

Research Project Title: FACTORS INFLUENCING CONSUMER'S PURCHASING INTENTIONS OF LUXURY GOODS

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ABSTRACT

The objectives of this study were (1) to determine factors relating to consumer's purchasing intentions of luxury goods in Bangkok, and (2) to determine the relationships between each of three independent variables (attitude focused on perceived quality, subjective norms focused on social influences, and demographics) and dependent variable (consumer's purchasing intentions of luxury goods).

This is a survey research. The population was Thai flight attendants from various airlines including their families and their friends. The samples were 390 using convenience sampling method. The data collecting instruments were questionnaires. Data analysis was carried out using SPSS for Windows Version 13.0. Descriptive statistics were used to describe the demographics of respondents, period of purchasing intention, and the main variables. The research hypothesis statements were tested by a Pearson correlation coefficient and one-way analysis of variance (ANOVA).

It was found that social influences had a moderate positive relationship with purchasing intentions of luxury goods. Celebrities had the strongest relationship with purchasing intentions. Attitude focused on perceived quality also had a moderate positive relationship with purchasing intentions of luxury goods. Quality of manufacture had the strongest positive relationship with luxury goods' purchasing intentions. Moreover, the result of this research showed that different occupation group and income group had differences in purchasing intentions of luxury goods.

Key Words: Luxury Goods, Luxury Brands, Purchasing Intention, Attitude, Subjective Norms, Demographics, Consumer Behavior