Abstract

This research is a comparative study, which compares the differences in factors between Thai and Chinese consumers, and also find out the main factors which influences on repurchase intention of Thai and Chinese consumers. The researcher chose Bangkok and Kunming as target location and Gucci, Louis Vuitton and Chanel as target brands to represent luxury products in this study, in order to compare the difference in factors between Thai and Chinese consumers, as well as test the influence factors on repurchase intention toward luxury products of Thai and Chinese consumers.

The primary data was collected from 438 respondents through self-administered questionnaires who have experienced in purchasing and using luxury products (Gucci, Chanel, LV) by focusing on each three top shopping malls in Bangkok and Kunming. Descriptive Analysis applied to gather the information of respondents and inferential analysis in which the researcher used Independent two samples T-test and Multiple Linear Regression Analysis (MLR). All the data were analyzed by statistical analysis software program.

The results indicated that there are some differences and commons in factors between Thai and Chinese consumers concerning luxury products. The differences in factors such as conspicuous value, hedonism value, physical vanity, vanity achievement and repurchase intention. And the commons in factors such as status value, materialism value, uniqueness value and price-quality perceptions. For Thai consumers, the result indicates that there are 5 independent variables which have positive influenced on repurchase intention concerning luxury products. Status value is proved to be the most powerful factor determining repurchase intention, followed by materialism value, vanity achievement, hedonism value and physical vanity, respectively. For Chinese consumers, the result shows that materialism value has the strongest influence on repurchase intention of luxury product. Moreover, the significantly positive relationships between all the rest independent variables and repurchase intention are found. These factors include price-quality perception which is the second most influential factor, followed by hedonism value, physical vanity, and vanity achievement. And hedonism value,
materialism value, physical vanity, vanity achievement are common factors affect on repurchase intention for both countries, but all of them are stronger of Thai consumers.