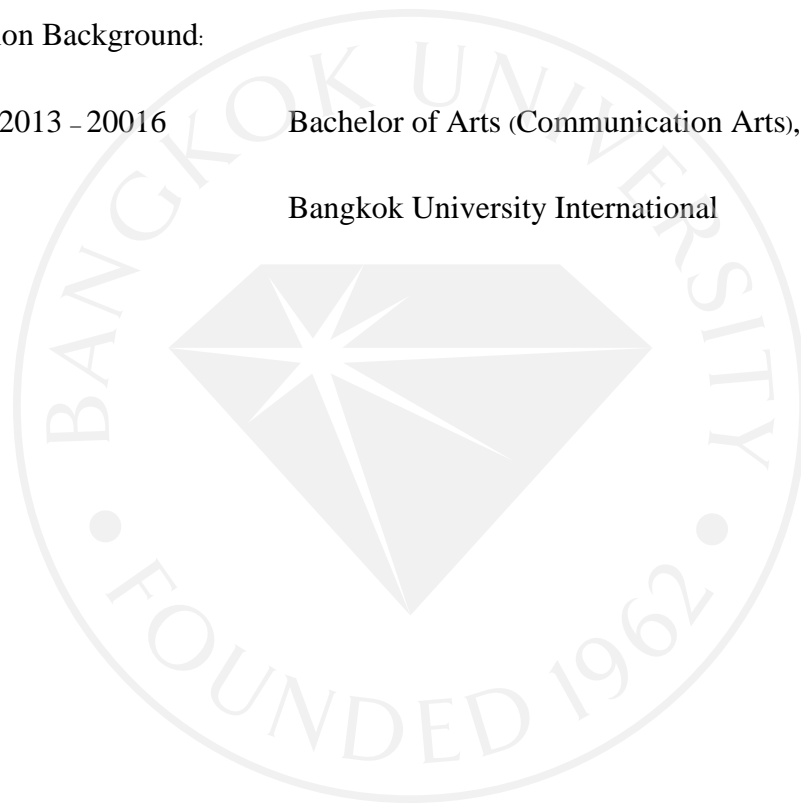
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BIODATA

Name-Surname: Preyanat Pattanapong

E-mail: preyanat.patt@bumail.net

Education Background:

    2013 – 20016   Bachelor of Arts (Communication Arts),

                            Bangkok University International

Bangkok University

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Day _27_ Month _January_ Year _2020_

Mr./ Mrs./(Ms) _Preyanat Pattanapong_ now living at _4288/ 763_
Soi _-_ Street _Rama 4 Road_
Sub-district _Phrakanong_ District _Klongtoey_
Province _Bangkok_ Postal Code _10110_ being a Bangkok
University student, student ID _7600203512_

Degree level ☐ Bachelor ☐ Master ☐ Doctorate
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