FACTORS POSITIVELY AFFECTING PURCHASE INTENTION OF

LUXURY COSMETIC BRANDS' CONSUMERS IN BANGKOK

Pornnacha Sahachaisere

BANGKOK
UNIVERSITY
THE CREATIVE UNIVERSITY

This Independent Study Manuscript Presented to

The Graduated School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration

Academic Year 2022

This   manuscript has been approved by

the Graduated School

Bangkok University

Title   :   Factors Positively Affecting Purchase Intention of Luxury Cosmetic

Brands' Consumers in Bangkok

Author :   Pornnacha Sahachaisere

Independent Study Committee:

Advisor   Dr. Penjira Kanthawongs

Field Specialist   Assoc.Prof.Dr. Suthinan Pomsuwan

Sahachaisere, P. M.B.A., December 2022, Graduate School, Bangkok University.

<u>Factors Positively Affecting Purchase Intention of Luxury Cosmetic Brands'</u>
<u>Consumers in Bangkok</u> (104)

Advisor: Penjira Kanthawongs, Ph.D.

ABSTRACT

This research objective was to examine and understand the personal value, social value, functional value, perceived quality, individual value, visual package design, and verbal package design positively affecting the customers' purchase intention of luxury cosmetic brands in Pathum Wan District, Klongtoey District, and Klongsan District in Bangkok, Thailand. The research used a survey method with socio-demographic profiles. The methodology was based on the quantitative approach and the data collection was random with 245 respondents. Multiple Regression Analysis (MRA) was utilized to determine the conceptual model that positively affects the customers' purchase intention of luxury cosmetic brands. The results showed three predictors with regression coefficient were social value of 0.507, the individual taste of 0.336, and functional value of 0.255 positively affecting the consumers' purchase intention up to 59.5% at the significance level of .01. Nevertheless, the other four factors had no positive effect on the customers' purchase intention which were personal value, perceived quality, visual package design, and verbal package design.

Keywords: Purchase Intention, Luxury Cosmetic Brands, Social Value

ACKNOWLEDGEMENT

First, I would like to express my highest gratitude to my advisor who has supported me throughout this study. I would not have been able to succeed in my research if it has not been for the knowledge of statistical analysis processes and skill in using the program given to me by Dr. Penjira Kanthawongs, she taught me the methodology to fulfill the research as clearly as possible. Moreover, she encouraged and pushed me to be a part of the national conference publication. This academic would be impossible for me to complete on my own. Also, I would like to thank all the professors at Bangkok University of MBA International Program for their knowledge and motivation.

Secondly, I would like to show my gratitude to Bangkok University's faculty of the MBA International program during my studies which provided me with knowledge and counsel. I am grateful to my classmates, colleagues, and friends for their sincere and friendly relationships. Big thanks to them for helping me and getting through this together.

Lastly, I am extremely thankful to my beloved family especially my dearest father, for their love, care, and support for me. They cheer me up when I am depressed to help me realize that I am not alone. I would not have this day if I don't have them. Thank you and love you all.

Pornnacha Sahachaisere

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF TABLES (Continued)

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 Rational and Problem Statement

This study indicated an investigation of 7 important variables that are positive factors of intention to purchase as the following: personal value, social value, functional value, perceived quality, individual taste, visual package design, and verbal package design towards consumer purchase intention of luxury cosmetic brands. This paper examined the discussions and research results on consumer purchase intention.

The cosmetic industry was one of the world's leading businesses with multi-billion-dollar values which included a variety of products such as cleaners, toners, serum, moisturizers, compact powders, or mascaras (Lee, Goh, & Noor, 2019). The global Luxury Cosmetics market is valued at 45,860 million US USD in 2020 was expected to reach 57,220 million US USD by the end of 2026, growing at a compound annual growth rate of 3.2% during 2021-2026 (The MarketWatch News Department, 2021). Due to the industry's rapid growth, cosmetic companies were forced to launch up-to-date products in the markets. The Thai cosmetic market has increased from 300,000 million baht in 2019 to 315,000 million baht in 2020. The market increased by 5% even during the COVID-19 outbreak since 2019 especially the rise of skincare product sales; however, makeup product sales had declined. Within 300,000 million baht, domestic sales accounted for 170,000 million baht, while export sales accounted for 130,000 million baht. Furthermore, sales of cosmetics for male new generations have increased by 10% each year (thansettakij.com, 2020) During the COVID-19

outbreak, L'Oréal (Thailand) Company Limited created "Beauty Tech," which included four strategies:

(1) changing in-store beauty advisors to be e-beauty advisors to be able to work from home and give advice for consumers online (2) increasing e-service and e-experience using Modi Face, technology allowed consumers to test the products within touching them (3) enhance e-Commerce on 17 platforms (4) facilitate E-Learning for all employees to be able to learn from home (Lupang, 2020). However, luxury cosmetic brands' sales have significantly declined during COVID-19 because of lack of tourists went to the department stores for counter brands cause the decrease in sales for 41%. For instance, Yves Rocher estimated that luxury cosmetic brands' sales would decrease to 221,000 million baht excluded direct sales. The Studied of Lopez and Garza found that nearly 90% of consumers indicated data on online reviews before purchasing (Lopez & Garza 2021). Luxury brands turned to e-Marketplace like Lazada and Shopee to extend the markets. Luxury brands like Estee Lauder offered online exclusive deals like buy one getting one free or buy one get two free with limited times which had never been offered before in the past to capture domestic markets (Eukeik.ee, 2020).

Before the COVID-19 outbreak, consumers were willing to pay for the appearance products to enhance their self-image, to make them more attractive, and to be perceived as better-looking (Moslehpour, Dadvari, Nugroho, & Do, 2020). Commonly, people were concerned with their appearance. Therefore, cosmetics were easy tools in help the appearance of all of us. The ranges of the cosmetic products offered in the market varied from cheap to expensive and low-end to high-end rated by qualities. In this study, luxury cosmetic brands had been described as expensive cosmetic brands that made individuals to personify their physical, facial appearance

and gave emotions of self and social desirability apart from functional use (Soundararaj & Sivakumar, 2017). Another point of view, on positive aspects of brand addiction could be described brand addicts as individuals whom may experience a sense of gratification, happiness and pleasure from their brand addictive behaviors (Francioni, Curina, Hegne & Cioppi, 2021). A few examples of such brands available in Thailand were Channel, Lancôme, Dior, Elizabeth Arden, Giorgio Armani, and MAC.

Three Major Cosmetic Brands in Thailand

Chanel started a cosmetic line in 1920 with the world's first lipstick and gratified Coco Chanel's own need. The products were known as the superior standard in both term of quality and packaging. Chanel's cosmetic products were created for the beauty and practicality with the foundation of the evolution of business, they came up with the star products such as eye shadows, cheek power, and lipsticks (Nagasawa & Irisawa, 2011).

Dior was a brand from the Christian Dior camp, a French luxury company. Dior's cosmetic started in 1947, they marketed and sold their products under Christian Dior. The company has its presence worldwide, and generated revenue of 1,043 Euros in the calendar year 2016 where it earned 971 Euros from Retail and other activities, 56 Euros from Wholesale activities, and 5 from License Royalties (Marlena, Dounia & Cyril, 2013).

MAC Cosmetics was first established in the year 1984 by a beautician Frank Toskan and salon owner Frank Angelo. The cosmetics company was taken over by the beauty conglomerate Estee Lauder, followed which became a brand for all types of customers and MAC was made available in around 1,500 locations across 80 countries.

MAC came up with the slogan "All ages. All races. All sexes." With a wide range of cosmetics for ace, eyes, cheekbones, eyebrows, lips etc. The brand was also popular for its range of mineral-based makeup. The brand was positioned for women since it has many vibrant colors and hues it also became popular amongst the younger generation (Bhasin, 2019)

The three most popular luxury cosmetic brands were Chanel, Dior, and MAC. A SWOT analysis which shown in Table 1.1 had been concluded for the three most popular luxury cosmetic's brand.

Table 1.1: SWOT Analysis for Chanel, Dior, and MAC.

SWOT	Chanel	Dior	MAC
Strength	1. The well-known brand, one of the most well-known luxury brands in the world was highly established. 2. A high level of customer satisfaction among present customers and good brand equity to potential customers.	1. Strong luxury brand name and image, leader on the major market by 'Dior Addict Lipstick'. 2. Strong presence over numerous luxury avenues across the world.	1. Connection to the fashion industry, the major of MAC was originally designed for professional models, then they were able to withstand the intense light and reflections from the runway. Their initial set of customers, were models, makeup artists, stylists, etc.

(Continued)

Table 1.1: SWOT Analysis for Chanel, Dior, and MAC.

SWOT	Chanel	Dior	MAC
Strength	3. Classic and unique it was known for comfortable and functional with the perfect packaging. Classic and timeless designs make a major part of their collection. 4. Growth audience base, Luxe Digital published a list of the top luxury brands online ordered by popularity. Chanel took the second spot after Gucci, with the highest number of social media followers with a total of 81.4 million across Instagram, YouTube, Facebook, and Twitter (Beauloye, 2021).	3. Broad product portfolio – They offered of the company was the one-stop destination for fashion enthusiasts as it has offered women.	2. Variety of products range: MAC offered a wide range of cosmetics such as lipsticks, blush, eyeliner, foundation, etc. They also have mineral-based makeup in each of these categories. 3. Makeup for multiple segments: MAC conducted research on all products to ensure that they were suitable for all types of skin, all racial groups, and cultures as well as even men.

(Continued)

Table 1.1: SWOT Analysis for Chanel, Dior, and MAC.

SWOT	Chanel	Dior	MAC
Weakness	1. Covid-19 impact on purchase behaviours; the global health crisis has affected the financial and mental aspects of a consumer. While some have lost their jobs, others fear the unknown future. Some consumers have thought twice when shopping, prioritized needs over wants and practical over expensive goods.	1. Dior was well-known for its distinctive brands with unrivalled expertise, as well as unique manufacturing methods. The credibility of the brands in the group is built on quality and exclusivity, as well as promotional and advertising strategies. The negative impact of employees, brand ambassadors, channel partners, as well as channel partners of one brand could affect the image and brand value.	1. Suitable for Caucasian skin tones, the cosmetics were more suitable for white skin and less suited for dusky skin tones. Thus, MAC were not much popular in Asia. 2. MAC were priced as premium, and only those who were in a higher income could be afford their makeup. The brand was accessible to by a limited audience, consequently, the brand needs to depend on the value of sales.

(Continued)

Table 1.1: SWOT Analysis for Chanel, Dior, and MAC.

SWOT	Chanel	Dior	MAC
Weakness	2. Pandemic hits, when the Covid-19 pandemic started, Chanel had to adapt to the situation by stopped all factory production and closed all stores worldwide. This, and considered they do not deal with e-commerce, resulted in low sales volume, as recorded a 98% loss in just one week. (Bottoni, 2021)	2.Worldwide exposure, because Dior has existed in over 35 countries, it was subject to the possibility that comes with economic shifts, changes in the workforce structure across nations, profitability, the worth of its operation assets overseas as well as tax or corporate law provisions, customs and import restrictions/ regulations that were imposed by the nations.	3. Inability to adjust to changing needs, MAC have a difficult time tried to adjust to the changing market requirements. The cosmetics industry was brimmed with a significant number of companies, as well as the marketplace was extremely fragmented. Inability to adapt with the changed of consumer demands would impact the standpoint of MAC.

(Continued)

Table 1.1: SWOT Analysis for Chanel, Dior, and MAC.

SWOT	Chanel	Dior	MAC
Opportunity	1. Market growth, according to a Business Wire report, the Global Luxury Goods Market valued at $258.12 billion in 2020 was expected to grow and reached to $429.81 billion in 2026, at a compound annual growth rate of 9.22%. The demand for luxury goods increased worldwide most likely due to various social, economic, and cultural changes across the globe (Business Wire, 2021).	1. Changed lifestyle, growth in a middle class, short-lived, supply with its integration, loyalty to customers among other factors that drive the growth of a company within this sector. 2. Emerged of economics, with a saturation of the shift preferences, and tastes of developed economies were the emergence of companies and the potential for the market for high-end goods and services.	1. The Change in behaviour of customers, beyond the millennial generation the number of women who applied makeup frequently has grown. Because of the popularity of online shopping, people were eager to tried different looks and investments in cosmetics that are branded. This presents a huge potential for cosmetic companies.

(Continued)

Table 1.1: SWOT Analysis for Chanel, Dior, and MAC.

SWOT	Chanel	Dior	MAC
Opportunity	2. Even before the pandemic, e-commerce has already been taking over the traditional shopping of consumers. Most consumers would want to shop online due to safety and convenience. Chanel should strengthen their online presence, tap affluent consumers and influencers to advertise its products. (Beauloye, 2021).	3. Limited reach to nations the parent firm was represented in just 35 markets and follow the market growth strategies 4. Rise demand for top items: From the past decade, there has been a substantial increase in demand for premium goods and the expansion into the market in the emerge regions was essential to stay in the market that was highly competitive.	2. In many of the emerged economies such as India or China the makeup was related to traditional occasions which means that the regional orientation was crucial.

(Continued)

Table 1.1: SWOT Analysis for Chanel, Dior, and MAC.

SWOT	Chanel	Dior	MAC
Threat	1. Huge competition exists in this category. Their main competitors such as Dior, MAC. The scope for market slightly growth in this segment being a niche category. There were so many copiers on many Chanel product in the market, but Chanel cloud does not tackle this problem.	1. Counterfeit products: Local players imitated the design and style of the premium brands which possess a great threat as it leaded to brand value erosion as well as affected the growth of Dior in the market. 2. The market is flooded with competitor: The market was being challenged by a many of international and local companies, which cause a decrease in margins, outdated, and unsold inventory.	1. The main competitors of MAC were Sephora, Chanel, and other luxury cosmetic brands. 2. Organic makeup, more and more customers were concerned about the health risks in the usage of makeup contained chemicals. This has affected the sale of cosmetics brands in general.

Source:

Bhasin (2019). SWOT Analysis of Dior. Retrieved from

https://www.marketing91.com/swot-analysis-dior/

Bhasin (2019) SWOT analysis of MAC Cosmetics. Retrieved from

https://www.marketing91.com/swot-analysis-of-mac-cosmetics/

Business Swot Analysis (2021) MAC Cosmetics SWOT Analysis 2022 – Estée

Lauder Companies. Retrieved from

https://bswotanalysis.com/mac-cosmetics-swot-analysis/

Marlena, Dounia & Cyril, (2013) Dior Fragrance and Beauty SWOT Analysis.

Retrieved from

https://www.slideshare.net/CyrilZAIDAN/dior-swot-analysis

Nagasawa & Irisawa, (2011) Luxury strategy of beauty products by Chanel.

Retrieved from

http://archives.marketing-trends- congress.com/2011/Materiali/Paper

/Consumer%20Goods/Nagasawa_Irisawa

Swot Analysis (2022) SWOT Analysis of Chanel: Strengths & Weaknesses

2021 Retrieved from

https://www.swotanalysistemplate.com/swot-analysis-of-chanel/

Swotanalysis.website (2022) Dior SWOT Analysis [Update 2022] Retrieved from

https://swotanalysis.website/dior-swot-analysis/#Dior_SWOT_Analysis_2022

The luxury cosmetic brands such as Chanel and Dior were known as highly established in high-class society. During the past few years, people tended to address luxury cosmetic brands, hoped to fulfill their need for intangible benefits, helped to show their uniqueness, and enhanced their self-images. People felt that they belonged to the elite group if they purchase similar luxury cosmetic brands and would show their social status (Oe et al., 2018). The quality of the product was one of the most important reasons for a consumer to decide to purchase. The luxury cosmetic brand quality could be outstanding and high performance when compared to the normal cosmetic brands (Park et al., 2019). Moreover, the design of the packaging of luxury cosmetic brands was comfortable to use and easy to remember. Also, the information contained on the labels was believed to gain trust in the products (Salem, 2018).

Therefore, the researcher was interested to investigate the consumer's behavior to understand what positive factors might affect the purchase intention of luxury cosmetic brands. Furthermore, the result of this research might be appropriate for future development and opportunities for the growth of luxury cosmetic brands.

1.2 Objectives of Study

The objectives of this research were to be investigated and to understand consumer behavior based on the factors that positively affected the purchase intention of luxury cosmetic brands that were in Pathum Wan district, Klong Toey district, and Klong San district, Bangkok, Thailand. The independent factors were as the followings:

1. Personal Value

2. Social Value

3. Functional Value

4. Perceived Quality

5. Individual Taste

6. Visual Package Design

7. Verbal Package Design.

1.3 Contribution of Study

The findings of this study may benefit luxury cosmetic brands in Thailand in terms of consumer decision-to-purchase. Behaviors with a mindset and realized how important that affected social status or work circles. The luxury cosmetics industry could use the findings of this study to improve and develop its marketing strategy and brand image to determine which strategy was more reasonable and useful in the future.

This study could provide effective information and new learnings into the luxury cosmetic brand market. As a result, the findings of this study may directly benefit future research and discussion to evaluate which key factors may positively affect customers' purchase intention of luxury cosmetic brands or other cosmetic products.

CHAPTER 2

LITERATURE REVIEW

2.1 Previous Literatures and Related Studies

Shannon and Vijaranakorn (2017) studied the economic crisis in Thailand and found that it did not have a major effect on luxury product sales. They were still sold, and featured, for Thai nationals and tourist consumers purchasing behaviors (Shannon & Vijaranakorn, 2017). Moreover, Roy et al. (2016) claimed luxury products reached greater and wider markets, especially in risen economies where the brand purchase decisions were increasingly encouraged by symbolic and non-utilitarian aspects (Roy, Sarkar & Sreejesh, 2016). From the consumer's perspective, luxury product such as Chanel had specific attributes such as high price, excellent quality, beautiful design, and desirability (Yang, Ma, Arnold & Nuttavuthisit, 2018). This research provided the dependent factors that affected consumers and point out the factors that influence consumer intention to purchase luxury cosmetic brands. There were 7 positive factor relationships mediated as follows:

1) Personal Value

Oe, Sunpakit, Yamaoka, and Liang (2018) examined consumer perceptions of purchasing of luxurious items in Thailand and suggested that personal value referred to one's attitudes, feelings, perceptions, and evaluations. It was possible that the products that individuals possessed were significant contributors to and reflection of their identities. Moreover, self-perception represented the aspects of the consumers' points of references towards luxurious consumption as well as addressing personal value (Oe,

et al., 2018). Singhal and Malik Studies claimed sometimes the attitude was determined at the point of decision to purchase with the positive attitude show the make decision to purchase (Singhal & Malik, 2018). Alternatively, it had a strong relationship between attitude and behavior. According to this study, the purchase intentions of consumers towards luxury cosmetic brands were influenced by a positive attitude and was able to value themselves, was the best predictor. As Yang, Ma, Arnold and Nuttavuthisit (2018) studied, personal value refers to self-satisfaction, personal desire, and it was related to emotion as a feel-good value of luxury products (Yang et al., 2018). The theory of Sirgy (2015) was about developed a self-image or product-image congruity. Sirgy claimed self-image or product-image congruity would influence consumer purchase intention so that positive self-congruity might determine the strongest level of purchase intention (Sirgy, 1982, 2015). In this study, personal value referred to how luxury brands like Dior or Chanel could enhanced his or her self-concept, could fulfill his or her need of sensory gratification and aesthetic appeal, they would gain signal of social status and wealth and could show that he or she was unique to enhance his or her self-image.

2) Social Value

Social value was a component of sent a status signal to the others in society (Oe et al., 2018; Veblen, 1902). Yang, Ma, Arnold, and Nuttavuthisit (2018) also stated that social value was defined as conspicuous value and prestige value (Yang et al., 2018). In this study, purchasing luxury cosmetic brands like Dior or Chanel could show his/her social classes, wealthy groups, wealthy friends, and high-end social statuses. In the study of Mason claimed the overall of consumer's satisfactions were in the form of

mood and emotion, an expression of wealth, while showing sometimes the quality of the goods was not the necessity (Mason, 1980). According to Astous and Ahmed's (1999) research had insisted that consumers could be improve their self-status when they purchase luxury products (Astous & Ahmed, 1999). Thus, social values would make an impact on consumer purchase intention. Further, Vigneron and Johnson point out consumers probably use luxury brands to improve their self-image into their identity (Vigneron & Johnson, 1999). In recent years, people valued materialism and often were influenced by the groups they were associated to use the same products. As Hofstede stated, "the research viewed within Thailand perspective of a collectivist society that could influenced Thai consumers' behavior of luxurious items purchased (Hofstede, 2001). Eastman and Goldsmith explored that status was the method by which those who purchase luxury products could be accomplished to enhance their social level image (Eastman & Goldsmith, 1999). Also, the studied of Zhan and He (2012) pinpointed that consumer purchase products for social conformance caused to the fact that Asian collectivist cultures emphasized group and individual obligation to the group (Zhan & He, 2012).

3) Functional Value

This theory was about illustrated that consumers' focus was on the functionality of luxury cosmetic products over prestige, social group impressions, or other people's opinions. Yang, Ma, Arnold, and Nuttavuthisit collected 295 US and 247 Chinese participants on research title, "Global identity, perceptions of luxury value and consumer purchase intention: a cross-cultural examination" and revealed that global identity was positively related to purchase intention of luxury products. Functional

value referred to usability value, quality value, and uniqueness values (Yang et al., 2018). In this study, functional value referred to supreme, prestige, substantive attributes and performance, high-ended qualities of luxury cosmetic brands products such as Dior or Chanel. The functionality was the most important factor that influenced the consumers affected purchase intention of luxury products. Hirschman and Holbrook explained the consumption of consumer behavior was related to multi-sensory, imagination, and emotional viewpoints of product user experienced (Hirschman & Holbrook, 1982). Also, Sheth et al. studied Functional value referred to the primary utility of the product consisted of functionality, uniqueness, usability, reliability, and durability (Sheth et al., 1991). As Hennigs et al. (2012) mentioned, perceived functional value referred to a product's functionality and consumers' recognition of its usability and uniqueness. Thus, the functional value of luxury cosmetic brands was more seduced to consumers than a high global identity. Moreover, some consumers generally concerned about functionality leant to be more conservative and rational before purchase luxury products (Hennigs et al., 2012).

4) Perceived Quality

This theory was about the expectation of goods consumption they tended to focus on core benefits and the performance of the luxury cosmetic brands rather than the normal brands. Park, Sung, Son, Na, and Kim (2019) conducted 350 surveys in South Korea among spectators of the LG Whisen Rymthmic All Stars 2013 sport event and found that brand equity of an individual athlete positively and directly affected the overall sport even satisfaction and behavior intentions (Park et al., 2019).

In their research, perceived quality was described as the consumers' standard judgment about the quality of a brand (Park et al., 2019). For this study, perceived quality referred to cosmetic brands like Dior or Chanel was excellent, outstanding, brilliant, and reliable. According to that perspective, in terms of "luxury" defined as high quality, expensive, non-essential products that were perceived by consumers as exclusive, prestigious, and superior (Bian & Forsythe, 2012; Yang et al., 2018). Thus, it may lead to a positive factor in purchase intention and decision-making therefore, the consumer willing to pay a high price for a suitable quality of luxury cosmetic brands. Consumers could be gratified when they feel the price and the quality was reasonable (Moslehpour et al., 2017). Ishak et al. indicated the quality of a product was the most important variable that influenced purchase intention (Ghafar, Hussain, Ishak, Khalid, & Omar, 2020). Eze, Tan and Yeo (2012) studied showed that consumers tended to purchase products that were the top cosmetic brands when compared to the lower brand image product because consumers were probably concerned more with the highest product quality of the top cosmetic brands than a price promotion which was found to had less effected on consumer purchase intentions for luxury cosmetics (Eze et al., 2012).

5) Individual Taste

Individual taste was the same as individual value which defined as self-identity value, hedonic value, and materialistic value (Yang et al., 2018). In this study, individual taste referred to self-satisfaction, alleviated his/her emotional burden, celebrate for good feelings, or celebrate on significant occasions. The studied of Chen

and Chang (2012) claimed that consumer aspects can be influenced by individually perceived value as the studies noted that the consumer's point of view, would evaluate the advantage of a product by comparing what they received and their environmental desires and sustainable expectations (Chen & Chang, 2012). Referred to the studied of Sherry, the consumers divided into two parts; consumer who perceived value as utilitarian which related to functional value and hedonic which originated from sensations (Sherry, 1990). She also stated the hedonic value was more effective than the utilitarian value could be predicted and explained that consumer's future purchase behaviors. Utilitarian consumption referred to objects which were a concerned for meet the certain purposes; hedonic consumption referred to objects that convey emotions, leisure, and pleasure through their use or possession (Hirschman & Holbrook, 1982). In addition, they might place more weight on the hedonic value of the products.

6) Visual Package Design

Salem (2018) studied the effects of perfume packaging on Basque female consumers purchase decision in Spain by used questionnaire distributed to 400 respondents and found that visual package design had the relationship with consumer purchase decision (Salem, 2018). According to this theory, visual package design varied, for instance, color which could attracted consumer attention, shape that were comfortable to use, size which fit the consumer's need and picture image on the package design which they recognized, all tend to affect the emotion of purchase intention. Mohsen et al. stated that product packaging was an important key in consumer purchase behavior, and most researchers argued that packaging was consisted

of two elements which were visual elements and informational elements (Mohsen, Mohammad, & Masoomeh, 2018). The other studies explained that the appearance of the product packaging plays an essential role in consumers make decisions (Creusen & Schoormans, 2005; Bottomley & Doyle, 2006). Moreover, Ishak et al. mentioned packaging might appeal to consumers and encourage purchase intention and make decision (Ishak et al., 2020). Besides, a well-designed and appealed packaging would maintain a respectable brand image and brand loyalty (Adjei et al., 2014; Agariya et al., 2012; Dhurup et al., 2014). Also, Ahmed et al. pinpointed "A well-packaged product sells itself" (Ahmed, Parmar & Amin, 2014). The study of Rundh (2005) stated consumer's attention could be attracted by the packaging in a particular product, enhanced brand image, supported the value of the brands, and influenced consumer to recognize the brand or product (Rundh, 2005).

7) Verbal Package Design

The previous theory of Salem (2018) also pointed out that verbal package design showed a relationship with consumer purchase decisions. Refer to this study, verbal package design was associated with words and information on the packages (Salem, 2018). Moreover, verbal package designs referred to the packages were unique, clearly described, easy to remember, and provided trusted information. According to the studied of Akbari, Gholizadeh, and Zomorrodi which stated that two elements consisted of visual elements and informational elements (Akbari, Gholizadeh & Zomorrodi, 2018). Thus, verbal package design included information regarded products and technology used in packaging and mostly affected the cognitive dimension of consumer

purchase intentions (Underwood, 2003). Wilson (2014) claimed that some countries in the world demanded the overt label and messages as what the products were and should have been (Wilson, 2014). As Lu and Liu claimed, the researched the cosmetic products of Chinese market, as the studied, consumers were concerned more about the reliability, comfort and regularly use when they selected information channel, the commercial and product information could be particularly placed on sincere and typically used channels, together with website or platform which women regularly used (Lu & Liu, 2018). The information might create consumer trust toward the luxury cosmetic brands. Indeed, Lu and Liu studied showed it was interested that the primary reason for the consumers' preference to make a purchase intention was that they believed in the information of the label was reliable. As Appelhanz, Osburg, Toporowski, and Schumann (2016) found out the ten information items, which were associated to environmental functions which included wood-based products increased consumers' purchase intention. Furthermore, the study suggested that some consumers were particularly interested in product fact information because they were inclined to address a product environmental function in greater depth (Appelhanz et al., 2016).

2.2 Hypothesis

The factors positively affecting consumer purchase intention of luxury cosmetic brands were in the followings:

1. Personal Value

2. Social Value

3. Functional Value

4. Perceived Quality

5. Individual Taste

6. Visual Package Design

7. Verbal Package Design
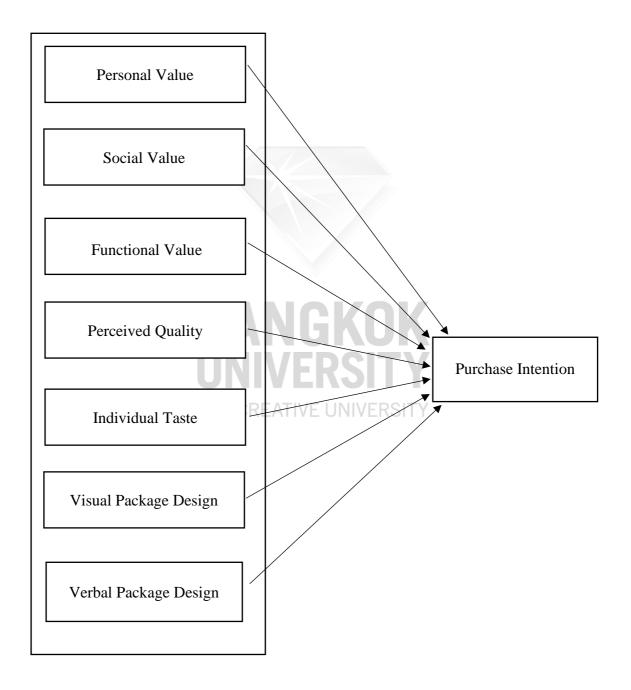
2.3 Conceptual Framework

Figure 2.1: Theoretical Framework for Consumer Purchase Intention

Independent Variables   Dependent Variable

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research used a descriptive survey method associated with a socio-demographic profile such as gender, age, status, level of education, monthly income, and professional status and another part of close-ended questions about the information that related to the luxury cosmetic products and brands affected to the purchase intention. To collect the data, a variety of academic reports were utilized as well as an asked people who might intend to purchase luxury cosmetic brands along with an online form examine factors that influenced consumers' intentions to purchase luxury cosmetic brands with the patrons who visited around Pathum Wan district, Klong Toey district, and Klong San district. The implemented methodology was based on the quantity included the survey method, and the data collection was through through the questionnaires.

3.2 Population and Sample Selection

The population in the research was selected by asking the respondents who might intend to purchase luxury cosmetic brands and were in three districts with screening questions at upscale department stores, office buildings, restaurants, and luxury shopping areas such as in and around Emporium, Siam paragon, and Central World along with online forms during May to June 2020. The reasons that the researchers chose Pathum Wan district, Klong Toey district, and Klong San district to represent the population of the consumers in Bangkok, Thailand for this study were because these districts filled with upscale department stores, office buildings, restaurants, and luxury shopping areas with many consumers who would intend and be able to purchase luxury cosmetic brands. The sampling method was used by non-probability sampling and sample respondents were selected by the convenient and purposive sampling method (statisticshowto.com, 2021).

During the collection of data, the important concern was to make sure the inclusion of the proper individuals for research. The sample size of the study was conducted by 80 pilot questionnaires, using G*power 3.1.9.7 which created by previous researchers (Cohen, 1988; Faul, Erdfelder, Lang, & Buchner, 2007) with the Power (1-β) of .95, Alpha (α) of .05, the number of predictors 7, effect size 0.0918223 (calculated by partial R^2 square of 0.0841). As a result of G*Power calculation, the minimum number of the total size was 211. Consequently, the numbers of survey collection from participants were a total of 245. From the analysis of the data of 245 respondents, the Cronbach's Alpha coefficients were between .697-.830 according to the suggestion from Nunnally stating that the values exceeded 0.65 proving to be reliable (Nunnally, 1978).

3.3 Research Instrument and Content Validity

3.3.1. The instrument used the method of a questionnaire to gather the data to examine the research theories such as personal value, social value, perceived quality, individual taste, visual package design, and verbal package design affecting consumer intention to purchase luxury cosmetic brands. The draft questionnaire was created by the researcher's readings of the published thesis relevant to the study from www.emeraldinsight.com where appropriate relating to the purchase intention affecting consumers and together with the articles on luxury products. The statements were adapted and modified by reviewing works from Jie Yang, Jieqiong Ma, Mark Arnold, Krittinee Nuttavuthisit, 2018 and Hiroko Oe, Pornchnit Sunpakit, Yasuyuki Yamaoka and Yan Liang, 2018 and Jae-Ahm Park, Jun-Mo Sung, Jae-Man Son, Kyunga Na, Suk-Kyu Kim, 2019 and Mohammed Z. Salem, 2018 approved by the advisor.

3.3.2. The questionnaire forms were diligently reviewed with 2 experts in the luxury cosmetic field; Mr. Hemmanut Thongdate, Lifestyle Specialist/ Beauty Advisor of Harnn Global CO., LTD and Ms. Adchara Khunwanna, Beauty Advisor (Panpuri Brand) of Puri CO., LTD, to obtain advice and comments from the experts in their field and to understand what the exact question and factors maybe that affect consumers.

3.3.3. Completing the questionnaire following the guideline of the advisor and approval.

3.3.4. Handing out 80 pilot test questionnaires (N80) and full-scale questionnaires (N-Actual) to the respondents in three districts, in order to conduct the reliability test of independents and dependent variables by using Cronbach's Alpha Coefficient which the result was higher related to the minimum value of Cronbach's Alpha being 0.65 means the value was reasonable (Nunnally, 1978).

The requirements in the designing of good data collection were considered. The questionnaire consisted of three parts:

Part 1: The checklist about the interviewee's profiles consisted of 11 questions including, 6 of which were personal information and demographic such as gender, age, status, level of education, monthly income, professional status. The other 5 questions were related to information about the respondent's perspective such as what kind of luxury cosmetic products that you have the most intention of purchasing. (Respondents can select more than one choice), your favorable brands of luxury cosmetics. (can select more than one choice), how often do you shop for cosmetics, how much do you plan to spend on purchasing your luxury cosmetics at each time, and which factor(s) have impact on your purchase intention of luxury cosmetic brand? (can select more than one choice)

Part 2: The statements on agreeable Level separate into 5 levels about factors positively affecting consumers' Purchase Intention of luxury cosmetic brands as:

- 1 = Lowest agree

- 2 = Low agrees

- 3 = Moderate agree

- 4 = High agrees

- 5 – Highest agree

The objective was to obtain the information and perspective toward to 4 questions of the variable as follows.

Categories	Item
Personal value	4 Questions
Social value	4 Questions
Functional value	4 Questions
Perceived quality	4 Questions
Categories	Item
Individual taste	4 Questions
Visual Package Design	4 Questions
Verbal Package Design	4 Questions
Purchase Intention	4 Questions

Part 3: Question for participants to recommend for other factors that might affect purchase intention towards luxury cosmetic brands.

3.4 Testing Research Instrument

Reliability Analysis

Response to the questionnaire by people who spent time in three Districts was statistically analyzed with the data requirements of the study. The test research tool for validity and reliability analysis was the 80 pilot questionnaires that the researcher handed out for testing, then calculate by Cronbach's Alpha coefficient of each factor. The analysis showed that the overall Cronbach's Alpha of all factors exceeded 0.65

(Nunnally, 1978). After the n80 pilot test and n-Actual questionnaires passed, the total sample size was calculated by G*power measurement resulted, and statistical program version 23 was operated as a statistical analysis process for this study. Thus, the instrument (data) was examined for reliability used means of Cronbach's Alphas and the factor analysis, the details of each factor has shown in table 3.1. The result showed 245 respondents of the questionnaire and utilize computing Cronbach's Alpha Coefficient for each factor. Since Cronbach's Alpha Coefficient exceeded the recommended than 0.65 (Nunnally, 1978). The researcher did not need to delete the problem.

To construct validity and reliability, the researcher uses the factor analysis technique to analyze questions for each factor. The data analysis from the 80-pilot test (n80) showed that personal value equaled to 0.850, social value equaled to 0.875, functional value equaled to 0.876, perceived quality equaled to 0.880, individual taste equaled to 0.844, visual package design equaled to 0.743, verbal package design equaled to 0.842, and purchase intention equaled to 0.892.

For the full-scale survey (n-Actual) the data analysis shows personal value equaled to 0.697, social value equaled to 0.703, functional value equaled to 0.814, perceived quality equaled to 0.830, individual taste equaled to 0.787, visual package design equaled to 0.739, verbal package design equaled to 0.758, and purchase intention equaled to 0.739. The statements were adapted and modified by reviewing works and approved by the thesis advisor.

Table 3.1: Cronbach's Alpha Coefficient of 80 pilots testing of questionnaire

Questionnaire		
Variable Factor	**N80**	**N-Actual**
Personal Value (PV)	0.850	0.697
Social Value (SV)	0.875	0.703
Functional Value (FV)	0.876	0.814
Perceived Quality (PE)	0.880	0.830
Individual taste (IT)	0.844	0.787
Visual Package Design (VD)	0.743	0.739
Questionnaire		
Variable Factor	**N80**	**N-Actual**
Verbal Package Design (VP)	0.842	0.758
Independent Factor	**N80**	**N-Actual**
Purchase Intention (PI)	0.892	0.739

To examine the group of the questionnaire of the items for each factor, the research utilized Construct Validity, Principal Component Analysis (PAC), and Rotation Varimax method that analyzed the statistical program to evaluate; as the study, the factor defined itself by the loading of each variable, the loading value of each factor should exceed 0.3 (Kline, 1994). The factor analysis was conducted based on the following: personal value (PV), social value (SV), functional value (FV), perceived quality (PE), individual taste (IT), visual package design (VD), verbal package design (VP), and purchase intention (PI) at n = 245. Factor Analysis in this study was shown in table 3.2, the loading values of the pilot instrument were utilized from the full-scale

test. There were three items name "PV1", "SV3", and "VP2" have the factor loading of "0.214", "0.258", and "0.283", meanwhile the other items were above 0.40. According to the sample size 245 sets, the factors loading of personal value, social value, and verbal package design may indicate some problem with constructed validity.

Table 3.2: Loading Values for Factor Analysis of Pilot Instrument

	PV	SV	FV	PE	IV	VD	VP	PI
PV1	0.214							
PV2	0.328							
PV3	0.382							
PV4	0.663							
SV1		0.405						
SV2		0.751						
SV3		0.258						
SV4		0.511						
FV1			0.848					
FV2			0.441					
FV3			0.701					
FV4			0.764					
PE1				0.584				
PE2				0.665				
PE3				0.841				
PE4				0.805				
IT1					0.642			
IT2					0.356			

Table 3.2: Loading Values for Factor Analysis of Pilot Instrument (Continued)

	PV	SV	FV	PE	IV	VD	VP	PI
IT3					0.582			
IT4					0.539			
VD1						0.721		
VD2						0.850		
VD3						0.794		
VD4						0.542		
VP1							0.645	
VP2							0.283	
VP3							0.709	
VP4							0.824	
PI1								0.650
PI2								0.618
PI3								0.327
PI4								0.546

3.5 Statistics for Data Analysis

After the questionnaire was collected, the researcher reviewed the answers to each questionnaire scrupulously. The collection data processes were utilized by a statistical program. Basic theory was conducted by used Descriptive statistical analysis as general information and demography were analyzed by frequency and percentage. Statistical Analysis method generated by Pearson correlation coefficient (R) to test the value of the variable between the independent variable, which was personal value, social value, functional value, perceived quality, individual taste, visual package design, verbal package design, and the dependent variable, which was purchase intention, determined the strength of the relationship of the value. Cohen stated by used Mean and Standard Deviation (Cohen, 1988). In this study, the factors were related to the others thus, the Pearson correlation coefficient and Multiple Regression Analysis (MRA) were used for the statistical analysis method to calculate the independent variables.

CHAPTER 4

RESEARCH RESULTS

The purpose of this research was to understand what positive factors affected consumers' purchase intention of luxury cosmetic brands in three districts in Bangkok, Thailand. The data was collected by the survey questionnaire from 245 respondents and completed the data analysis by statistical program version 23. The Cronbach's Alpha Coefficient of each factor was computed and had a result value between 0.69 – 0.83 as shown in table 3.1. The suggestion from Nunnally stated that all the Alpha Coefficient level exceeded to 0.65 has been proven to be reliable (Nunnally, 1978).

4.1 Summary of Demographic Data

The demographic data had been analyzed by the frequency and percentage of gender, age, status, level of education, monthly income, professional status, what kind of luxury cosmetic products respondents have the most intention to purchase, the respondent's favorable brands of luxury cosmetics, how often does the respondent you shop for cosmetics, how much does the respondents plan to spend on purchasing on their luxury cosmetics each time, and which factor/s have an impact on the respondents purchase intention of luxury cosmetic brand shown in table 4.1: profile of respondents

The total data collected in this study was 245. Based on the analysis of the personality ratio, from all respondents, 156 respondents were females (63.6%) whereas 89 respondents were males (36.40%). Almost of the respondents were between 30-39 years old (39.6%). Moreover, 161 respondents (65.7%) were single while 8 respondents

(3.3%) were divorced, widowed, and separated totaled. However, for the level of education 130 respondents had a bachelor's degree for 53.1%. The majority of 135 respondents (55.1%) were working as private employees and 44.1% of them had ranges of incomes between 30,001-50,000 baht per month. Moreover, most of the respondents used makeup primer and foundation. The most selected brands were TomFord, Chanel, and Lancôme. Most of them might purchase once a month and might purchase 4,000-8,000 baht each time. Also, the analysis process was not having missing data. Thus, the researcher did not use the number from the mode to replace the missing data points.

Table 4.1: Profile of respondents

Measures	Items	Freq.	%
Gender	Male	89	36.3%
	Female	156	63.7%
Age	18 to 23 Years old	14	5.7%
	24 to 29 Years old	76	31%
	30 to 39 Years old	97	39.6
	40 to 49 Years old	55	22.4%
	Equal and over 50 Years old	3	1.2%

Table 4.1: Profile of respondents (Continued)

Measures	Items	Freq.	%
Status	Single	161	65.7%
	Married	76	31%
	Divorced, Widowed, Separated	8	3.3%
Level of education	Under Bachelor's Degree	2	0.8%
	Bachelor's Degree	130	53.1%
	Master's Degree	85	34.7%
	Doctorate's Degree	28	11.4%
Monthly income	Less than 15,000 THB	5	2%
	15,001 to 30,000 THB	62	25.3%
	30,001 to 50,000 THB	108	44.1%
	50,001 to 100,000 THB	61	24.9%
	100,001 to 150,00 THB	6	2.4%
	200,001 to 500,000 THB	1	0.4%
	More than 50,000 THB	2	0.8%

Table 4.1: Profile of respondents (Continued)

Measures	Items	Freq.	%
Professional status	State enterprise employee	47	19.2%
	Private employee	135	55.1%
	Self-Employed	40	16.3%
	Searching for job	4	1.6%
	Housewives	5	2%
	Retired	4	1.6%
	Students	7	2.9%
	Others	3	1.2%

4.2 Results of Research Variables

The analysis of correlation between the dependent variable which was purchase intention and the independent variables which were personal value, social value, functional value, perceived quality, individual taste, visual package design, and verbal package design used Pearson's Correlation Coefficient, which to test how strong a relationship and discover the direction of impact between dependent and independent variables. Table 4.2 presents the means, standard deviation, and table 4.3 presents Pearson correlation coefficients then hypothesizes were assumed.

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

Descriptive Statistics

	Mean	Std. Deviation	N
Personal Value	3.8929	.71467	245
Social Value	3.6959	.71817	245
Functional Value	4.0163	.79589	245
Perceived Quality	3.9612	.77356	245
Individual taste	3.9612	.83594	245
Visual Package Design	3.5561	.62452	245
Verbal Package Design	3.8020	.69989	245
Purchase Intention	3.8786	.78914	245

Table 4.3 Analysis of Correlation Between Independent Variables and the Dependent Variable Using Pearson's Correlation Coefficient of Personal Value, Social Value, Functional Value, Perceived Quality, Individual Taste, Visual Package Design, Verbal Package Design, and Purchase Intention that AffectingConsumers' Intention to Purchase Luxury Cosmetic Brands in Bangkok.

Variable	PV	SV	FV	PE	IV	VD	VP	PI
Personal value (PV)	1							
Social value (SV)	0.520**	1						
Functional value (FV)	0.365**	0.322**	1					
Perceived quality (PE)	0.494**	0.485**	0.279**	1				
Individual taste (IV)	0.718**	0.366**	0.453**	0.622*	1			
Visual Package Design (VD)	0.224**	0.115	0.174**	0.124	0.231**	1		
Verbal Package Design (VP)	0.344**	0.586**	0.550*	0.334**	0.296**	0.200**	1	
Purchase Intention (PI)	0.553**	0.621**	0.526**	0.390**	0.569**	0.054	0.460**	1

Correlation was significant at the 0.01 level (2-tailed)

According to table 4.3, the result from Pearson's Correlation Coefficient could be described as follows.

Personal value had positive relationship towards consumers' purchase intention of luxury cosmetic brands (Pearson's Correlation = 0.554), (Sig. = 0.000) at .01 significant level.

Social value had positive relationship towards consumers' purchase intention of luxury cosmetic brands (Pearson's Correlation = 0.621), (Sig. = 0.000) at .01 significant level.

Functional value had positive relationship towards consumers' purchase intention of luxury cosmetic brands (Pearson's Correlation = 0.526), (Sig. = 0.000) at .01 significant level.

Perceived quality had positive relationship towards consumers' purchase intention of luxury cosmetic brands (Pearson's Correlation = 0.390), (Sig. = 0.000) at .01 significant level.

Individual taste had positive relationship towards consumers' purchase intention of luxury cosmetic brands (Pearson's Correlation = 0.569), (Sig. = 0.000) at .01 significant level.

Visual package design had no positive relationship towards consumers' purchase intention of luxury cosmetic brands (Pearson's Correlation = 0.054), (Sig. = 0.000) at .01 significant level.

Verbal package design had positive relationship towards consumers' purchase intention of luxury cosmetic brands (Pearson's Correlation = 0.460), (Sig. = 0.000) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.4: Analysis of variance (ANOVA) of personal value, social value, functional value, perceived quality, individual taste, visual package design, and verbal package design has positive effects on consumers' purchase intention of those who visited in Pathum Wan district, Klong Toey district, and Klong San district and via the online questionnaire.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.350	7	12.907	49.659	.000b
	Residual	61.600	237	.260		
	Total	151.950	244			

a. Dependent Variable: SumPI

b. Predictors: (Constant), SumVP, SumVD, SumPE, SumPV, SumFV,

SumSV, SumIV

THE CREATIVE UNIVERSITY

Refer to table 4.4 ANOVA analysis, further proved that the outcome of the independent variables which were personal value, social value, functional value, perceived quality, individual taste, visual package design, and the verbal package influenced customer purchase intention, the dependent variable as Sig. of the equation were equaled 0.000 at .01 significant level.

Table 4.5: Multiple Regression Analysis of personal value, social value, functional value, perceived quality, individual taste, visual package design, and verbal package design that positively affect consumers' purchase intention of luxury cosmetic brands.

Dependent Variable: Purchase Intention (PI), R = 0.771[a], R² = 0.595, Constant(a) = 0.522						
Independent Variables	β	Std. Error	t	Sig.	Tolerance	VIF
1 (Constant)		.273	1.910	.057		
Personal Value (PV)	.069	.072	.965	.336	.404	2.473
Social Value (SV)	.507**	.065	7.793	.000	.488	2.049
Functional Value (FV)	.255**	.053	4.802	.000	.594	1.682
Perceived Quality (PE)	-.143	.058	-2.473	.014	.529	1.891
Individual Taste (IT)	.336**	.067	5.023	.000	.340	2.943
Visual Package Design (VD)	-.153	.055	-2.814	.005	.918	1.089
Verbal Package Design (VP)	-.008	.066	-.123	.902	.498	2.010

**significant at the .01 level

Hypothesis 1, personal value had a positive effect towards consumers' purchase intention of luxury cosmetic brands. As the analysis revealed that personal value had no positive effect towards purchase intention at .01 significant level. (Sig = .000)

Hypothesis 2, social value had a positive effect towards consumers' purchase intention of luxury cosmetic brands. As the analysis revealed that social value had positive effect towards purchase intention at .01 significant level. (Sig = .000)

Hypothesis 3, functional value had a positive effect towards consumers' purchase intention of luxury cosmetic brands. As the analysis revealed that functional

value had positive effect towards purchase intention at .01 significant level. (Sig = .000)

Hypothesis 4, perceived quality had a positive effect towards consumers' purchase intention of luxury cosmetic brands. As the analysis revealed that perceived quality had no positive effect towards purchase intention at .01 significant level. (Sig = .000)

Hypothesis 5, individual taste had a positive effect towards consumers' purchase intention of luxury cosmetic brands. As the analysis revealed that individual taste had positive effect towards purchase intention at .01 significant level. (Sig = .000)

Hypothesis 6, visual package design had a positive effect towards consumers' purchase intention of luxury cosmetic brands. As the analysis revealed that visual package design had no positive effect towards purchase intention at .01 significant level. (Sig = .000)

Hypothesis 7, verbal package design had a positive effect towards consumers' purchase intention of luxury cosmetic brands. As the analysis revealed verbal package design had no positive effect towards purchase intention at .01 significant level. (Sig = .000)

According to table 4.5, the result from Multiple Regression Analysis (MRA) showed that social value (Sig. = 0.000), individual taste (Sig. = 0.000), and functional value (Sig. = 0.000) were three positive independent variables that impact consumer purchase intention of luxury cosmetic brands at the significant level of .01. On the other

hand, another four factors had no positive effect on the consumer purchase intention which were personal value (Sig. = 0.336), perceived quality (Sig. = 0.014), visual package design (Sig. = 0.005), and verbal package design (Sig. = 0.902). Thus, this study focused on positive Standardized Beta Coefficients (β). The result from table 4.5 MRA showed the hypothesis test exposed the most predictive independent variables were social value (β = 0.507), individual taste (β = 0.336), and functional value (β = 0.255) respectively. In consequence social value, individual taste, and functional value can be proven as positively affect consumer purchase intention toward luxury cosmetic brands. Meanwhile, the rest of the hypothesis need to be rejected due to those factors have not detected fair positive impact at .01 significant level.

Furthermore, the result of Table 4.5 also showed a negative predictor variable with the significant level at .01 on purchase intention was visual package design (β = -0.153) which presented a suppressor variable. Refer to Pedhazur stated that a suppressor variable had a negative regression coefficient (Pedhazur, 1997). He also mentioned that those suppressor variables shared the variance with the predictor variables (the independent variables) and not with the criterion (dependent variable). In other words, factors which scored high on the suppressor variables were penalized for being high, whereas those were low on the suppressor variables were compensated for being low (Pedhazur, 1997). Therefore, visual package design had no positive effect and might be the least relative influence predictor variable on purchase intention.

Since the overall positive factors show social value, functional value, and individual taste accounted for 59.5% while the others accounted for 40.5% of influential

factors that could not be adapted on this research. In this study, the standard error was

± 0.273 used the equation and implies as following:

$$Y \text{ (purchase intention)} = 0.522 + 0.507 \text{ (social value)} + 0.336 \text{ (individual taste)} +$$
$$0.255 \text{ (functional value)}$$

Refer to the equation, which can describe below.

If social value increased by 1 point, while the other factors remain, purchase intention would increase 0.507 points.

If individual taste increased by 1 point, while the other factors remain, purchase intention would increase 0.336 points.

If functional value increased by 1 point, while the other factors remain, purchase intention would increase by 0.255 points.

From Table 4.5, by applying Multiple Regression Analysis, the finding revealed that social value, individual taste, and functional value had positive effect towards consumer purchase intention at .01 significant level (.000) which presented standardized beta (β) = 0.507, (β) = 0.336, and (β) = 0.255 respectively, whereas personal value, perceived quality, visual package design, and verbal package design had no positive effect consumer purchase intention at .01 significant level.

Table 4.6: Testing Collinearity of independent variables

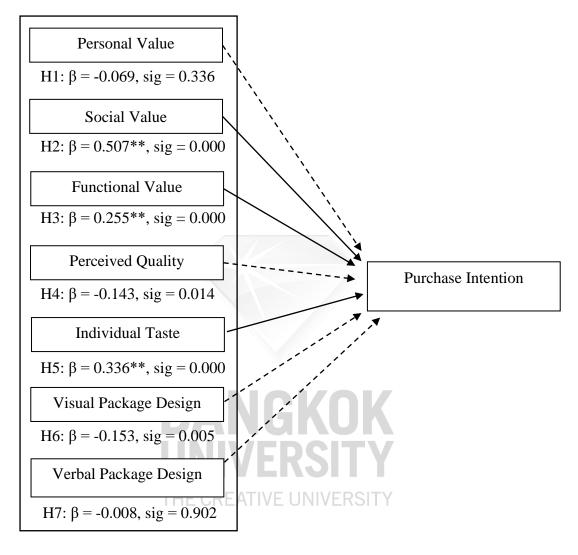| Independent Variables	Tolerance	VIF
1 (Constant)		
Personal Value (PV)	.404	2.473
Social Value (SV)	.488	2.049
Functional Value (FV)	.594	1.682
Perceived Quality (PE)	.529	1.891
Individual Taste (IT)	.340	2.943
Visual Package Design (VD)	.918	1.089
Verbal Package Design (VP)	.498	2.010

The table 4.6 showed a variance inflation factor (VIF), and tolerance value was utilized. As Miles and Shevlin claimed the VIF value should not exceed by 4 and tolerance value should exceed by 0.2 (Miles & Shevlin, 2001). Then the testing of Multicollinearity of independent variables resulted in the lowest tolerance value was 0.340 and the highest VIF value was 2.943; therefore, there had no Multicollinearity among independent variables and the researcher was able to apply to Multiple Regression Analysis thus, the model was reliable and precise.

4.4 Summary of Hypothesis Testing

As a result, the Multiple Regression Analysis showed social value, individual taste, and functional value had a positive effect on consumer purchase intention of luxury cosmetic brands at a statistically significant level of .01. Nevertheless, personal value, perceived quality, visual package design, and verbal package design had no positive effect on consumer purchase intention of luxury cosmetic brands in three districts which were Pathum Wan district, Klong Toey district, and Klong San district. The research conceptualized and examined the Multiple Regression Analysis (MRA) of factors effected on consumer purchase intentions of luxury cosmetic brands in Bangkok.

Figure 4.1: Result of Multiple Regression Analysis

| Personal Value |
| H1: β = -0.069, sig = 0.336 |

| Social Value |
| H2: β = 0.507**, sig = 0.000 |

| Functional Value |
| H3: β = 0.255**, sig = 0.000 |

| Perceived Quality |
| H4: β = -0.143, sig = 0.014 |

| Individual Taste |
| H5: β = 0.336**, sig = 0.000 |

| Visual Package Design |
| H6: β = -0.153, sig = 0.005 |

| Verbal Package Design |
| H7: β = -0.008, sig = 0.902 |

Purchase Intention

**significant at the .01 level

⟶ Positive effect

- - - - - - - ▶ No positive effect

CHAPTER 5

DISCUSSION

The objective of this study was to examine the positive affect factors of personal value, social value, functional value, individual taste, visual package design, and verbal package design that affected consumer purchase intention of luxury cosmetic brands in Bangkok, Thailand. The research used the descriptive survey method via the quantitative approach which included the survey method and the data collected through the questionnaires. There were 245 respondents of the total population sample. In addition, the data analysis was analyzed by statistical program version 23 the results as the following.

5.1 Research Findings and Conclusion

Based on the analysis of personality most of the respondents were female, most were aged 30 to 39 years old, single, and had bachelor's degrees. Most of the respondents were private employees, and the range of income was between 30,001 THB – 50,000 THB per month, might purchase luxury cosmetic brands for 4,000-8,000 baht each time.

From the hypothesis personal value, social value, functional value, perceived quality, individual taste, visual package design, and verbal package design had positive effect towards purchase intention of luxury cosmetic brands of the consumers in Bangkok, Thailand. However, the outcome showed that only social value, individual taste, and functional value had a positive influence on the purchase intention of the consumers. The result of this study was similar to the findings of Yang, Ma, Arnold, and Nuttavuthisit that the global identity was positively related to purchase intention of

luxury products, mediated by (3) functional value, (4) individual value, and social value of luxury brands (Yang et al., 2018). Moreover, the result was in the same direction as the research of Oe et al. stating that luxury products such as Chanel products had specific attributes such as high prices, excellent quality, beautiful design, and desirability, so they showed social value components of sending a status signal to others in society (Oe et al., 2018; Veblen, 1902). Furthermore, the result was like Yang et al. that individual taste was the same as individual value which was defined as self-identity value, hedonic value, and materialistic value (Yang et al., 2018).

Nevertheless, the other four factors had no positive effect on purchase intention which were personal value, perceived quality, visual package design, and verbal package design. This might be because Thai luxury cosmetic brands' consumers did not realize their personal value towards the products like other countries' consumers. Thai consumers may feel that the perceived quality, visual package design, and verbal package design of the products might be similar to non-luxury cosmetic brands. Besides, the result of the Variance Inflation Factor (VIF) value should not exceed by 4 and the tolerance value should exceed 0.2 (Miles & Shevlin, 2001). Then the testing of multicollinearities of independent variables resulted that the lowest tolerance value was 0.340 and the highest VIF value was 2.943; therefore, there were no multicollinearities among independent variables. In this study, the standard error was $\pm$ 0.273 using the equation in the followings:

$$Y \text{ (purchase intention)} = 0.522 + 0.507 \text{ (social value)} +$$

$$0.336 \text{ (individual taste)} + 0.255 \text{ (functional value)}$$

5.2 Discussion

The research was to explore the factors positively affecting consumer purchase intention towards luxury cosmetic brands in Bangkok, Thailand which consisted of personal value, social value, functional value, individual taste, visual package design, and verbal package design. As Cohen recommend the sample size, this research collected the completed questionnaires at a total of 245 sets (Cohen, 1988). The data were analyzed by statistical program version 23 and had the interesting statements as follows.

Hypothesis 1, personal value had positive effect towards purchase intention. The result from Multiple Regression Analysis revealed that personal value had no positive effect towards purchase intention (Sig = 0.336) at .01 significant level which did not support the proposed hypothesis. In the previous research, personal value was defined as emotions and evaluations, according to consumer perceptions of purchasing luxurious items in Thailand (Oe, et al., 2018). In another study, personal value was defined as self-satisfaction which has been linked to emotion as just a taste value of luxury products (Yang et al., 2018). Besides, consumer purchase intention was influenced by self-image or product-image congruity, and that positive self-congruity could determine the important signs of purchase intention (Sirgy, 1982, 2015). The group respondents in this study felt that purchasing luxury cosmetic brands could not satisfy their desire for sensory gratification, enhance their self-concept, and could not gain uniqueness. Therefore, personal value had no positive effect with purchase intention in this study.

Hypothesis 2, social value had positive effect towards purchase intention. The result from Multiple Regression Analysis revealed that social value had positive effect towards purchase intention (Sig = 0.000) at .01 significant level which supported the proposed hypothesis. As per Hofstede, Thailand's perception of a collectivist society may influence Thai consumers' purchase decisions for luxurious items which related to the prior study of social value and part of sending a status signal to others in the society (Oe et al., 2018; Veblen, 1902). Also, Mason claimed that the majority of consumer satisfaction came in the form of mood and emotion, an expression of wealth while demonstrating that the quality of the goods was not always necessary. (Mason, 1980). According to Astous and Ahmed's research, purchasing luxury goods could help consumers improve their self-esteem (Astous & Ahmed, 1999). These could be the reason that purchasing luxury cosmetic brands such as Dior or Chanel can reveal a person's social class, wealth groups, and high-end social.

Hypothesis 3, functional value had positive effect towards purchase intention. The result from Multiple Regression Analysis revealed that functional value had positive effect towards purchase intention (Sig = 0.000) at .01 significant level which supported the proposed hypothesis. Usability, quality, and uniqueness values were all referred to as functional values (Yang et al., 2018) same direction as Sheth et al. stated that the product's primary utility, which includes functionality, uniqueness, usability, and reliability (Sheth et al., 1991). According to Hennigs et al., research, perceived functional value refers to a product's functionality as well as consumers' recognition of its usability and uniqueness. Before purchasing luxury products, some consumers who were concerned about functionality tended to be more conservative and rational (Hennigs et al., 2012). A possible explanation was that the luxury brands such as

Chanal or Dior could try to perform more of product quality and product substantive attributes to increase the purchase intention.

Hypothesis 4, perceived quality had positive effect towards purchase intention. The result from Multiple Regression Analysis revealed that perceived quality had no positive effect towards purchase intention (Sig = 0.014) at .01 significant level which did not support the proposed hypothesis. According to the 350 surveys from the All Stars 2013 sport event, individual athlete brand equity had a positive and direct impact on overall sport satisfaction and behavior intentions (Park et al., 2019). Consumers' standard judgment about the quality of a brand was defined as perceived quality (Park et al., 2019). Luxury was defined as high-quality and expensive that were perceived as exclusive, prestigious, and superior by consumers (Bian & Forsythe, 2012; Yang et al., 2018). Customers may be pleased if they believe the price and quality are reasonable (Moslehpour et al., 2017). When compared to lower brand image products, consumers tended to purchase top cosmetic brand products because they were probably more concerned with the highest product quality of the top cosmetic brands than a price promotion (Eze et al., 2012). In this study, the respondents might not trust the excellent performance, outstanding, and reliability of luxury cosmetic brands such as Chanal or Dior.

Hypothesis 5, individual taste had positive effect towards purchase intention. The result from Multiple Regression Analysis revealed that individual taste had positive effect towards purchase intention (Sig = 0.000) at .01 significant level which supported the proposed hypothesis. In a previous study, individual taste was defined as identity value, hedonic value, and materialistic value (Yang et al., 2018). According to Chen and Chang (2012), consumer aspects could be influenced by individually perceived

value because studies show that consumers evaluated the benefit of a product by comparing what they received with their environmental desires and sustainable expectations (Chen & Chang, 2012). Also, Sherry stated that consumers could be divided into two groups which were consumers who perceived values as utilitarian which related to functional value, and consumers who initiated from the sensation which was hedonic values (Sherry, 1990). This might be the reason that the group of respondents who had hedonic values was more effective than the group of respondents who had utilitarian values and could be predicted and impacted the consumer purchase intention behaviors.

Hypothesis 6, visual package design had positive effect towards purchase intention. The result from Multiple Regression Analysis revealed that visual package design had no positive effect towards purchase intention (Sig = 0.005) at .01 significant level which did not support the proposed hypothesis. Referred to the study of Salem (2018), A survey of 400 Basque female consumers in Spain were as to make purchasing decisions and revealed a link between visual package design and consumer purchase decisions (Salem, 2018). Product packaging is an important factor that influences consumer purchase decisions, and most researchers believe that packaging consisted of two components which were visual elements and informational elements (Mohsen, Mohammad, & Masoomeh, 2018). Furthermore, the packaging may attract consumers encourage purchase intention, and influence purchasing decisions (Ishak et al., 2020). Apart from that, well-designed and appealing packaging would also help to maintain a respectable brand image and brand loyalty (Ahmed, Parmar & Amin, 2014). As it was mentioned the visual package design was an important key for consumers' purchase

intention, luxury cosmetic brands should pay attention to the design such as the color that could attract consumer attention, the shape that was comfortable to use, and the size which fits consumer's need.

Hypothesis 7, verbal package design had positive effect towards purchase intention. The result from Multiple Regression Analysis revealed that visual package design had no positive effect towards purchase intention (Sig = 0.902) at .01 significant level which did not support the proposed hypothesis. According to Underwood (2003) claimed that product and packaging technology information influenced the cognitive aspect of consumer purchase intentions mostly (Underwood, 2003). Also, same as the study by Wilson (2014) claimed that some countries around the world demanded noticeable labels and messages indicating what the products were and should have been (Wilson, 2014). In a previous study, when choosing information channels in the Chinese market, consumers were more concerned with reliability, comfort, and frequency of use. Commercial and product information could be particularly placed on trustworthy and frequently used channels, as well as websites or platforms (Lu & Liu, 2018). Indeed, Lu and Liu's research revealed that the primary reason for consumers' preference to make a purchase intention was that they trusted the information on the label. The verbal package design factor in this study was mostly tested in the context. One possible explanation was that luxury cosmetic brands like Chanel or Dior had not yet met the respondents' expectations such as described clearly or when compared to other brands, the packaging is unique.

By using Multiple Regression Analysis, the result showed that social value, individual taste, and functional value had positive effect toward consumer purchase intention as the analysis at .01 significant level, whereas personal value, perceived quality, visual package design, and verbal package design had no positive affects toward consumer purchase intention at .01 significant level. The results were similar to prior studies, which revealed that social value was related to consumers most likely use luxury brands to enhance their self-image and identity (Vigneron & Johnson, 1999). In part of functional value, the result was similar to the past research, the perceived functional value referred to the functionality of a product as well as consumers' recognition of its usage and uniqueness (Hennigs et al., 2012). In addition, the result of individual taste referred to self-satisfaction, release emotional burdens, celebrate good feelings, or celebrate significant occasions which same as the direction of the previous study, hedonic consumption referred to objects that convey emotions, leisure, and pleasure through their use or possession (Hirschman & Holbrook, 1982). Nevertheless, personal value, perceived quality, visual package design, and verbal package design had no positive affects toward consumer purchase intention. This might be because the consumers who might intend to purchase luxury cosmetic brands and were in three districts which were Pathum Wan district, Klong Toey district, and Klong San district areas in Bangkok, Thailand might not recognize the significance of those factors, or they may not recognize the differences between luxury cosmetic brands and the other cosmetic brands.

5.3 Recommendations for Managerial Implication

For managerial implication, the studied might benefit to luxury cosmetic brands in terms of the consumer attitudes toward personal value, social value, functional value, perceived quality, individual taste, visual package design, and verbal package design regarding related factors predicted to purchase intention. According to the above discussion, the result showed that the most positive factors that affected consumers' purchase intention of luxury cosmetic brands were social value, individual taste, and functional value, respectively. Luxury cosmetic brands' owners, executives, marketers could be emphasized on social value, individual taste, and functional value of luxury cosmetic brands.

For social value, purchasing luxury cosmetic brands like Dior or Chanel could be showed the consumers' social classes, wealthy groups, wealthy friends, and high-end social statuses. Create the way to attracted or pursued consumers, created demand generation, and may lead to a long-term relationship along with increased purchase intention. The researcher proposed that the identity was a positive relationship with consumers' purchase intention of luxury cosmetic brands. As the studied of Yang and Ma and Arnold and Nuttavuthisit mentioned "Identity was important to consumer purchase intention processing" (Yang et al., 2018).

For individual taste, they could be developed the strategies emphasized on the products' self-satisfaction, alleviated the consumers' emotional burden, celebrated for good feelings, or celebrated on significant occasion of the consumer referred to Yang and Ma and Arnold and Nuttavuthisit studied. Furthermore, consumers tended to improved trust, attitude and behavior that supported their gratification to attempted and remained self-consistent and stable.

Finally, for functional value they could be shown the products' supremacy, prestige, substantive attributed and performance, high-ended qualities of luxury cosmetic brands products. As the researcher observed, most of the consumers expected for the high quality of goods and the flexibility when they used which created the willingness to pay more, if the luxury's cosmetic brands provided those point to them. According to the studies of Liu and Bao and Zheng stated that in order to satisfied consumer who need the manufacturers to continuously upgraded their products to meet the demand, other key factors that could be reinforced a positive attitude toward consumer's purchase intention (Liu et al., 2019).

5.4 Recommendations for Further Research

The research involved consumers who have visited around Pathum Wan district, Klong Toey district, and Klong San district, Bangkok, Thailand. The geographical areas were limited only to those three districts due to the sample size, thus a larger scale of consumers in different areas might assist the researchers to deeper to understand the consumers of luxury cosmetic brands in larger areas. Moreover, most respondents had a limited amount of time to complete the questionnaire, there was the potential that some respondents might have skimmed and rushed through the questionnaire, and as a result, the answer would be unreliable.

Luxury cosmetic brand owners could expand their sale channel via digital platforms to reach more consumers, the brands could attract a larger consumer base willing to pay more for better quality products. In social media platforms, the brand could be applied marketing strategies such as storytelling in order to grab the attention of consumers. Almost of the sales were driven by emotional triggers from what

consumers saw online. Search Engine Optimization (SEO) could be another way to promote the brands to be known and recognized. This method could be the one essential online marketing strategy for luxury cosmetic brands to grow organically and could help the brands get attraction and retention from consumers. In addition, another marketing strategy for digital platforms was beauty influencers, which have the power to persuade consumers. Currently, consumers especially millennials and Gen Z could be new targets to reach through online communities. Therefore, luxury cosmetic brands could gain more opportunities to sell products to new target consumers.

A further suggestion would be to focus more on a bigger sample population to get more accurate results. Other factors like consumer loyalty or repurchase intention could also be explored.

BIBLIOGRAPHY

Adu Boahen, E. (2014). The Role of Branding and Packaging in Creating Customer
Loyalty in the Toothpaste Market: The Case of Ghana. *European Journal of
Business and Management*, 6, 155-166.

Ahmed, R., Parmar, V., & Amin, M. (2014). IMPACT OF PRODUCT PACKAGING
ON CONSUMER'S BUYING BEHAVIOR. *European Journal of Scientific
Research*, 122, 125-134. https://doi.org/10.13140/2.1.2343.4885

Akbari, M., Gholizadeh, M. H., & Zomorrodi, M. (2018). Islamic symbols in food
packaging and purchase intention of Muslim consumers. *Journal of Islamic
Marketing*, 9(1), 117-131. https://doi.org/10.1108/JIMA-11-2014-0076

Appelhanz, S., Osburg, V.-S., Toporowski, W., & Schumann, M. (2016).
Traceability system for capturing, processing and providing consumer-relevant
information about wood products: system solution and its economic
feasibility. *Journal of Cleaner Production*, 110, 132 - 148.
https://doi.org/https://doi.org/10.1016/j.jclepro.2015.02.034

Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross
cultural comparison. *Journal of Business Research*, 65(10), 1443-1451.
https://doi.org/https://doi.org/10.1016/j.jbusres.2011.10.010

Bottomley, P. (2006). The interactive effects of colors and products on perceptions of

    brand logo appropriateness. *Marketing Theory*, 6, 63-83.

    https://doi.org/10.1177/1470593106061263

Cohen, J. (1988). Statistical Power Analysis for the Behavioral Sciences.

Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions.

    Management Decision, 50(3), 502-520.

    https://doi.org/10.1108/00251741211216250

Creusen, M. E. H., & Schoormans, J. P. L. (2005). The Different Roles of Product

    Appearance in Consumer Choice, *Journal of Product Innovation*

    Management, 22(1), 63-81. https://doi.org/https://doi.org/10.1111/j.0737

    6782.2005.00103.x

Dhurup, M., Mafini, C., & Dumasi, T. (2014). The impact of packaging, price and

    brand awareness on brand loyalty: Evidence from the paint retailing industry.

    Acta Commercii, 14. https://doi.org/10.4102/ac.v14i1.194

d'Astous, A., & Ahmed, S. A. (1999). The importance of country images in the

    formation of consumer product perceptions. *International Marketing Review*,

    16(2), 108-126. https://doi.org/10.1108/02651339910267772

Eastman, J., Goldsmith, R., & Flynn, L. (1999). Status Consumption in Consumer

    Behavior: Scale Development and Validation. *Journal of Marketing Theory*

    and Practice, 7, 41-52. https://doi.org/10.1080/10696679.1999.11501839

Eukeik.ee. (2020). Update beauty market and competition in 2020. Retrieved from

    https://marketeeronline.co/archives/193164

Eze, U., Tan, C.-B., & Yeo, A. (2012). Purchasing Cosmetic Products: A

    Preliminary Perspective of Gen-Y. *Contemporary Management Research*, 8.

    https://doi.org/10.7903/cmr.10149

Faul, F., Erdfelder, E., Lang, A. G., & Buchner, A. (2007). G*Power 3: A flexible

    statistical power analysis program for the social, behavioral, and biomedical

    sciences. *Behavior Research Method*, 39(2), 175-191.

Francioni, B., Curina, I., Hegner, S.M. & Cioppi, M. (2021), "Brand addiction:

    brand characteristics and psychological outcomes", *Journal of Consumer*

    Marketing, Vol. 38 No. 2, pp. 125-136.

    https://doi.org/10.1108/JCM-02-2020-3678

Hamilton, D., & Tilman, R. (1983). Conspicuous Consumption: A Study of

    Exceptional Consumer Behavior. *Journal of Economic Issues*, 17(3), 791-799.

    https://doi.org/10.1080/00213624.1983.11504157

Hennigs, N., Wiedmann, K.-P., Klarmann, C., Strehlau, S., Godey, B., Pederzoli, D.,

    & Oh, H. (2012). What is the Value of Luxury? A Cross-Cultural Consumer

    Perspective. *Psychology and Marketing*, 29, 1018-1034.

    https://doi.org/10.1002/mar.20583

Hofstede, G. (2001). *Culture's Consequences: Comparing Values, Behaviors,*

    Institutions and Organizations Across Nations (Vol. 41).

    https://doi.org/10.1016/S0005-7967(02)00184-5

Holbrook, M. B., & Hirschman, E. C. (1982). The Experiential Aspects of

    Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer*

    Research, 9(2), 132-140. https://doi.org/10.1086/208906

Ishak, S., Che Omar, A. R., Khalid, K., Ab. Ghafar, I. S., & Hussain, M. Y. (2020).

    Cosmetics purchase behavior of educated millennial Muslim females. *Journal*

    of Islamic Marketing, 11(5), 1055-1071. https://doi.org/10.1108/JIMA-01-

    2019-0014

Kline, P. (1994). *An easy guide to factor analysis*. London: Routledge.

Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B. (2019). Understanding purchase

    intention of university students towards skin care products. *PSU Research*

    Review, 3(3), 161-178. https://doi.org/10.1108/PRR-11-2018-0031

Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in

    social commerce. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 378-

    397. https://doi.org/10.1108/APJML-05-2018-0170

Lopez, A. & Garza, R. (2021), "Do sensory reviews make more sense? The

    mediation of objective perception in online review helpfulness", *Journal of*

    Research in Interactive Marketing.

    https://doi.org/10.1108/JRIM-04-2021-   0121

Lu, Y., & Liu, X. (2018). Chinese female preference of cosmetic products

    information channels. *Global Knowledge, Memory and Communication*, 67.

    https://doi.org/10.1108/GKMC-04-2017-0042

Lupang. (2020). Update value-trend 'beauty market' in era that individuals (must)

    look beauty inside their masks. Retrieved from

    https://www.marketingoops.com/reports/industry-insight/value-and-trend-

    beauty-market-2020/

Mason, R. S. (1980), Conspicuous consumption: A study of exceptional consumer

    behaviour, *Doctoral dissertation, Salford: University of Salford*.

Miles, J., & Shevlin, M. (2001). Applying regression and correlation: A guide for

    students and researchers. London: Sage.

Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B.-R. (2021). The dynamic

    stimulus of social media marketing on purchase intention of Indonesian airline

    products and services. *Asia Pacific Journal of Marketing and Logistics*, 33(2),

    561-583. https://doi.org/10.1108/APJML-07-2019-0442

Moslehpour, M., Wong, W.-K., Pham, K. V., & Aulia, C. K. (2017). Repurchase

    intention of Korean beauty products among Taiwanese consumers. *Asia

    Pacific Journal of Marketing and Logistics*, 29(3), 569-588.

    https://doi.org/10.1108/APJML-06-2016-0106

Nunnally, C. (1978). *Psychometric theory*. New York: McGraw-Hill.

Oe, H., Sunpakit, P., Yamaoka, Y., & Liang, Y. (2018). An exploratory study of

    Thai consumers' perceptions of "conspicuousness": a case of luxury handbags.

    Journal of Consumer Marketing, 35(6), 601-612.

    https://doi.org/10.1108/JCM-01-2017-2058

Osburg, V.-S., Yoganathan, V., Brueckner, S., & Toporowski, W. (2020). How detailed product information strengthens eco-friendly consumption. *Management Decision*, 58(6), 1084-1099. https://doi.org/10.1108/MD-10-2017-1012

Park, J.-A., Sung, J.-M., Son, J.-M., Na, K., & Kim, S.-K. (2019). Athletes' brand equity, spectator satisfaction, and behavioural intentions. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 541-558. https://doi.org/10.1108/APJML-05-2018-0176

Pedhazur, E. J. (1997). *Multiple regression in behavioral research: Explanation and prediction.* Stamford, CT: Thomson Learning.

Rundh, B. (2005). The multi-faceted dimension of packaging. *British Food Journal,* 107(9), 670-684. https://doi.org/10.1108/00070700510615053

Roy, Sarkar & Sreejesh (2016). Validating a scale to measure consumer's luxury brand aspiration. *Journal of Product and Brand Management*, 25(5), 465-478. https://doi.org/10.1108/JPBM-06-2014-0647

Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision,* 56(8), 1748-1768. https://doi.org/10.1108/MD-04-2017-0363

Sharma, H., Singh, D., Agariya, A., & Johri, A. (2012). The Role of Packaging in Brand Communication. *International Journal of Scientific and Engineering Research.*

Sherry, J. F., Jr. (1990). A Sociocultural Analysis of a Midwestern American Flea

Market. *Journal of Consumer Research*, 17(1), 13-30.

https://doi.org/10.1086/208533

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A

theory of consumption values. *Journal of Business Research*, 22(2), 159-170.

https://doi.org/https://doi.org/10.1016/0148-2963(91)90050-8

Singhal, A., & Malik, G. (2021). The attitude and purchasing of female consumers

towards green marketing related to cosmetic industry. *Journal of Science and

Technology Policy Management,* 12(3), 514-531.

https://doi.org/10.1108/JSTPM-11-2017-0063

Sirgy, M. (2015). Self-Image/Product-Image Congruity and Advertising Strategy. In

(Vol. 5, pp. 129-133). https://doi.org/10.1007/978-3-319-16946-0_31

Sirgy, M. J. (1982). Self-Concept in Consumer Behavior: A Critical Review. *Journal

of Consumer Research*, 9(3), 287-300.

Soundararaj, A., & Sivakumar, V. J. (2017). Understanding the effect of personal and

social value on attitude and usage behaviour of luxury cosmetic brands.   *Journal of

Retailing and Consumer Services*, 39, 103-113.

https://doi.org/10.1016/j.jretconser.2017.07.009

statisticshowto.com. (2021). What is Non-Probability Sampling?   Retrieved from

https://www.statisticshowto.com/probability-and-statistics/sampling-in-

statistics/non-probability-sampling/statisticshowto.com

Swotanalysis.website (2021) Dior SWOT Analysis [Update 2022] Retrieved from
https://swotanalysis.website/dior-swot-analysis/#Dior_SWOT_Analysis_2022

thansettakij.com. (2020). Cosmetics Grow 3.1 thousand million baht Major Brands
Speed Sale Volume. Retrieved from
https://www.thansettakij.com/content/business/442817#:~:text=%E0%B8%97
%E0%B8%B1%E0%B9%89%E0%B8%87%E0%B8%99%E0%B8%B5%E0
%B9%89%E0%B8%84%E0%B8%B2%E0%B8%94%E0%B8%81%E0%B8
%B2%E0%B8%A3%E0%B8%93%E0%B9%8C%E0%B8%95%E0%B8%A5
%E0%B8%B2%E0%B8%94%E0%B9%80%E0%B8%84%E0%B8%A3%E0
%B8%B7%E0%B9%88%E0%B8%AD%E0%B8%87%E0%B8%AA%E0%B
8%B3%E0%B8%AD%E0%B8%B2%E0%B8%87,%E0%B8%9C%E0%B8%
A5%E0%B8%B4%E0%B8%95%E0%B8%A0%E0%B8%B1%E0%B8%93%
E0%B8%91%E0%B9%8C%E0%B8%9A%E0%B8%B3%E0%B8%A3%E0%
B8%B8%E0%B8%87%E0%B8%9C%E0%B8%B4%E0%B8%A7(%E0%B8
%AA%E0%B8%81%E0%B8%B4%E0%B8%99

The MarketWatch News Department (2021) Global Luxury Cosmetics 2021 market
was valued at USD billion in 2020 and is predictable to increase at a
compound annual growth rate (CAGR) of CAGR of 3.2% from 2021 to 2026.
Retrieved from
https://www.marketwatch.com/press-release/luxury-cosmetics-market-size
2021-with-cagr-of-32-top-growth-companies-nars-lancome-dior-beauty-and
end-user-swot-analysis-in-industry-2026-2021-11-28

Underwood, R. (2003). The Communicative Power of Product Packaging: Creating

Brand Identity via Lived and Mediated Experience. *Journal of Marketing Theory and Practice*, 11, 62-76.

https://doi.org/10.1080/10696679.2003.11501933

Veblen, T. (1902). *The Theory of the Leisure Class: An Economic Study of Institutions.* New York, NY: Macmillan.

Vigneron, F., & Johnson, L. (1999). A Review and a Conceptual Framework of

Prestige-Seeking Consumer Behaviour. *Academy of Marketing Science Review,* 2, 1-15.

Vijaranakorn, K., & Shannon, R. (2017). The influence of country image on luxury

value perception and purchase intention. *Journal of Asia Business Studies*,

11(1), 88-110. https://doi.org/10.1108/JABS-08-2015-0142

Wilson, J. (2014). The Halal Phenomenon: An extension or a new paradigm? *Social*

Business an interdisciplinary journal, 4, 255-271.

https://doi.org/10.1362/204440814X14103454934294

Yang, J., Ma, J., Arnold, M., & Nuttavuthisit, K. (2018). Global identity,

perceptions of luxury value and consumer purchase intention: a cross-cultural

examination. *Journal of Consumer Marketing,* 35(5), 533-542.

https://doi.org/10.1108/JCM-02-2017-2081

Zhan, L., & He, Y. (2012). Understanding luxury consumption in China: Consumer

perceptions of best-known brands. *Journal of Business Research,* 65(10),

1452-1460. https://doi.org/https://doi.org/10.1016/j.jbusres.2011.10.011

APPENDIX A:

Survey Questions (English)

มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.........

Questionnaire

on

"Factors positively affecting consumers' Purchase Intention of luxury cosmetic

brands in Pathum Wan, Klong Toey, and Klong San District"

Instruction: Objective of this survey is to collect data for using in Master of Business

Administration research, Bangkok University. The result of this research will benefit to

ready to drink tea industry and academic field. In this regard, cooperation from the

respondents is needed. I, Pornnacha Sahachaisere, Master's Degree of Business

Administration student from Bangkok University is thankful 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) From 18 to 23 years old   ☐ 2) 24–29 years old

☐ 3) 30-39 years old   ☐ 4) 40-49 years old

☐ 5) Equal and over 50 years old

3. Status

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

4. Level of education

    ☐ 1) Under Bachelor's Degree   ☐ 2) Bachelor's Degree

    ☐ 3) Master's Degree   ☐ 4) Doctorate Degree

    ☐ 5) Others, Please Specify …………………………………

5. Monthly income

    ☐ 1) Less than and equal to 15,000 baht   ☐ 2) 15,001–30,000 baht

    ☐ 3) 30,001–50,000 baht   ☐ 4) 50,001-100,000 baht

    ☐ 5) 100,001–150,000 baht   ☐ 6) 150,001– 200,000 baht

    ☐ 7) 200,001–500,000 baht   ☐ 8) More than 500,000 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

7. What kind of luxury cosmetic products that you have most intention to purchase.
(Can select more than one choice)

    ☐ 1) Primer   ☐ 2) Foundation

    ☐ 3) Concealer   ☐ 4) Translucent Powder

    ☐ 5) Foundation Powder   ☐ 6) Eyebrow Pencil

    ☐ 7) Eyes Shadow   ☐ 8) Eyeliner

    ☐ 9) Mascara   ☐ 10) Blusher

    ☐ 11) Lipstick

    ☐ 12) Others, Please Specify ……………………………………………

8. Your favorable brands of luxury cosmetics. (can select more than one choice)

    ☐ 1) Chanel   ☐ 2) Tom Ford

    ☐ 3) Shiseido   ☐ 4) MAC

    ☐ 5) Yves Saint Laurent   ☐ 6) Givenchy

    ☐ 7) Lancôme   ☐ 8) Dior

    ☐ 9) Giorgio Armani   ☐ 10) Estee Lauder

    ☐ 11) Make Up For Ever   ☐ 12) Bobbi Brown

    ☐ 13) Others, Please Specify …………………………………

9. How often do you shop for cosmetics?

    ☐ 1) Once a week   ☐ 2) Once a month

    ☐ 3) Once a year   ☐ 4) Only on special occasions

    ☐ 5) Others, Please Specify …………………………………

10. How much do you plan to spend on purchasing your luxury cosmetics at each time?

    ☐ 1) 1,000 – 4,000 THB   ☐ 2) 4,001 – 8,000 THB

    ☐ 3) 8,001 - 12,000 THB   ☐ 4) 12,001 - 16,000 THB

    ☐ 5) More than 16,000 THB

    ☐ 6) Others, Please Specify ………………………………………………

Please mark every question with only one ✓ in the box that most corresponded to

your opinion.

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Personal Value						
1	Luxury cosmetic brands such as Dior, Chanel can enhance myself-concept.					
2	Luxury cosmetic brands such as Dior, Chanel can fulfil my need of intangible benefits such as sensory gratification and aesthetic appeal.					
3	I think I can gain signal of social status and wealth from using luxury cosmetic brands such as Dior, Chanel.					
4	I tend to buy luxury cosmetic brands such as Dior or Chanel to show that I am unique which can help to enhance my self-image.					
Social Value						
1	Using luxury cosmetic brands such as Dior, Chanel can show my social class.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	I feel that I belong to the group if I purchase similar luxury cosmetic brands such as Dior or Chanel.					
3	My friends can influence me on purchasing decision of luxury cosmetic brands such as Dior or Chanel.					
4	Social status is very important to me.					
Functional Value						
1	The supreme product quality is my major reason for buying a luxury cosmetic brand such as Dior or Chanel					
2	My emphasis is on quality over prestige when considering the purchase of luxury cosmetic brands such as Dior or Chanel.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	I am inclined to evaluate the substantive attributes and performance of luxury cosmetic brands such as Dior or Chanel rather than listening to the opinions of others.					
4	Luxury cosmetic brands such as Dior or Chanel are preferred by many people but those do not meet my quality standards will never enter my purchase consideration.					
Perceived Quality						
1	Luxury cosmetic brands such as Dior or Chanel performances are excellent.					
2	The likely performances of luxury cosmetic brands such as Dior or Chanel are outstanding.					
3	The likelihood that luxury cosmetic brands such as Dior or Chanel performance would be brilliant is very high.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
4	The likelihood that luxury cosmetic brands such as Dior or Chanel performance are reliable is very high.					
Individual Taste						
1	I derive self-satisfaction from buying luxury cosmetic brands such as Dior or Chanel.					
2	When I am in a bad mood, I may buy luxury cosmetic brands such as Dior or Chanel as gifts for myself to alleviate my emotional burden.					
3	I view luxury cosmetic brands such as Dior or Chanel as gifts for myself to celebrate something that I do and feel excited about.					
4	I view luxury cosmetic brands such as Dior or Chanel purchases as gifts for me to celebrate an occasion that I believe is significant to me.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Visual Package Design						
1	The colour in luxury cosmetic packaging attracts my attention.					
2	The shape of luxury cosmetic packaging is comfortable to use.					
3	The size of luxury cosmetic packaging meets my needs.					
4	Image on luxury cosmetic packaging makes it recognizable.					
Verbal Package Design						
1	Brand name on luxury cosmetic packaging is unique when compared to other brands.					
2	Information on luxury cosmetic packaging is described clearly.					
3	Brand name of luxury cosmetic packaging is easy to remember.					
4	Information on luxury cosmetic brand packaging affects trust for the product.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Purchase Intention						
1	I purchase luxury cosmetic brands such as Dior or Chanel to show who I am.					
2	I would buy luxury cosmetic brands such as Dior or Chanel just because it has status.					
3	Luxury cosmetic brands such as Dior or Chanel are important to me because they make me feel more acceptable in my work circle.					
4	Owning luxury cosmetic brands such as Dior or Chanel indicate a symbol of wealth.					

Please recommend for other factors that might affect to purchase intention towards luxury cosmetic brands.

_____

_____

_____

_____

_____

Thank you for your cooperation

Miss Pornnacha Sahachaisere

E–Mail: Pornnacha.saha@bumail.net

APPENDIX B:

Survey Questions (Thai)

NO.........

แบบสอบถาม

**เรื่อง ปัจจัยที่มีอิทธิพลเชิงบวกต่อความตั้งใจในการซื้อเครื่องสำอางแบรนด์หรู ในเขต
ปทุมวัน คลองเตย คลองสาน**

คำชี้แจง: แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับ
ปริญญาโท บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ และสามารถนำผลการวิจัยไปใช้
ประโยชน์ได้อย่างมีประสิทธิภาพต่อธุรกิจชาพร้อมดื่ม ดังนั้นจึงใคร่ขอความร่วมมือจากท่านใน
การตอบแบบสอบถามให้ตรงตามความเห็นของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัย นางสาว
ศยามน หอมประทุม นักศึกษาปริญญาโท คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ขอขอบคุณใน
ความร่วมมือของท่านเป็นอย่างสูง

คำชี้แจง: โปรดทำเครื่องหมาย ✔ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

1. เพศ

    ☐ 1) ชาย   ☐ 2) หญิง

2. อายุ

    ☐ 1) ตั้งแต่ 18 ถึง 23 ปี   ☐ 2) 24–29 ปี

    ☐ 3) 30-39 ปี   ☐ 4) 40-49 ปี

    ☐ 5) เท่ากับหรือมากกว่า 50 ปี

3. สถานภาพ

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

4. ระดับการศึกษา

☐ 1) ต่ำกว่าปริญญาตรี   ☐ 2) ปริญญาตรี   ☐ 3) ปริญญาโท

☐ 4) ปริญญาเอก   ☐ 5) อื่นๆ

5. รายได้ต่อเดือน

☐ 1) ต่ำกว่าหรือเท่ากับ 15,000 บาท   ☐ 2) 15,001 – 30,000 บาท

☐ 3) 30,001 – 50,000 บาท   ☐ 4) 50,000 – 100,000 บาท

☐ 5) 100,001 – 150,000 บาท   ☐ 6) 150,001 – 200,000 บาท

☐ 7) 200,001 – 500,000 บาท   ☐ 8) มากกว่า 500,000 บาท

6. อาชีพ

☐ 1) พนักงานรัฐวิสาหกิจ/ รับราชการ   ☐ 2) พนักงานบริษัทเอกชน/ รับจ้าง

☐ 3) ธุรกิจส่วนตัว/ ค้าขาย   ☐ 4) อยู่ในช่วงหางาน

☐ 5) ไม่ประกอบอาชีพ   ☐ 6) เกษียณ

☐ 7) นักเรียน/ นักศึกษา   ☐ 8) อื่น ๆ

7. ประเภทเครื่องสำอางที่ท่านมักจะซื้อบ่อย ๆ (สามารถเลือกได้มากกว่า 1 ข้อ)

☐ 1) ไพรเมอร์   ☐ 2) รองพื้น

☐ 3) คอนซีลเลอร์   ☐ 4) แป้งโปร่งแสง

☐ 5) แป้งผสมรองพื้น   ☐ 6) ดินสอเขียนคิ้ว

☐ 7) อายแชโดว์   ☐ 8) อายไลเนอร์

☐ 9) มาสคาร่า   ☐ 10) ที่ปัดแก้ม

☐ 11) ลิปสติก

☐ 12) อื่น ๆ โปรดระบุ...

8. ยี่ห้อของเครื่องสำอางธรรมชาติที่ท่านชื่นชอบ (สามารถเลือกได้มากกว่า 1 ข้อ)

    ☐ 1) ชาเนล (Chanel)

    ☐ 2) ทอม ฟอร์ด (Tom Ford)

    ☐ 3) ชิเซโด้ (Shiseido)

    ☐ 4) แมค (MAC)

    ☐ 5) อีฟส์ แซงต์ โลรองต์ (Yves Saint Laurent)

    ☐ 6) จีวองชี่ (Givenchy)

    ☐ 7) ลังโคม (Lancôme)

    ☐ 8) คริสเตียน ดิออร์ (Dior)

    ☐ 9) จิออร์จิโอ อาร์มานี่ (Giorgio Armani)

    ☐ 10) เอสเต้ลอเดอร์ (Estee Lauder)

    ☐ 11) เมคอัพ ฟอร์เอฟเวอร์ (Make up For Ever)

    ☐ 12) บ็อบบี้บราวน์ (Bobbi Brown)

    ☐ 13) อื่น ๆ โปรดระบุ..

9. ท่านซื้อเครื่องสำอางค์บ่อยแค่ไหน

    ☐ 1) อาทิตย์ละครั้ง   ☐ 2) เดือนละครั้ง

    ☐ 3) ปีละครั้ง   ☐ 4) เฉพาะโอกาส

    ☐ 5) อื่นๆ โปรดระบุ..

10. ท่านมีความตั้งใจจะใช้จ่ายเท่าไร ในการซื้อเครื่องสำอางแบรนด์หรูต่อเดือน

☐ 1) 1,000 – 4,000 THB   ☐ 2) 4,001 – 8,000 THB

☐ 3) 8,001 - 12,000 THB   ☐ 4) 12,001 - 16,000 THB

☐ 5) มากกว่า 16,000 บาท   ☐ 6) อื่นๆ โปรดระบุ...................

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
ค่านิยมส่วนบุคคล (Personal Value)						
1	เครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล ช่วยส่งเสริมการเป็นตัวของตัวเอง					
2	เครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล ช่วยเติมเต็มความต้องการที่ไม่สามารถสัมผัสได้ เช่น ความพึงพอใจทางความรู้สึก หรือ ความสวยงามที่น่าดึงดูด					
3	ฉันคิดว่าฉันจะได้รู้สึกโดดเด่นทางสังคมและดูมีฐานะจากการใช้เครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล					
4	ฉันมีแนวโน้มจะซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เพื่อแสดงออกถึงความแตกต่าง ซึ่งจะช่วยให้ฉันมีภาพลักษณ์ที่ดีขึ้น					
ค่านิยมทางสังคม (Social Value)						
1	การใช้เครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล สามารถบ่งบอกถึงระดับชนชั้นของฉันทางสังคม					
2	ฉันรู้สึกเป็นส่วนหนึ่งของกลุ่ม เมื่อฉันซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เหมือนคนอื่นๆ ในกลุ่ม					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
3	เพื่อนของฉันมีอิทธิพลในการตัดสินใจซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล					
4	สถานะทางสังคมเป็นสิ่งที่สำคัญสำหรับฉัน					
คุณค่าในเชิงการใช้งาน (Functional Value)						
1	คุณภาพของเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เป็นปัจจัยหลักในการตัดสินใจซื้อของฉัน					
2	ฉันให้ความสำคัญกับคุณภาพของแบรนด์ มากกว่าชื่อเสียง ในการตัดสินใจซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล					
3	ฉันมักจะประเมินคุณลักษณะและคุณภาพของเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เอง มากกว่าฟังความเห็นจากคนอื่น					
4	ถ้าหากเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล ที่หลายๆ คนชอบ คุณภาพไม่ดีพอ ฉันก็จะไม่ซื้อเครื่องสำอางค์แบรนด์หรูนั้นๆ					
ประสิทธิภาพของแบรนด์ (Perceived Quality)						
1	เครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล นั้นมีประสิทธิภาพยอดเยี่ยม					
2	ประสิทธิภาพของเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล มีความโดดเด่น					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
3	มีความเป็นไปได้ว่าเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล มีประสิทธิภาพที่ยอดเยี่ยมมาก					
4	มีความเป็นไปได้ว่าเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล มีประสิทธิภาพที่น่าเชื่อถือมาก					
รสนิยมส่วนตัว (Individual Taste)						
1	ฉันได้รับความพึงพอใจเมื่อจะได้ซื้อเครื่องสำอางค์ แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล					
2	เมื่อฉันรู้สึกอารมณ์ไม่ดี ฉันจะซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เป็นของขวัญให้ตัวเอง เพื่อบรรเทาอารมณ์					
3	ฉันจะซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เป็นของขวัญให้ตนเองเพื่อการเฉลิมฉลองและทำให้รู้สึกตื่นเต้น					
4	ฉันจะซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เป็นของขวัญให้ตนเองเพื่อเฉลิมฉลองในโอกาสสำคัญที่ฉันเชื่อว่ามันมีความหมายกับฉัน					
การมองเห็นภาพลักษณ์ของผลิตภัณฑ์ (Visual Packaging Design)						
1	สีแพคเกจของเครื่องสำอางค์แบรนด์หรูดึงดูดความสนใจของฉัน					
2	รูปทรงและแพคเกจของเครื่องสำอางค์แบรนด์หรูสะดวกต่อการใช้งาน					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
3	ขนาดของแพคเกจของเครื่องสำอางค์แบรนด์หรู ตรงกับความต้องการของฉัน					
4	ภาพลักษณ์บนแพคเกจของเครื่องสำอางค์แบรนด์หรู ทำให้เป็นที่น่าจดจำ					
รายละเอียดของผลิตภัณฑ์ (Verbal Packaging Design)						
1	ชื่อแบรนด์บนแพคเกจเครื่องสำอางค์แบนรด์หรู มีความแตกต่าง เมื่อเทียบกับเครื่องสำอางค์แบรนด์อื่นๆ					
2	รายละเอียดของผลิตภัณฑ์บนแพคเกจของเครื่องสำอางค์แบรนด์หรูมีคำอธิบายที่ชัดเจน					
3	ชื่อแบรนด์บนแพคเกจ ของเครื่องสำอางค์แบรนด์หรู ง่ายต่อการจำจด					
4	รายละเอียดผลิตภัณฑ์บนแพคเกจของเครื่องสำอางค์แบรนด์หรู สร้างความเชื่อถือให้ผลิตภัณฑ์					
การตัดสินใจในการซื้อ (Purchase Intention)						
1	ฉันซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เพราะแสดงถึงความเป็นตัวตนของฉัน					
2	ฉันซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เพราะว่ามันเป็นตัวชี้วัดสถานะทางสังคม					
3	เครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล มีความสำคัญกับฉัน เพราะฉันรู้สึกเป็นที่ยอมรับในสังคมที่ทำงานของฉัน					

		ระดับความเห็นด้วย				
		มาก ที่สุด (5)	มาก (4)	ปาน กลาง (3)	น้อย (2)	น้อย ที่สุด (1)
4	การเป็นเจ้าของเครื่องสำอางค์แบรนด์หรู เช่น ดิ ออร์ หรือ ชาแนล เป็นตัวบ่งชี้ความมีฐานะ					

ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยอื่น ๆ ที่มีผลต่อการตัดสินใจในการซื้อเครื่องสำอางค์แบรนด์หรู

_____

_____

_____

_____

_____

โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

นางสาว พรนัชชา สหชัยเสรี

E–Mail: Pornnacha.saha@bumail.net

APPENDIX C:

Form to Expert Letter

145/51 Moobarn Muntana

Soi Khubon 27/7, Khubon Road

Tarlang, Bangken

Bangkok

E-mail: pornnacha.saha@bumail.net

July 05, 2019

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

To   Khun Hemmanut Thongdate (Hem)
       Lifestyle Specialist/ Beauty Advisor
       Harnn Global CO., LTD

      I, Pornnacha Sahachaisere, 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 affecting consumers' Purchase Intention of luxury cosmetic brands in Pathum Wan, Klong Toey, and Klong San District Due to your expertise in your business, 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....................................
     (Hemmanut Thongdate)   (Pornnacha Sahachaisere)

         Expert   Researcher

145/51 Mooban Muntana

Soi Khubon 27/7, Khubon Road, Tarang, Bangkhen

Email: pornnacha.saha@bumail.net

25 April, 2021

Reference: Acceptance to be the Expert 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, Pornnacha Sahachaisere, 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 Affecting Consumers' Purchase Intention of Luxury Cosmetic Brands in Pathum Wan District, Klongtoey District, and Klongsan District. Due to your expertise in your business, 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...................

(Dr. Penjira Kanthawongs)   (Pornnacha Sahachaisere)

Advisor   Researcher

145/51 Moobarn Muntana

Soi Khubon 27/7, Khubon Road

Tarlang, Bangken

Bangkok

E-mail: pornnacha.saha@bumail.net

July 05, 2019

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

To   Khun Hemmanut Thongdate (Hem)
       Lifestyle Specialist/ Beauty Advisor
       Harnn Global CO., LTD

      I, Pornnacha Sahachaisere, 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 affecting consumers' Purchase Intention of luxury cosmetic brands in Pathum Wan, Klong Toey, and Klong San District Due to your expertise in your business, 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..................................
(Hemmanut Thongdate)   (Pornnacha Sahachaisere)

        Expert   Researcher

Form to Expert

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
Personal Value (PV) (Oe, Sunpakit, Yamaoka & Liang, 2018)	PV1 Luxury handbag can enhance your self-concept.	PV1 Luxury cosmetic brands such as Dior or Chanel can enhance myself-concept.	PV1 เครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล ช่วยส่งเสริมการเป็นตัวของตัวเอง			
	PV2 You think luxury handbag can fulfill your need of intangible benefits such as sensory gratification and aesthetic appeal.	PV2 Luxury cosmetic brands such as Dior or Chanel can fulfill my need of intangible benefits such as sensory gratification and aesthetic appeal.	PV2 เครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล ช่วยเติมเต็มความต้องการที่ไม่สามารถสัมผัสได้ เช่น ความพึงพอใจทางความรู้สึก หรือ ความสวยงามที่น่าดึงดูด			
	PV3 You think you can gain signal of social status and wealth from Luxury handbag.	PV3 I thinks I can gain signal of social status and wealth by using luxury cosmetic brands such as Dior or Chanel.	PV3 ฉันคิดว่าฉันจะได้รู้สึกโดดเด่นทางสังคมและดูมีฐานะจากการใช้เครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	PV4 You tends to buy different product from other to show your uniqueness which can help to enhance your self-image.	PV4 I tend to buy luxury cosmetic brands such as Dior or Chanel to show that I am unique which can help to enhance my self-image.	PV4 ฉันมีแนวโน้มจะซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เพื่อแสดงออกถึงความแตกต่างซึ่งจะช่วยให้ฉันมีภาพลักษณ์ที่ดีขึ้น			
Social Value (SV) (Oe, Sunpakit, Yamaoka & Liang, 2018)	SV1 Using luxury handbags can show your social class.	SV1 Using luxury cosmetic brands such as Dior or Chanel can show my social class.	SV1 การใช้เครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล สามารถบ่งบอกถึงระดับชนชั้นของฉันทางสังคม			
	SV2 You fill belong to the group when you purchased similar handbag to others.	SV2 I feel that I belong to the group if I purchase similar luxury cosmetic brands such as Dior or Chanel.	SV2 ฉันรู้สึกเป็นส่วนหนึ่งของกลุ่ม เมื่อฉันซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เหมือนคนอื่นๆ ในกลุ่ม			
	SV3 Your friend can influence your purchase decision on luxury handbag.	SV3 My friends can influence me on purchasing decision of luxury cosmetic brands such as Dior or Chanel.	SV3 เพื่อนของฉันมีอิทธิพลในการตัดสินใจซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	SV4 You think social status is very important for you.	SV4 Social status is very important to me.	SV4 สถานะทางสังคมเป็นสิ่งที่สำคัญสำหรับฉัน			
Functional Value (FV) (Yang, Ma, Arnold & Nuttavuthisit, 2018)	FV1 The superior product quality is my major reason for buying a luxury product.	FV1 The supreme product quality is my major reason for buying a luxury cosmetic brand such as Dior or Chanel	FV1 คุณภาพของเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เป็นปัจจัยหลักในการตัดสินใจซื้อของฉัน			
	FV2 I place emphasis on quality over prestige when considering the purchase of a luxury product.	FV2 My emphasis is on quality over prestige when considering the purchase of luxury cosmetic brands such as Dior or Chanel.	FV2 ฉันให้ความสำคัญกับคุณภาพของแบรนด์ มากกว่าชื่อเสียงในการตัดสินใจซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	FV3 I am inclined to evaluate the substantive attributes and performance of a luxury product rather than listening to the opinions of others.	FV3 I am inclined to evaluate the substantive attributes and performance of luxury cosmetic brands such as Dior or Chanel rather than listening to the opinions of others.	FV3 ฉันมักจะประเมินคุณลักษณะและคุณภาพของเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาแนล เองมากกว่าฟังความเห็นจากคนอื่น			
	FV4 A luxury product that is preferred by many people but that does not meet my quality standards will never enter into my purchase consideration.	FV4 Luxury cosmetic brands such as Dior or Chanel are preferred by many people but those do not meet my quality standards will never enter into my purchase consideration.	FV4 ถ้าหากเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาแนล ที่หลายๆ คนชอบคุณภาพไม่ดีพอ ฉันก็จะไม่ซื้อเครื่องสำอางค์แบรนด์หรูนั้นๆ			
Perceived Quality (PE) (Park, Sung, Son, Na, & Kim, 2019)	PE1 Yeon-Jae Son's performance is excellent.	PE1 Luxury cosmetic brands such as Dior or Chanel performances are excellent.	PE1 เครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาแนล นั้นมีประสิทธิภาพยอดเยี่ยม			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	PE2 The likely performance of Yeon-Jae Son is outstanding.	PE2 The likely performances of luxury cosmetic brands such as Dior or Chanel are outstanding.	PE2 ประสิทธิภาพของเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาแนล มีความโดดเด่น			
	PE3 The likelihood that Yeon-Jae Son's performance would be brilliant is very high.	PE3 The likelihood that luxury cosmetic brands such as Dior or Chanel performance would be brilliant is very high.	PE3 มีความเป็นไปได้ว่าเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาแนล มีประสิทธิภาพที่ยอดเยี่ยมมาก			
	PE4 The likelihood that Yeon-Jae Son's performance is reliable is very high.	PE4 The likelihood that luxury cosmetic brands such as Dior or Chanel performance are reliable is very high.	PE4 มีความเป็นไปได้ว่าเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาแนล มีประสิทธิภาพที่น่าเชื่อถือมาก			
Individual Taste (IT) (Yang, Ma, Arnold & Nuttavuthisit, 2018)	IV1 I derive self-satisfaction from buying luxury products.	IT1 I derive self-satisfaction from buying luxury. cosmetic brands such as Dior or Chanel	IT1 ฉันได้รับความพึงพอใจเมื่อจะได้ซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาแนล			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	IV2 When I am in a bad mood, I may buy luxury products as gifts for myself to alleviate my emotional burden.	IT2 When I am in a bad mood, I may buy luxury cosmetic brands such as Dior or Chanel as gifts for myself to alleviate my emotional burden.	IT2 เมื่อฉันรู้สึกอารมณ์ไม่ดี ฉันจะซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาแนล เป็นของขวัญให้ตนเอง เพื่อบรรเทาอารมณ์			
	IV3 I view luxury brand products as gifts for myself to celebrate something that I do and feel excited about.	IT3 I view luxury cosmetic brands such as Dior or Chanel as gifts for myself to celebrate something that I do and feel excited about.	IT3 ฉันจะซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาแนล เป็นของขวัญให้ตนเองเพื่อการเฉลิมฉลองและทำให้รู้สึกตื่นเต้น			
	IV4 I view luxury product purchases as gifts for myself to celebrate an occasion that I believe is significant to me.	IT4 I view luxury cosmetic brands such as Dior or Chanel purchases as gifts for myself to celebrate an occasion that I believe is significant to me.	IT4 ฉันจะซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาแนล เป็นของขวัญให้ตนเองเพื่อเฉลิม-ฉลองในโอกาสสำคัญที่ฉันเชื่อว่ามันมีความหมายกับฉัน			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	IV4 I view luxury product purchases as gifts for myself to celebrate an occasion that I believe is significant to me.	IT4 I view luxury cosmetic brands such as Dior or Chanel purchases as gifts for myself to celebrate an occasion that I believe is significant to me.	IT4 ฉันจะซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เป็นของขวัญให้ตนเองเพื่อเฉลิม-ฉลองในโอกาสสำคัญที่ฉันเชื่อว่ามันมีความหมายกับฉัน			
Visual Package Design (VD) (Salem, 2018)	VS1 Color in packaging attracts my attention.	VD1 The color in luxury cosmetic packaging attracts my attention.	VD1 สีแพคเกจของเครื่องสำอางค์แบรนด์หรูดึงดูดความสนใจของฉัน			
	VS2 The shape of packaging is comfortable to use.	VD2 The shape of luxury cosmetic packaging is comfortable to use.	VD2 รูปทรงและแพคเกจของเครื่องสำอางค์แบรนด์หรูสะดวกต่อการใช้งาน			
	VS3 The size of packaging meets my needs.	VD3 The size of luxury cosmetic packaging meets my needs.	VD3 ขนาดของแพคเกจของเครื่องสำอางค์แบรนด์หรูตรงกับความต้องการของฉัน			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	VS4 Images on packaging make it recognizable.	VD4 Images on luxury cosmetic packaging makes it recognizable.	VD4 ภาพลักษณ์บนแพคเกจของเครื่องสำอางค์แบรนด์หรู ทำให้เป็นที่น่าจดจำ			
Verbal Packaging Design (VP) (Salem, 2018)	VE1 Brand name on packaging is unique compared to other brand.	VP1 Brand name on luxury cosmetic packaging is unique when compared to other brands.	VP1 ชื่อแบรนด์บนแพคเกจของเครื่องสำอางค์แบรนรด์หรู มีความแตกต่างเมื่อเทียบกับเครื่องสำอางค์แบรนด์อื่นๆ			
	VE2 Product information on packaging is described clearly.	VP2 Information on luxury cosmetic packaging is described clearly.	VP2 รายละเอียดของผลิตภัณฑ์บนแพคเกจของเครื่องสำอางค์แบรนด์หรูมีคำอธิบายที่ชัดเจน			
	VE3 Brand name on packaging is easy to remember.	VP3 Brand name of luxury cosmetic packaging is easy to remember.	VP3 ชื่อแบรนด์บนแพคเกจ ของเครื่องสำอางค์แบรนด์หรูง่ายต่อการจำจด			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	VE4 Product information on packaging affects trust for the product.	VP4 Information on luxury cosmetic brand packaging affects trust for the product.	VP4 รายละเอียดผลิตภัณฑ์บนแพคเกจของเครื่องสำอางค์แบรนด์หรู สร้างความเชื่อถือให้ผลิตภัณฑ์			
Purchase Intention (PI) (Yang, Ma, Arnold & Nuttavuthisit, 2018)	PI1 I purchase luxury accessories to show who I am.	PI1 I purchase luxury cosmetic brands such as Dior or Chanel to show who I am.	PI1 ฉันซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เพราะแสดงถึงความเป็นตัวตนของฉัน			
	PI2 I would buy a luxury accessory just because it has status.	PI2 I would buy luxury cosmetic brands such as Dior or Chanel just because it has status.	PI2 ฉันซื้อเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เพราะว่ามันเป็นตัวชี้วัดสถานะทางสังคม			
	PI3 Luxury accessories are important to me because they make me feel more acceptable in my work circle.	PI3 Luxury cosmetic brands such as Dior or Chanel are important to me because they make me feel more acceptable in my work circle.	PI3 เครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล มีความสำคัญกับฉัน เพราะฉันรู้สึกเป็นที่ยอมรับในสังคมที่ทำงานของฉัน			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	PI4 Owning luxury accessories indicate a symbol of wealth.	PI4 Owning luxury cosmetic brands such as Dior or Chanel indicate a symbol of wealth.	PI4 การเป็นเจ้าของเครื่องสำอางค์แบรนด์หรู เช่น ดิออร์ หรือ ชาเนล เป็นตัวบ่งชี้ความมีฐานะ			

Reference for Form to Expert:

Oe, H., Sunpakit, P., Yamaoka, Y., & Liang, Y. (2018). An exploratory study of

Thai consumers' perceptions of "conspicuousness": a case of luxury

handbags. *Journal of Consumer Marketing, 35*(6), 601-612. doi:10.1108/JCM

01-2017-2058

Park, J.-A., Sung, J.-M., Son, J.-M., Na, K., & Kim, S.-K. (2019). Athletes' brand

equity, spectator satisfaction, and behavioral intentions. *Asia Pacific Journal

of Marketing and Logistics, 31*(2), 541-558. doi:10.1108/APJML-05-2018

0176

Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers

purchase decision in Spain. *Management Decision, 56*(8), 1748-1768.

doi:10.1108/MD-04-2017-0363

Yang, J., Ma, J., Arnold, M., & Nuttavuthisit, K. (2018). Global identity,

perceptions of luxury value and consumer purchase intention: a cross-cultural

examination. *Journal of Consumer Marketing, 35*(5), 533-542.

doi:10.1108/JCM-02-2017-2081

BIODATA

Name-Surname: Pornnacha Sahachaisere

E-mail: Pornnacha.saha@bumail.net

Education Background:

2010-2013   Bachelor's Degree in Business

                               Bangkok University International College, Bangkok