



A STUDY OF CUSTOMER REPURCHASE INTENTION TOWARDS
LUXURY BRAND IN BANGKOK, THAILAND

By
Saverina Masino

A Thesis submitted in partial fulfillment
of the requirements for the degree of
Master of Business Administration

Examination Committee:

- 1) Dr.Kriengsin Prasongsukarn (Advisor).....
- 2) Asst.Prof. Dr. Sirion Chaipoopirutana (Co-Advisor).....
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Graduate School of Business
Assumption University
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ABSTRACT

Customer behavior has been studied by many researchers for over two decades. To be successful in any business sector, the firms should pay attention on understanding the customer behavior in order to win in long-term business. Revisit intention and repurchase intention are two important consumer behaviors in the luxury business. The researcher studies about the factors which affect the customer repurchase intention towards Louis Vuitton in Bangkok, Thailand.

In order to measure customer repurchase intention, this research surveyed 420 respondents who ever purchased Louis Vuitton products. The questionnaire was distributed to the male and females who were living in Bangkok, Thailand. It comprised of a questions about demographic factors, attitude towards behavior, functional value perception in terms of uniqueness value and price-quality perception, personal value perception in terms of hedonism value and materialism value, social influence, emotional value, subjective norms and customer repurchase intention. The researcher applied Pearson correlation coefficient and multiple regression linear analysis for the data analysis.

The result of this study indicated that all of the independent variables have a significant relationship with customer repurchase intention. The strongest significant relationship was revealed between social influence with customer repurchase intention (.602). Secondly, this study found out the second strongest relationship between emotional value and customer repurchase intention (.597). The moderate positive is the relationship between attitude towards behavior and customer repurchase intention. Besides, functional value perception in terms of uniqueness value and price-quality perception and personal value perception in terms of hedonism value and materialism value are statistically significant influenced on repurchase intention. However, there is weak significant relationship between subjective norms and customer repurchase intention.

To sum up, this research provides valuable implication for the enterprises to find a suitable path to cultivate or attract more customers to extend the market size.

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This journey is not easy, but it is interesting and rewarding in the end

Saverina Masino

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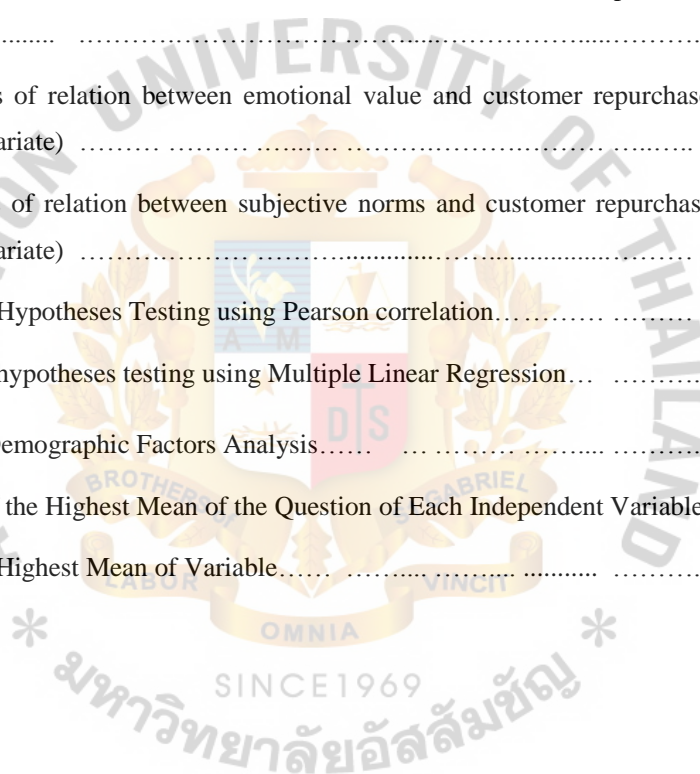
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CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Introduction

Most businesses need to attract their customers in order to be globally successful rising competitive markets (Cronin *et al.*, 2000). Generally, customer's repurchase intention is a main factor for defensive marketing strategies and successful business (Barlette, 2007). Currently, companies are emphasizing on defensive strategies due to the rises in competition and costs of drawing new customers. Mostly, the companies highlights on keeping their current customers or triggering them to repurchase rather than focusing on the offensive marketing strategies that merely depend on getting new customers and increasing market share (Fornell, 1992). Repurchase intention can be referred to what extent a company can perform to meet customers' expectatio. It also can be defined as the customer's decision to buy it again.

As the previous researches, Wijaya (2014) studied about consumer's perception, attitudes and repurchase intention towards private label staple goods products in Indonesia by structural Equation Model- SEM. The study revealed that there is a subsistence significant relationship of consumer attitude toward behavior and repurchase intention. In addition, Hamzah *et al.* (2013) has emphasized the relationship between Hedonic and Utilitarian customer experiences repurchase intention and preferences among shoppers that maintaining hedonic leads to customer repurchase intention. Accordingly, Ross *et al.* (2010) investigated the impact of need for uniqueness, loyalty, proneness, and identification on the likelihood of brand extension repurchases. As the result, the researcher found that uniqueness has an impact on repurchase intention. Also, Shin *et al.* (2010) found that materialism is positively associated with consumer intention to repurchase. Moreover, Tulipa *et al.* (2014) carried out a study of the influence of store atmosphere on emotional responses and repurchase intentions and found that emotion did impose a moderate effect on customer repurchase intention. Jiang and Rosenbloom (2005) established that price perception influenced intention to return. What's more, Kabiry (2013) acknowledged subjective norms to have a direct effect on repurchase intention. Last but not least, Dharmawirya *et al.* (2012) stated that social influence has moderate effect on repurchase intention.

As for luxury industry, luxury is a characteristic all the fashion brands would like to obtain, but obviously only a few can. It means being exclusive, unique and expensive. The idea has played a major role in societies for decades by indicating education level and social status and this has never changed (Okonkwo, 2007). Even though, customers in the present are free from tradition-bound social stratification, people's need for some type of social classification still exists and they oppose that luxury today creates a sense of recreational for consumers. Being a social maker, luxury fashion products thus play an important role in consumer's creation of identity and it influences on how people dress and enable them to signify a certain lifestyle. And in this modern society, people tend to judge or define others based on appearance.

In the past it was fairly easy to brand luxury, as competition was moderate and customers were quite easy to define due to the above mentioned strict, social stratification and the tendency of consumers to remain loyal and uncritical towards a single brand (Kapfere & Bastien, 2006). This has nevertheless changed, as competition has increased and the consumer market has expanded. Consumers have a variety of choices such as Louis Vuitton, Prada, Chanel, Hermes and Gucci, making it difficult to define whom to target. The days when a luxury product simply has to be well-designed and expensive in order to sell are gone. Today's luxury customers are different. Customers have to be surprised, tantalized, captivated, courted, pampered and constantly pleased without end. Nowadays luxury brands have to constantly catch up with social trends and creativity in order to stay successful and stand in the market.

As mentioned above, it is not as easy as in the past to compete with other luxury brands. Especially, as it shown in www.louisvuitton.wordpress.com, Hermes, Gucci and Louis Vuitton are constantly jostling and switching rank as the top three luxury brands of the world. Louis Vuitton holds a substantially strong foothold in the first place, whilst Gucci and Hermes constantly vie to outbid each other.

As for customers, recently they have increasingly become more familiar with luxury brand names and product, especially in the area of fashion as a globalized consumption ethic has rapidly been picked up by young consumers, who are far more fashion-conscious than the older and more frugal generation (Yoon, 2003). Consumers have become trendsetters as their spending power increases and their Western cultural reference points broaden (Louis, 2002). In this modern world, consumers want to buy clothes, bag, and shoes so that they can express

themselves and it makes them different from others and want to represent their social status by using luxury brands.

Therefore, it is critical for Louis Vuitton marketers to figure out some new strategies to keep customers repurchase and to make Louis Vuitton remain in the first place. The researcher, therefore, is concentrate on customer repurchase intention towards the Louis Vuitton brand to investigate what factors actually influence the customer repurchase intention of Luxury goods among consumers.

In this study, the researcher collected primary data from three shopping malls are The Emporium, Siam Paragon and Central Embassy in Bangkok, Thailand; both male and female who have experienced purchasing Louis Vuitton are welcome to participate in carrying out the research on customer repurchase intention towards Louis Vuitton.

1.1.1 Company profile: Louis Vuitton.

Louis Vuitton Malletier referred as Louis Vuitton or LV, it is a French fashion house founded in 1854. Louis Vuitton is one of the world's most famous makers of luxury goods with the creation of high quality travel trunks and leather accessories, the company is well known for its designer luggage pattern, a beige monogram, LV, on a chestnut background. George Vuitton took over the company, taking it to new heights in developing what was recognized as the first "designer label" on a product. Today, Louis Vuitton is a world leader in luxury customer goods, including travel books, perfumes, distilled spirits, shoes and clothing. Like several others luxury and prestige brands launched in the 19th and early 20th centuries, Louis Vuitton started out by providing luxury products exclusively for very wealthy people of the society. Even though times have changed and the market for this kind of products has increased enormously Louis Vuitton still targets the consumers on the top-end of the wealth spectrum.

For its marketing strategy, Louis Vuitton uses the 4Ps strategy to operate the business. For product, Nagasawa (2008) described that Louis Vuitton is known for its "adequate product quality", it referred to having "fitness for use" and "conformance to requirement" which means that the handbags are very easy to carry. Louis Vuitton has made a handbag that has a unique quality that makes customers choose between Louis Vuitton and nothing when shopping for handbags. The second is price, Louis Vuitton chooses to price itself in terms of value rather than price, which is why they choose to mark its products at a very high level. Its

high price make consumers feel that they are part of an exclusive society when they carry a Louis Vuitton bag. The third one is place, Louis Vuitton is always located in upscale or premium malls, their decision to limit its distribution channel is done in order to make consumers feel that Louis Vuitton is so valuable as its stores are few in number. Lastly, the promotion plans of Louis Vuitton advertisements mainly consist of celebrities. This is done in order to target the affective component of consumers' attitudes by allowing them to feel a certain emotional connection. It gives consumers a social reference group that they are part of a group of celebrities.

Louis Vuitton brand had been number one of the ten most powerful brands list published by Brown (2010) for six years in sequence (2006-2012). In 2012, the valuation was USD 25.9 billion and the valuation of 2013 was USD 28.4 billion with a sale of USD 9.4 billion. The brand itself is estimated to be worth over UDS \$19 billion. Moreover, it was two times the value of the second ranking brand. Louis Vuitton had operated in 50 countries with more than 460 shops and generates more than €7-billion (\$9.5-billion U.S.) in annual sales. (<https://www.pinterest.com/miaprada/louis-vuitton/>, accessed on 09/04/2015)

Figure 1.1: Louis Vuitton products.



Source: <http://www.yoogiscloset.com/louis-vuitton-informative-guide>, accessed on

10/04/2015

Louis Vuitton began manufacturing trunks in Paris in 1854, and the company started to become one of the world's most famous makers of luxury goods. The company is now specially known for its designed logo, a beige-on-chestnut monogram of an intertwined "LV." Vuitton's high-quality travelling trunks were such a hit in the 1850s that he had to expand his factory within a few years, relocating to Asnières in 1860. Up to now, Louis Vuitton has many kinds of products such as handbags, wallets, watches, cosmetic, and jewelry. Louis Vuitton's all time most successful bag is Neverfull, it come in three sizes which are Petit Modele, Medium Modele and Grande Modele. It is made in classic monogram canvas, Damier, Epi leather.

Figure 1.2 Louis Vuitton most successful product (Damier Neverfull).



Source: http://www.lvdup.com/788_LV-Damier-Neverfull-MM.html, accessed on 10/04/2015

Figure 1.3 Famous Prints of Louis Vuitton.



Source: <http://www.yoogiscloset.com/louis-vuitton-informative-guide>, access on 11/04/15

Damier Ebene Canvas

Damier Azur

Monogram Multicolore

Monogram Canvas

Figure 1.4: Store by Geographic Region



Source: http://www.lvmh.com/uploads/assets/Com-fi/Documents/en/Reports/LVMH_Financial_documents_2014.pdf, accessed on 11/04/2015

Based on Figure 1.4, shows the number of Louis Vuitton shops in different regions of the world. The highest number lies in Europe with 995 shops, followed by Asia and the United States with 870 and 708 shops respectively. France and Japan host the similar number of shops with 467 and 412 while other markets altogether have 256 shops.

Figure 1.5: Revenue by Geographic Region of Delivery

(percentage)	2014	2013 ⁽¹⁾	2012 ⁽¹⁾
France	10	11	11
Europe (excluding France)	19	19	19
United States	24	23	23
Japan	7	7	9
Asia (excluding Japan)	29	30	28
Other markets	11	10	10
Total	100	100	100

Source: http://www.lvmh.com/uploads/assets/Com-fi/Documents/en/Reports/LVMH_Financial_documents_2014.pdf , accessed on 11/04/2015

Considering geographic regions of delivery, there was a slight increase in the relative contributions to Group revenue by the United States and Other markets, for only 1% in 2014, while the contributions of France and Asia (excluding Japan) have a 1% decrease, to 10% and 29% respectively; Europe (excluding France) and Japan remained the same at 19% and 7% throughout the given years.

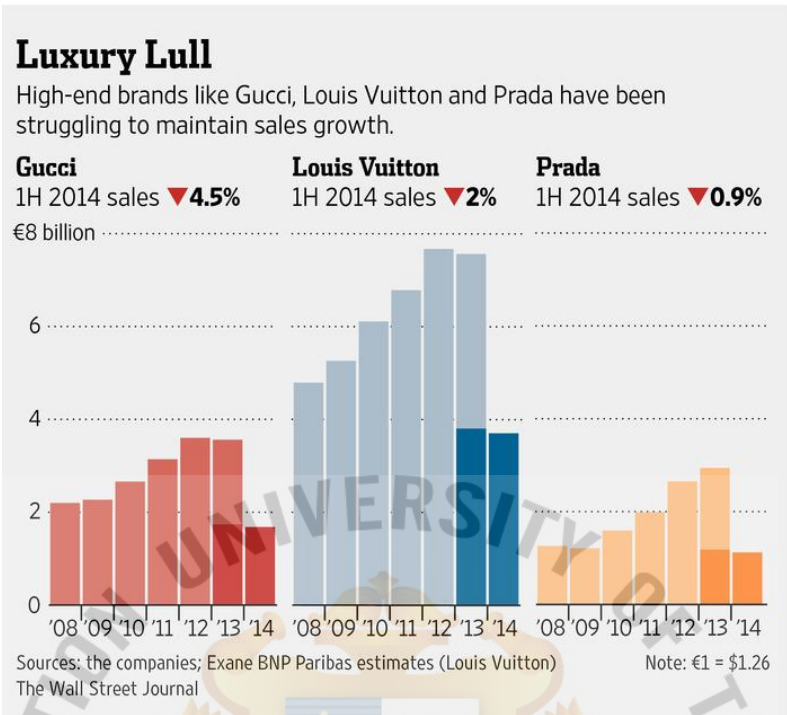
Figure 1.6: Revenue by Business Group

(EUR millions)	2014	2013 ⁽¹⁾	2012 ⁽¹⁾
Wines and Spirits	3,973	4,173	4,122
Fashion and Leather Goods	10,828	9,883	9,926
Perfumes and Cosmetics	3,916	3,717	3,613
Watches and Jewelry	2,782	2,697	2,750
Selective Retailing	9,534	8,903	7,843
Other activities and eliminations	(395)	(357)	(284)
Total	30,638	29,016	27,970

Source: http://www.lvmh.com/uploads/assets/Com-fi/Documents/en/Reports/LVMH_Financial_documents_2014.pdf, accessed on 11/04/2015

Based on Figure 1.6, it gives the information about the revenue of each category in three different years: 2012, 2013, and 2014. Overall, the total revenue of Louis Vuitton shared an upward trend starting off at 27,970 to 29,016 and 30,638 in consecutive years. The most striking feature of the table is the revenue from fashion and leather goods that reached the peak in each specified year. Also, noteworthy is the sudden increase in the amount of revenue in the selective retailing category. It increased by 1,000 EUR millions each year.

Figure 1.7: Sale growth of Gucci, Louis Vuitton and Prada



Source: <http://www.wsj.com/articles/guccis-luster-fades-in-tough-luxury-climate-1415919209> , accessed on 11/04/2015

Based on Figure 1.7, it shows the sale growth of three different brands: Gucci, Louis Vuitton and Prada from 2008 to 2014. It can clearly be seen that Louis Vuitton had the highest sales among the three brands. In 2012, there was a rapid rise to its peak at almost 8 million EUR and it sharply declined in 2013 and slightly down in 2014. Gucci and Prada had similar sales growth which did not reach 4 million EUR in the early years and it plunged to less than 2 million Euro in 2013 and 2014. Louis Vuitton also had the same trend. Despite the fact that Louis Vuitton sales growth fell the latest year, it is still considered to be in a good position if compared to other brands.

Thus, Louis Vuitton is appealing for the researcher to study and analyze its customer repurchase intention towards luxury brand in Bangkok, Thailand. The researcher constructed a research model to test the relationship among attitude toward behavior, functional value perception; uniqueness and price-quality, personal value perception; hedonism and materialism, emotional, social influence, subjective norms and repurchase intention.

1.1.2 Luxury Market in Thailand.

In the recent years, Thailand has been interesting for capturing the opportunities to raise the luxury industry level among tourist shoppers and growing local middle class. It is found that Bangkok visitors contribute 14.4 million dollars annually, which ranks 4th globally in visitor spending as a survey of MasterCard. It obvious that there is an increasing number of wealthy consumers in Thailand. It is expected for Thai millionaire to shoot up by 35 percent from 2010. There is a huge potential for Thailand to become a final shopping destination which offers a large volume of arrival visitors and consumption intention. Back in 2012, there were 15 million tourists in the Asia-Pacific region entering Thailand and it was expected to slightly grow to 18 million in 2013. Especially, 53% of Asian tourists indicate that they undertake a foreign travel trip with shopping as the main purpose of visiting. Top five shoppers in Thailand are from Hong Kong, Singapore, Australia, India and Russia. Luxury brands are a natural option for tourists who are wealthy and seeking to complete their trip. These visitors tend to come over at large malls. In general, the aspiration for luxury labels is growing as brands continue to establish a connection with Thai consumers. There have been recent media communications that contain in Asia. Almost 30% of the revenue was from shopping expenditure, which was the largest contribution to the total tourism revenue in 2011. The accommodations rank second in the dollar value spend. Leading retail business operators such as The mall Group and Central Group opened new shopping malls positioned in the high end market which are The Emquartier and Central Embassy. This is one of the greatest keys to boost sales amongst local consumer and tourists.

([http://www.ipsos.com/sites/ipsos.com/files/ASEAN%20Pulse%20Feature%20Report%20-%20Thailand%20Luxury%20\(Issue%202\).pdf](http://www.ipsos.com/sites/ipsos.com/files/ASEAN%20Pulse%20Feature%20Report%20-%20Thailand%20Luxury%20(Issue%202).pdf), accessed on 12/04/2015)

1.2 Research Objectives

The purpose of this research is to discuss factors affecting repurchase intention of Louis Vuitton in Bangkok, Thailand. The researcher will emphasize repurchase intention and its related factors; such as attitude towards behavior, functional value perception in terms of uniqueness and price-quality perception, personal value perception in term of hedonism and materialism, social influence, emotional value and subjective in this research. The objectives of this research are as follows:

1. To examine a relationship between attitude toward behavior and repurchase intention
2. To explore a relationship between functional value perception in terms of uniqueness and price-quality perception and customer repurchase intention
3. To analyze a relationship between personal value perceptions in terms of hedonic value and materialism and customer repurchase intention.
4. To investigate a relationship between social influence and repurchase intention
5. To analyzed a relationship between emotional value and repurchase intention
6. To study a relationship between subjective norms and repurchase intention

1.3 Statement of the Problem

There are many upcoming luxury brands that are soon to open a flagship in Thailand due to its high potential and increase in luxury brand consumption. Thai consumers are influenced by the commercialization, globalization, and many changes in value, and culture. The marketer should be able to examine what motivates Thai consumers to purchase luxury brands. This is for designing the most effective strategies to use in penetrating the market and maintains the loyalty of customers.

Based on the investigation relevance of luxury brand, the proposition of this research is to develop and test a model of better understanding about the basic factors that affect customer repurchase intention in Bangkok, Thailand. In this research, the researcher studied, examined and evaluated the relationship among attitude toward behavior, functional value perception; uniqueness and price-quality perception, personal value perception; hedonic and materialism, social influence, emotional value, and subjective norms towards the Louis Vuitton brand. In addition the researcher aimed to study about the relationship between attitude toward behavior, functional value perception; uniqueness and price-quality perception, personal value perception; hedonic and materialism, social influence, emotional value, and subjective norms with customer repurchase intention. In order to understand factors influencing customer repurchase intention towards Louis Vuitton brand. The researcher created questionnaires for this study as follows;

1. Is there a significant relationship between attitude toward behavior and customer repurchase intention toward Louis Vuitton brand?
2. Is there a significant relationship between functional value perception in term of uniqueness and price-quality perception and customer repurchase intention toward Louis Vuitton brand?
3. Is there a significant relationship between personal value perceptions in term of hedonic and materialism and customer repurchase intention toward Louis Vuitton brand?
4. Is there a significant relationship between social influence and customer repurchase intention toward Louis Vuitton brand?
5. Is there a significant relationship between emotional value and customer repurchase intention toward Louis Vuitton brand?
6. Is there a significant relationship between subjective norms and customer repurchase intention toward Louis Vuitton brand?

1.4 Scope of the Research

According to the research objectives, this research mainly emphasizes the factors affecting customer repurchase intention of Louis Vuitton in Bangkok, Thailand. In this study, the researchers primarily concentrated on several major factors that can affect the customer repurchase intention. Then, the researcher self-developed conceptual framework comprised two types of variables which are both independent and dependent. In this conceptual framework, the independent variables are attitude toward behavior, functional value perception; uniqueness and price-quality perception, personal value perception; hedonic and materialism, social influence, emotional value, and subjective norms and the dependent variable is customer repurchase intention.

To investigate the customer repurchase intention towards the Louis Vuitton brand, the respondents used for this study are both male and female who have purchased a Louis Vuitton item. The researcher collected 420 questionnaires from three shopping malls: The Emporium, Siam Paragon and Central embassy located at Bangkok, Thailand.

The questionnaires applied as a research instrument in this study were adapted from several previous studies. They have three main parts. The first part is screening questions for people who have purchased a Louis Vuitton item, the second part is five-point Likert scale

questions for each variables and the third part is demographic factors of respondents. Total of (45) questions are included in the questionnaire part of this study.

1.5 Limitations of the Study

Like any research effort, it should be noted that there are many limitations presented in the recent study. First of all, the study investigates some factors that influenced the customer repurchase intention towards Louis Vuitton Brand in Bangkok, Thailand. The researcher applied non-probability quota sampling and conveniently selected three shopping malls in Bangkok. Therefore, the three selected locations are unable to cover the whole region and represent all customers who have purchased Louis Vuitton brand in any formulas for any income, age, level of education and occupation. Furthermore, as this study concentrate on three specific areas where Louis Vuitton shops are located, it cannot cover all other Louis Vuitton shops in Bangkok. Thus, the determination of the data might not be able to demonstrate the entire population of Louis Vuitton users in Bangkok and its customer repurchase intention; this study cannot be generalized to other luxury brands in Thailand. Therefore, the result from this study may or may not change if more data are collected from different places and utilized in this research.

Secondly, the study focuses on limited variables are attitude towards behavior, functional value perception; uniqueness and price-quality perception, personal value perception; hedonic and materialism, social influence, emotional value, and subjective norms. To examine the influence of customer repurchase intention. Thus, the variables that the researcher did not apply in this study may also affect customer repurchase intention of the Louis Vuitton brand. As the study concentrates on overall the Louis Vuitton brand, the result may not be highly accurate for a specific design of the Louis Vuitton brand. Lastly, due to the limitation of time and budget, the research findings represent only the primary data collection period which is January and February 2015. Therefore, this time limit does not apply to any other period.

1.6 Significance of the Study

Although, this research has some limitations, the researcher believes that the findings from this study will offer contribution to luxury retailers, marketers, investors and some manufactures. The results of this study will explain the relationship among all the variables namely attitude toward behavior, functional value perception; uniqueness and price-quality perception, personal value perception; hedonic and materialism, social influence, emotional value, and subjective norms and customer repurchase intention towards Louis Vuitton brand in Bangkok, Thailand. Thus, the results will benefit marketers to understand the effects of attitude toward behavior, functional value perception; uniqueness and price-quality perception, personal value perception; hedonic and materialism, social influence, emotional value, and subjective norms toward customer repurchase intention. Therefore, marketers can evaluate their high yield strategies and develop an effective customer repurchase intention.

Furthermore, this research aimed to test and evaluate the role of attitude towards behavior, functional value perception; uniqueness and price-quality perception, personal value perception; hedonic and materialism, social influence, emotional value, and subjective norms on customer repurchase intention toward Louis Vuitton user. Consequently, this research can help Louis Vuitton Company, to relearn that profit indeed matters and the current market situation in Thailand. This study can improve the knowledge on luxury brand industry and also on how to achieve customer repurchase intention. Besides, the result from this study may provide valuable information to domestic brand shopkeepers, dealers, retailers, and investors* start-up firms who pay intention to choose repurchase traits. This study may not explain the full picture of customer repurchase intention, but the set objectives can provide some useful information for better understanding of the subject matter.

1.7 Definition of Terms

Luxury goods: Wiedmann *et al.*, (2009) described products which are not necessary but which tend to make life more pleasant for the consumer. In contrast with necessity goods, luxury goods are typically more costly and are often bought by individuals that have a higher disposable income or greater accumulated wealth than the average

Repurchase Intention: George (2004) defined repurchase intention as the individual's judgment about buying again with the same company. For example, once he/she has purchased the product and is satisfied with it and he/she are plans to buy it again.

Attitude toward behavior: Shim *et al.* (1989) defined attitude toward the behavior as a function of salient beliefs that performing the behavior has certain attributes and the evaluation of those beliefs

Functional value perception; uniqueness perception: Ruvio *et al.* (2008) and Tian *et al.* (2001) indicated that consumers acquire and display material possessions for the purpose of feeling differentiated from others or it is used informally to mean very remarkable or unusual in the style. Therefore, Verhallen and Robben (1994) defined that the more unique a brand is perceived as and the more expansive it is compared to

Functional value perception; price-quality perception: Beverland (2005) defined price and quality go hand in hand as luxury brands have inherent characteristics of high price and excellent quality. Therefore, it is better to posit that measuring price – quality perceptions simultaneously as a single dimension because customers use price to judge quality more in expensive products.

Personal value perception; hedonism value: Hirschman and Holbrook (1982) defined hedonic consumption as the “consumer behavior that relates to the multi-sensory, fantasy and emotive aspects of product use.” For example, hedonic goods are bought so that the consumer may gain pleasure and enjoyment from the good

Personal value perception; materialism value: O’Cass and McEwen (2004) indicated that it is observed that materialistic individuals rely heavily on external cues, preferring those possessions that are displayed in public places such as desire for greatest goods or luxury products, comfort, and the highest value in life.

Social influence: Holbrook (1986) defined social influence as person’s perception of the social pressures placed on him/her to perform or not perform the behavior.

Emotional value: Holbrook (1986) defined emotional value as the benefit derived from the feeling or affective states (i.e. enjoyment or pleasure) that a product generates

Subjective norms: Holbrook (1986) defined the subjective norm as a function of normative belief reflecting the consumer’s perception of what a specific referent thinks about whether she should or should not purchase the product and her motivation to comply with the referent.

CHAPTER 2

REVIEW OF RELATED LITERATURE

In this chapter, the researcher will clarify the concept and theories that are related to this research. This chapter includes three main parts. First, the researcher explains the definition of each variable which are attitude towards behavior, functional value perception in terms of uniqueness value and price quality, personal value perception in terms of hedonism and materialism, social influence, emotional value, subjective norms and repurchase intention. In the second part, the researcher describes the relationship between independent variables and dependent variable in conceptual framework. In the last part, the researcher mentions the related previous empirical studies.

2.1 Theory

2.1.1 Repurchase Intention

Repurchase intention is similar to purchase intention except the element of experience. Therefore, repurchase intention refers to the likelihood of using a service provider again in the future (Fornell, 1992). Jackson (1985) viewed repurchase intention as a "consumer behavioral intention" that measures the tendency to continue, decrease, or increase the amount of service from a recent supplier. The measures of repurchase intention are usually obtained from surveys of current customers assessing their tendency to purchase the same product, same brand, or service from the same company. In other word, repurchase intention is defined as the probability and possibility of the customer to purchase the product again (Lutz *et al.*, 1983). Additionally, Hellier *et al.* (2003) explored that repurchase is the repeated process of buying a product and service from one specific store. Customers buy similar products repeatedly from similar sellers and most purchase represent a series of event rather than a single isolated event. While purchase is the actual action, repurchase intention is defined as the customer's decision to engage in future's activities with a retailer or supplier. According to Zeithaml *et al.* (1996) stated that two forms of repurchase are identified: the intention to re-buy and intention to engage in positive words of mouth and recommendation.

2.1.2 Attitude toward Behavior

Allport (1935) stated that attitude toward behavior has been long acknowledged as the most important construct in social psychology. Attitude towards behavior has also been found to be the most significant factor influencing repurchase intention. In addition to that, a review by Trafimow and Finlay (1996) analyzed that attitude towards behavior was the best predictor of repurchase intention in 29 out of 30 studies.

Attitude towards behavior has been defined as an individual's internal evaluation of an object such as branded product. According to Hoyer (1997) and MacInnis (2001) defined attitude as relative global and enduring evaluation of an object, issue, person, or action. Osgood, Suci, & Tannenbaum, (1957) explored that attitude towards the behavior is a person's feeling of favorableness or unfavorableness toward that behavior. The more favorable a person's attitude is towards a behavior, the more he should not intend perform that behavior. The more unfavorable his attitude is, the more he should intend not to perform the behavior. Andersen (1972) defined that an attitude is often viewed in terms of an evaluative function-identifying something as good or bad, desirable or undesirable. Furthermore, as mentioned earlier in the definition, it can be summarized from Allport (1954), Krech & Crutchfield (1948) and Petter & Cacioppo (1981) that their definitions state or imply that attitude towards behavior are related to an objective, are part of the general way the individual experienced and react to his world and imply thought and feeling.

2.1.3 Functional Value Perception in term of Uniqueness Value.

A general definition of uniqueness refers to consumers acquiring and displaying material possessions for the purpose of the feeling of being differentiated from others or it is used informally to mean very remarkable or unusual in the style Tian *et al.* (2001). Therefore, Fromkin (1967) and Synder (1977) proposed that an individual has an innate need to strongly differentiate him/her from other people. When the need is aroused, people with high need of uniqueness will be consistently motivated to seek ways to regain their sense-of-self by distinguishing themselves in some way. The motivation for differentiation will vary across social situations as well as individuals. For example, when a woman is going to a party or some celebrations, she will strive to find and wear a dress that will not be worn by other guests at the same party (Jacoby and Kaplan, 1972). A consumer's need for uniqueness as the

trait of pursuing differences relate to others through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's self image and social image (Tian *et al.*, 2001). Customers' goods used for satisfying counter conformity measures refer to product categories, brands, and versions or styles. Also, Wiedmann *et al.* (2009) defined that consumers expect a luxury product to be usable, of good quality and unique enough to satisfy others.

Snyder (1992) suggested that differentiation through material expression is socially accepted way in which consumers can satisfy their need for uniqueness. Lynn and Harris (1997) explored that the consumer's need for uniqueness will influence their consumption behavior through counter conformity motivation or through a desire for unique consumer products.

2.1.4 Functional Value Perception in terms of Price-Quality Perception

Beverland (2005) conceptualized the price and quality perception may go hand in hand as a luxury which depends on the customer perception based on different brands which have characteristics of high price and excellent quality. Therefore, it is better to posit that measuring price – quality perceptions simultaneously as a single dimension because customers use price to judge quality more in expensive products. Various studies have concluded that consumer will use price as a surrogate indicator of quality. It seems like that before such a price-quality inference can be made, the consumers will have to believe that there was, indeed, a correlation between the prices of brand in a product category and their quality.

Peterson and William (1985) suggested that the variation in price-quality belief results from the differing consumption experiences of customers. By abstracting information over many consumption experiences, consumers develop the knowledge about the relationship between price and quality for different product categories. Lichtentein and Burton (1989) found that price-quality beliefs are generally stronger for durable goods than for nondurable goods. According to Leavitt (1954), price reliance is more likely for product categories that are expensive and purchased infrequently. Lambert (1972) and Pechmann *et al.* (1992) conceptualized price reliance is more likely used when it is difficult to judge the quality because of the unclear information. Rao and Monre (1988) argued that customers who lack of

the ability to judge quality are more likely to rely on price as an indicator of quality than customers with greater ability.

2.1.5 Personal Value Perception in term of Hedonism Value

Greenwald and Banaji (1995) and Voss *et al.* (2003) proposed that hedonism is defined as the introspectively unidentified traces of past experience that mediate favorable feeling, thought, or action towards products for which a consumer derives value based on the sensation elicited rather than the actual function. Nowadays, it seems that consumers should only purchase and consume that which is necessary, but today's society is wrought with instances of seemingly irrational consumption (Ger and Belk 1996; Richins 1995; Richins and Dawson 1992). Also, it is observed that an increasing number of consumers are purchasing luxury brands to drive self-directed hedonic experience and symbolic benefit (Wong and Ahuvia, 1998). Many researchers such as Tsai (2005) and Wiedmann *et al.* (2009) argued that consumption directed towards the self has been understudied and requires further attention. Personal motive oriented consumers are concerned with being able to identify their internal self with the product, gain an enjoyable experience from the product and match their individual taste to the product's image (Wong and Ahuvia 1998). According to Tsai (2005) these consumers seek to gain self-directed pleasure from consumption by focusing on the achievement of hedonistic gratification and self-awareness rather than pleasing others' expectations. Hedonistic value primarily gratifies the expression of the internal, private self which reflects the expressive aspect of impression management.

Wiedmann *et al.* (2009) defined consumers focusing on hedonism may consider the value aspects of self-directed pleasure and life enrichment to be the most important perception. Wong and Ahuvia (1998) proposed that people with an independent self-construal emphasize the importance of the internal self and also hedonistic experience as a motivation for luxury consumption.

2.1.6 Personal Value Perception in term of Materialism

Materialism is the way of life characterized by the pursuit of wealth and possessions. Several studies have documented that a materialistic lifestyle is associated with diminished

subjective well-being (Hudders and Pandelare, 2011). In spite of this, most people continue to pursue materialistic goals rather than goals that are more beneficial for their well-being. According to Ahuvia and Wong (1997) materialistic people consider possession of goods as a path to personal happiness, which is not surprising considering that feeling of insecurity, stress, and low levels of self-esteem that seem to underline a materialistic value orientation. Materialistic consumers are not as happy as low materialistic consumer (Burroughs and Rindfleisch, 2002). Materialistic people typically invest less resource in activities that are related to an intrinsic goal pursuit, such as self-actualization or participation in the social community, which has been shown to be more beneficial to one's subjective well-being than the pursuit of extrinsic goals (Csikzentmihalyi 1990)

Browne and Kaldenberg (1997) stated that materialism can be thought of as a cluster of traits, attitudes, and values that focus on possessions. Rassuli and Hollander (1986) defined materialism as an interest in getting and spending. Belk (1985) defined it as materialism as a trait and defined it as the importance a consumer attaches to worldly possessions. Highly materialistic people are said to exert more effort into activities involving products and brands. Materialistic people tend to value items that are consumed publicly, and the most important attributes of a product - besides utility - are appearance, financial worth and ability to communicate status, success, and prestige.

2.1.7 Social influence

Social influence is defined as a change in belief, attitude or behavior of a person, the recipient of the influence, which result from the action, or presence, of another person or group of person, the influencing agents (Raven, 2001). More specifically, social influence may active attempt to change another individual's behavior, attitude, or perception; all three terms are used interchangeably regardless of whether the influence attempt represents an intentional or unintentional act (Leenders, 2000).

Individuals do not make decisions based solely on the objective characteristics of the phenomena. Their past experiences, personal attributes, as well as the opinions, information, and behaviors of salient also affect individuals' decisions, especially in ambiguous situations (Rice, 1993; Rice & Aydin, 1991). When individuals' opinions differ from others in a group, these individuals often change their opinions to agree with the group or attempt to influence

others to match their opinion (Festinger, 1950). Individuals strive to make accurate decisions but also attempt to develop and preserve meaningful social relationships (Wood, 2000). Therefore, they allow themselves to be influenced not only in order to reduce uncertainty, maintain confidence, and validate private beliefs (informational social influence), but also to avoid social rejection, maintain solidarity, and become accepted as part of the group, known as normative social influence (Deutsch & Gerard, 1955). Individuals appear to rely on other people in their social network for assistance when making major decisions (Kilduff, 1990).

2.1.8 Emotional value

Emotion has played a very important role in human life no matter when, where, or what. Also, it plays a role in the relationship between service provider and customers. The feeling takes on economic value or monetary worth when they influence a customer's decision to return or never return to purchase a product.

Holbrook (1985) defined emotional value as the benefit derived from the feeling or affective states that a product generates. Russell (1979) stated that the affection of consumers or consumption is affected as the emotional reaction of consumers is induced from using the product, from the process of experiencing the consumption, or after experiencing the consumption. Plutchik (1980) indicated that emotion has various different feelings such as love, hate, fear, enjoyment, ennui, satisfaction, anger, disgust, sadness, disappointment, fascination, and proud. Moreover, when a user has positive emotions (happy, excited, or satisfied), they tend to pass on the information to other group members affecting their repurchase intentions (Dobele, Toleman, & Beverland, 2005). Emotion include different feelings such as love, dislike, fright, content, annoyance, worry, pleasure, agony, disgust, sadness, disappointment, excitement, and proud Plutchik (1980). Additionally, customers tend to pass on the information to their friends and affecting their repurchase intention once they have positive emotions such as exited, satisfied and happy. (Dobele, Lindgreen, & Beverland, 2007)

For example, Nike conducts many events such as discussing about a product, games, sport or getting customers' feedback which grabs the attention of not only the loyal Nike customers but also potential customers. It is Nike's strategy to develop an emotional connection with their customers. Furthermore, marketers use celebrities to endorse their

brand which in turn helps build an emotional connection between the brands and the customers. According to Russell (1979) the affection of consumer affect as the emotional reaction of consumers is induced from using the product, from the process of experiencing the consumption, or after experiencing the consumption.

2.1.9 Subjective Norms

Armitage and Conner (1999) stated that a subjective norms is an individual's perception of the opinions of significant others toward the adoption of the behavior. In other word, Ajzen (1987) stated that a subjective norm is the perceived social pressure to perform or not perform a given behavior. If a person believes that his/her family members and close friends are important referents in most cases, it is expected he/she will perform a certain behavior. Then, the person perceives social pressure to behave in that way. In contrast, if one believes that his/her referents expect him/her not to engage in a certain behavior, he/she should perform the behavior will perceive social pressure to do so. (Ajzen, 1985). Subjective norm is usually defined more precisely, as an individual's perception or opinion about what others believe an individual should do (Finlay, Trafimow, & Moroi, 1999)

Also, Ajzen (1991) described that social pressure groups do have an impact on a decision making process. Social pressure groups usually consist of family members and friends. It can be argued that when performing a certain behavior, the more the individual perceives how other social pressure groups think she/he should perform, the more he/she is likely to perform what they think he/she should. Hence, it is important to understand how subjective norms play a significant role in repurchase intention.

2.2 RELATED LITERATURE REVIEW

2.2.1 Related Literature Review of Attitude toward Behavior and Repurchase Intention

Jin *et al.* (2013) studied about consumers' repurchase intention towards foreign brand goods. Based on the result of this study, attitude toward behavior showed a positive effect and was found to be the most important factor to determine repurchase intention. Also, the researcher recommended that to build a positive attitude towards behavior on foreign brand goods, a company should focus on promotions through various media to establish a positive attitude towards behavior among the consumer. Likewise, the study carried out by Li *et al.* (2013), the Chinese consumers' repurchasing towards luxury brands and the researchers found that the attitude towards behavior positively affects repurchase intention. In addition, Steenkamp (1990) also studied about the repurchase intention towards remanufactured products and the result of this study indicates that repurchase intention is directed affected by attitude towards behavior. Also, an empirical research, conducted by Ko (2011) on predictors of repurchase intention towards green apparel products and the result showed the path between attitude toward behavior and repurchase intention was found to be significant. What's more, Kim *et al.* (2011) studied consumers repurchase intention for organic personal care product. The result revealed that attitude toward behavior has a significant impact on repurchase intention for organic personal care products.

2.2.2 Related Literature Review of Functional Value Perception in term of Uniqueness Value and Repurchase Intention

Frank *et al.* (2013) studied about how the successful factor driving repurchase intent differ between male and female customers and the result revealed that uniqueness affects repurchase intention directly. Moreover, Mahardika (2014) analyzed the influence of brand image and promotional mix toward user's repurchase intention of telecommunication provider (a case study of Smartfren user in university of Brawijaya, Indonesia) and the researcher found that uniqueness has moderate effects on repurchase intention. Thus, the researcher suggested that in order to maintain the repurchase intention of smartfren users, brand image and promotional mix should be improved. Especially in smartfren's uniqueness because if they maintain their uniqueness, the customer will be difficult to switch to other brands and the smartfren products will be favorable. Ching (2013) examined the consumers'

attitude toward intention to repurchase androgynous fashion: A focus on the female consumer in Hong Kong. The result was the researcher found that uniqueness has significantly positive relationship with repurchase intention. Ross *et al.* (2010) investigated the impact of need for uniqueness, loyalty, proneness, and identification on the likelihood of brand extension repurchases. The researcher found that uniqueness has an impact on repurchase intention.

2.2.3 Related Literature Review of Functional Value Perception in terms of Price-Quality Perception and Repurchase intention

Tsai (2011) studied about the influence of perceived value on consumer repurchase intention: the moderating effect of advertising endorser. The result revealed that perceived value (price and quality) influences repurchase intention. Lu and Chu (2007) studied about the factor influencing online music repurchase intention in Taiwan and the result revealed that there is a negative significant relationship between perceived price-quality and repurchase intention. Kittilertpaisan and Chanchitpreecha (2012) studied about consumer perception on repurchase intention towards Koa Hang: an exploratory survey in Sakon Nakhon province and the result revealed that perceived quality had an influence on consumers' repurchase intention because they believed that high quality product assures security of Koa Hang consumed, thus built a trust relationship to Koa Hang (Koa Hang is one distinctive kind of rice originated from Sakon Nakorn province, Thailand). Meanwhile, perceived price is in middle level which means that the price of Koa Hang is still not interesting to consumers' decision making. Additionally, Shukla (2012) studied about the influence of value perceptions in developed and emerging markets. The result was, price-quality perceptions are strongly reflected consumer's repurchase intention in both markets.

2.2.4 Related Literature Review of Personal Value Perception in terms of Hedonism Value and Repurchase Intention

Sari and Kusuma (2014) investigated Does luxury brand perception matters in repurchase intention: A comparison between a Japanese brand and a German brand. As the result, the researcher found that luxury brand perception (hedonic) has a statistically significant and positive impact on customer repurchase intention. In addition, Lai *et al.* (2010) studied about exploring online repeat purchase intention: the role of habit. The

researcher found that hedonic is a stronger predictor of repeat purchase intention than utilitarian value. The researchers suggested that online sellers should pay more attention to the hedonic value to build consumers' satisfaction, such as sensory stimulation, stress relief, role playing, bargain seeking, keeping up with new trends, and social interaction. Effectively delivering such benefits to buyers can also increase the habit formation. To attract buyers who are motivated by different hedonic reasons, online sellers need to focus on the experiential aspect of the website, positioning the shopping experience as an adventure or a chance to release stress or alleviate a negative mood.

Moreover, Shin *et al.* (2010) studied about the factors influencing internet shopping value and customer repurchase intention and the result revealed that hedonism is positively associated with consumers' intention to repurchase. Likewise, Sagala and sumiyana (2014) studied about the intersection of hedonic and utilitarian values in the successful model of information system: a study on social media. The researcher found that the hedonic has a significant negative effect on the repurchase intention. Oranmeat (2014) studied about the influential factor on repurchase intention of medical travel: the moderating roles of Locus of control and brand image and the result showed that hedonic value has a significant effect among travel satisfaction and repurchase intention.

2.2.5 Related Literature Review of Personal Value Perception in terms of Materialism Value and Repurchase Intention

Vazifehdust and Reihani (2013) sought to explore young consumer's repurchase intention towards foreign luxury goods and the researcher found that there is a positive and effective relationship between materialism and repurchase intention of young consumer. Moreover, Tovikkai and Jirawattananukool (2010) carried out a study of an exploratory study on young Thai female consumers' behavior toward repurchase luxury fashion brands. The result of this study showed that materialism has a moderate relationship with repurchase intention. Also, the result indicated that Thai female students buy the products which symbolize them. Therefore, marketing communication should contemplate on advertising brand symbols of wealth and high class. This marketing strategy will raise social pressure, material interest and vanity in luxury fashion product purchasers who pursue these symbols. Park *et al.* (2008) studied about repurchasing global luxury brands among young Korean consumers and the result revealed that materialism has a positive effect on young Korean

consumer's repurchase intention. Besides, Ahman (2013) studied about the antecedents of repurchase intention for foreign apparel products among Pakistani University students. Then, the results revealed that materialism shows a strong association with repurchase intention. Also, the researcher indicated that Pakistani university students demonstrated serious materialism attitude for international apparel brand and their decision was more affected by material of the product.

2.2.6 Related Literature Review of Social Influence and Repurchase Intention

Wen *et al.* (2012) studied about the factors affecting repurchase intention of a smartphone: a study of young adult in university Tunku Abdul Rahman, Perak Campus, Malaysia. The researcher indicated that social influence has significant influences on young adults' repurchase intention. Furthermore, Alam *et al.* (2013) carried out a study of factors affecting the consumer choice of smartphone among the youth adults in urban area of Kuching, Sarawak, Malaysia. The researcher found that social influences significantly affect consumer's repurchase intention. Likewise, Rehman (2013) investigated green repurchase intention in emerging market: An empirical analysis on Pakistan and the result revealed that there is a significant positive relationship between social influences and repurchase intention. Beside, Zamri (2013) studied about the effect of attitude, social influence and perceived behavioral control on intention to repurchase online shopping apparels in Malaysia: case study on Zalora. The researcher found social influence affects consumers' by repurchasing intention online.

2.2.7 Related Literature Review of Emotional Value and Repurchase Intention

Latter and Marchegiani (2010) carried out a study in order to determine consumers' need for uniqueness: evaluate of the ready to wear line of luxury brand. The researcher found that emotional value has a significant impact on purchase intention. Bigdeli *et al.* (2014) studied about the influence of atmospheric elements on emotion, perceived value and behavioral intention and the result revealed that there is a significant relationship between emotional and repurchase intention. Additionally, Chien *et al.* (2010) analyzed the influence of consumer's emotional response and social norm on repurchase intention: a case of cigarette repurchase in Taiwan and the result revealed that emotional reaction is positively

correlated to repurchase intention but different degrees of emotional reactions could generate different degree of repurchase intention. The higher the emotional reaction is, the more positive the repurchase intention will be. What's more, Gunawan (2014) studied about the influence of store atmosphere on emotional responses and repurchase intentions. The result revealed that emotional value is positively effect on repurchase intention. The researcher suggested that when the store layout is different from other stores, well-arranged, and artistically organized, the store atmosphere can influence positive customer emotions. Customer with positive emotion will give a positive evaluation to the store atmosphere. Customers will satisfied and have the intention to return to the store and make a purchase of the products at the store.

2.2.8 Related Literature Review of Subjective Norms and Repurchase Intention

Wangwiboolkij (2012) carried out a study to find out the factor influencing repurchase intention of Thai female customers toward Korean cosmetics in Bangkok. The researcher found that subjective norms have a direct relationship with repurchase intention and customer tends to repurchase a product if the products are in big demand and impress others. The researcher also suggested that customers have favorable attitudes and high repurchase intention, if they perceive a positive influence from others. Since the majority of female customers are students and employees at 35 years old or less, Etude House should conduct its marketing activities around universities, office areas, and shopping centers. Furthermore, Chung (2011) investigated consumer repurchase intention for organic personal care product. The result revealed that consumers often feel pressured to act in a certain way that is determined by significant others such as peers. This pressure has been found in studies related to skin care activities, thus strengthening the connection between subjective norms and repurchase intention. Moreover, Maneechot and Chirapanda (2013) carried out a study of factor affecting behavioral intention to repurchase low-cost airline E-ticket in Thailand and the result showed that subjective norms have a positive effect behavioral intention to repurchase low-cost airline e-ticket. Likewise, Wang (2014) sought to explore consumers' characteristics and social influence factors on green repurchasing intention. The researcher found that subjective norms, environmental visibility are expected to affect green purchasing intentions because the value of an activity increases as the number of people involved rises. Although, the researchers have suggested that visibility is critical because it influences

individual behavior. What's more, Chiou (1998) studied about the effects of attitude, subjective norms, and perceived behavioral control on consumer's repurchase intention: The moderating effects of product knowledge and attention to social comparison information and the result showed that subjective norms had significant effects on purchase intention.

2.3 PREVIOUS STUDIES

Shukla (2012) investigated about the influence of value perceptions on luxury purchase intentions in developed and emerging markets. The purpose of this study is to despite the growing debate about differences in consumers attitudes and behavior in emerging and developed markets, there are a few researches on the differences in consumer value perceptions and their influence on purchase intentions. Focusing on the theory of impression management, the purpose of this paper is to introduce a conceptual framework incorporating the social (conspicuousness and status), personal (hedonism and materialism) and functional (uniqueness and price-quality perceptions) value perceptions using the context of luxury goods. The data were collected through a structured questionnaire- based study of consumers in four countries, representing two leading Western developed luxury markets (the US and the UK) and two important Eastern emerging markets (India and Malaysia). Multiple-group SEM analysis was used to analyze the data. The researcher found that several differences in the influence of value perceptions on consumer purchase intentions in the western developed and emerging eastern markets. The study highlights the importance of understanding the homogeneity and heterogeneity in consumer consumption decisions and provides managers with a basis to adapt their strategic responses. In this study, the status value had a significant positive effect on consumer luxury repurchase intention in both developed western and the eastern emerging market and functional value perception are significantly important to consumer in developed markets who are increasingly seeking to purchase unique products which have high price quality perception.

Peng *et al.* (2011) carried out a study of antecedents of luxury brand purchase intention. The objective of this study was to consider the respective roles of social context, individual perception, and vanity, and to set these relationships within a broader theoretical context of the literature on possession and consumer identity. The researcher conducted the research among Chinese luxury brand consumer in Taiwan and adopted large-scale surveys. A total of 1,750 were distributed and 1,380 valid responses were returned or 78.8 percent of

the responses rate. The result showed the influence of the social context on repurchase intention for luxury brands, there was weaker support for the role of perception. The experiential and functional aspects of luxury brand purchase were positively correlated with repurchase intention, but the symbolic value was not. Physical and achievement vanity had a positive impact on repurchase intention while only achievement vanity had a moderate effect on perception. In this study, social influence is positively related to luxury brand repurchase intention and vanity was able to enhance the relationship between luxury perceptions and repurchase intention.

Kim *et al.* (2008) analyzed the factors affecting Mexican college student's purchase intention towards a US apparel brand. The aim of this study is to examine the effects of general consumer variables (i.e. normative interpersonal influence and brand consciousness) and brand-specific variables (i.e. perceived quality and emotional value) on purchase intention toward a US apparel brand. In the data collection, a total of 256 questionnaires were distributed to Mexican consumers from a university in Monterrey, Mexico. A total of 67 percent of the sample was female. The ages ranged from 19 to 27, with a mean age of 23 years old. The researcher highlighted emotional value was found to be a significant predictor of Mexican college students' purchase intention for the US apparel brand. This supports Chaudhuri and Holbrook's (2001) finding that emotional values influenced purchase intentions through brand loyalty. This study clearly demonstrates that emotional value plays a critical role in forming Mexican college students' purchase intention toward a US apparel brand. Also, the result suggests that consumers' susceptibility for normative influence has a positive influence on purchase intention for the US apparel brand through brand consciousness and emotional value. Thus, US retailers could focus on the emotional aspects of US brands in order to be appealing to Mexican college students, especially those who are brand conscious.

Xu *et al.* (2006) studied predicting purchase intention of a controversial luxury apparel product. The purpose of this study is to determine, using the Theory of Reasoned Action (TRA), affluent female consumers' purchase intention of a controversial luxury product, apparel made with American alligator leather. The researcher collect the data from a mail survey of 1,200 affluent female consumers residing in eight US metropolitan statistical areas defined as fashion centers was conducted. A total of 430 usable surveys were returned, considered as 36 percent response rate. The general linear model regression analysis revealed that attitude towards performing the behavior, subjective norm, controversy perception

(social acceptance), and fashion involvement were the significant predictors of purchase intention, and results suggest the TRA could be used to predict purchase intention of other luxury products. Producers and retailers of controversial luxury apparel products or interested researchers could use the model in their exploration of consumer attitudes and behavioral intentions. Luxury exotic leather producers and retailers could use the results as they develop merchandising and promotion campaigns for their product lines.

Kang *et al.* (2011) investigated purchase intention of Chinese consumers towards a US apparel brand: a test of a composite behavior intention model. The purpose of this article is to assist US apparel firms to successes market in China. It aims to accurately predict Chinese consumers' purchase intentions toward a US brand. The data of 747 consumer data were collected in three cities of China: Shanghai, Beijing, and Guangzhou. A series of mall intercepts method at two levels of shopping malls in each city. The result showed that among five proposed direct paths to purchase intention, only three path (attitude toward behavior, subjective norms and external perceived behavior control), were proved to be significant. Specially, attitude toward behavior was the most important in explaining contemporary Chinese consumer's purchase intention, followed by external PBC and subjective norms. Many previous studies found that attitude on purchase intention are more important than subjective norms (Chung and Pysarchik, 2000; Shen *et al.*, 2003; Summers *et al.*, 2006). The traditional Chinese collectivism culture emphasizes interdependence among people, thus others' opinions are more often reflected in Chinese consumers' purchase decisions than they are in the purchase decisions of consumers in an independent individualism culture (Hofstede, 2001).

Park *et al.* (2008) studied purchasing global luxury brands among young Korean consumers. Since South Korea has widened its market doors to global trade, demand has been continuously on the rise for foreign luxury brands, especially from young South Korean consumers. So, the objective of this study was to identify the determinants of young South Korean consumers' purchasing intentions towards foreign luxury fashion brands and their relative importance. The data used in this study were gathered by surveying university students in Seoul (metropolitan area), South Korea by using convenience sampling and 319 questionnaires. Questionnaires were distributed to students during fashion-related class hours to be answered within 20 minutes at four universities located in Seoul. The results showed that the influence of materialism and the need for uniqueness on young Korean consumers' purchasing intention are positive. Also, the results on the demographics offer a clearer profile

of young Korean consumers who could be the marketing target for global luxury fashion brand marketers. They are relatively affluent with prior experiences in purchasing global luxury fashion brands. They will continue to support the future growth of global luxury fashion brands as their purchasing power will grow, as they get older.

Wang (2014) carried out a study of consumer characteristics and social influence factors on green purchasing intentions. The purpose of this study was to address a lack of relevant research; the effects that consumer characteristics (i.e. external locus of control and collectivism) and social influence factors (i.e. environmental visibility and subjective norms) exerted on green purchasing intentions were investigated in this study. The paper aims to discuss these issues. The data were collected through a quantitative online survey of 1,866 participants in Taiwan, and structural equation modeling (SEM) was used to analyze the data. The result indicate that subjective norms (Chan and Lau, 2001; Vermeir and Verbeke, 2006) positively affected green purchase intentions. Because green purchase intentions result from environmental visibility, engaging people in environmental activities is a critical promotional goal of green marketers, who must adopt various communication tools and methods to increase the visibility of environmental activities. Green marketers can encourage people who join the environmental activities to share the activity information on Facebook, Twitter, Tumblr, and LinkedIn, or through e-mail, to increase the visibility of environmental activities

Table 2.1: The summary of previous study

Author	Objective	Main Findings
Shukla (2012)	To despite the growing debate about differences in consumer attitudes and behavior in emerging and developed markets	Functional value perception and personal value perception significantly important to consumers in developed and eastern emerging market.
Peng <i>et al.</i> (2011)	To consider the respective roles of social context, individual perception, and vanity, and to set these relationships within a broader theoretical context of the	Vanity’s inability to moderate between social influence and purchase intention is that social influence is more culturally rooted, whereas vanity

	literature on possession and consumer identity.	varies individually. For a society that values collectivism, social influence perhaps carries a more dominant role than vanity;
Lee <i>et al.</i> (2008)	To examine the effects of general consumer variables (i.e. normative interpersonal influence and brand consciousness) and brand-specific variables (i.e. perceived quality and emotional value) on purchase intention toward a US apparel brand.	Emotional value positively influences purchase intention toward a US brand as providing high positive emotional value.
Xu <i>et al.</i> (2006)	To determine, using the Theory of Reasoned Action (TRA), affluent female consumers' purchase intention of a controversial luxury product, apparel made with American alligator leather.	<p>Attitude toward performing the behavior, subjective norm, controversy perception (social acceptance), and fashion involvement were significant predictors of purchase intention.</p> <p>The model was effective in predicting affluent females' purchase intention for a controversial luxury apparel product, and results suggest the TRA could be used to predict purchase intention of</p>

		other luxury products considered controversial.
Kang <i>et al.</i> (2011)	To accurately predict Chinese consumers' purchase intentions toward a US brand.	The proposed direct paths to purchase intention (PI), attitude toward the US brand apparel was the most important in explaining contemporary Chinese consumers' purchase intentions, followed by external perceived behavioral control (PBC) and subjective norm (SN).
Park <i>et al.</i> (2008)	To identify the determinants of young South Korean consumers' purchasing intentions toward foreign luxury fashion brands and their relative importance.	The influence of materialism and the need for uniqueness on young Korean consumers' purchasing intention was positive.

CHAPTER 3

RESEARCH FRAMEWORK

This chapter presents the framework used to explore the factors affecting the intention to purchase. A theoretical framework is a fundamental model which comes from the concepts and the theories of the researcher based on the literature review to support the new framework of this study to examine the relationship among several factors considerably. There are four parts in this chapter. The chapter starts with the theoretical framework developed by the researcher with the similar variable. The second part gives the explanation about the conceptual framework and the proposed variable of repurchase. The next part illustrates the specific hypotheses about the relationship between each variable. Finally, the last part explains the operationalization of independent variables in details:

3.1 Theoretical Framework

In this research, the researcher applied four previous research models in order to develop the conceptual framework. The first research model was developed by Shukla (2012), who studied the influence of value perception on luxury purchase intentions in developed and emerging markets. The researcher applied six hypotheses and six variables (conspicuous, status value, hedonism value, materialism value, uniqueness value, and price-quality perceptions) in this study. The result of this study showed that preference of status value, associated with consumer's desire to gain prestige from the acquisition of status-laden product, is much stronger for consumers in western developed markets.

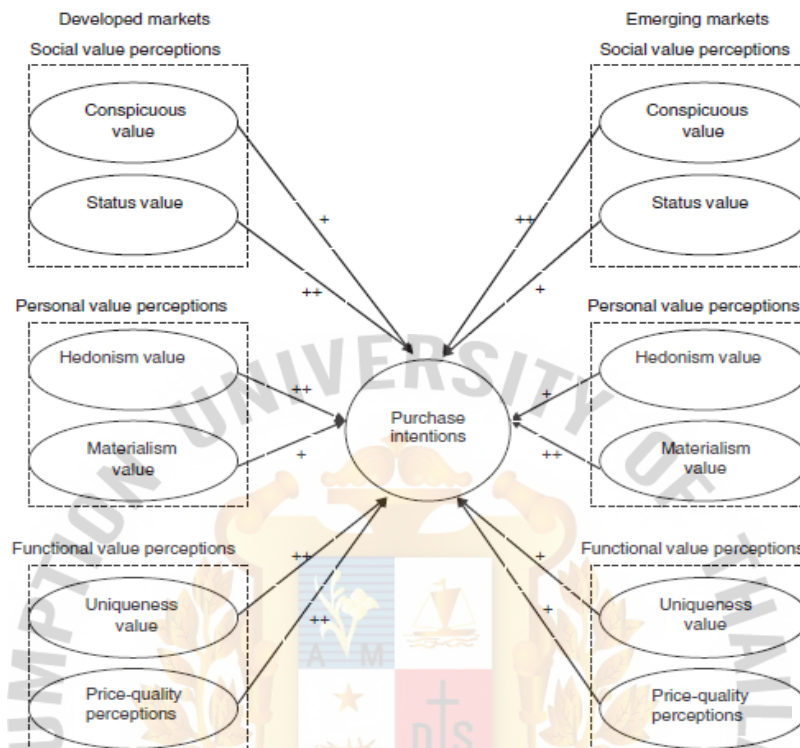
The second research model was developed by Hung and Chen *et al*, (2011), their study was "Antecedents of luxury brand purchase intention". This study is about providing evidence of the roles of social context, perception and vanity in a Chinese consumption context to inform the primarily western models of luxury brand repurchase intention. The researcher applied five hypotheses and three variables (luxury brand perception, social influence and trait of vanity) in this study. The result of this study showed that vanity has a role in luxury brand repurchase intention and thereby shades both theoretical and managerial understanding of luxury brand consumption. The third research model research was developed by Lee *et al*, (2008), their study was "Factors affecting Mexican college student's purchase intention towards a US apparel brand" This study is about to determine the factors

influencing Mexican college student's purchase intention of US apparel brands. The researcher applied six hypotheses and four variables (normative influence, brand consciousness, perceived quality, and emotional value). The result of this study showed that consumer's susceptibility for normative influence on purchase intention for the US apparel brand through brand consciousness and emotional value.

The last research model was developed by Teresa, Summer and Belleau (2006) their study was "Predicting repurchase intention of a controversial luxury apparel" This study is about affluent female consumer's knowledge, perception, and repurchase intention of American alligator leather. The researcher applied three hypotheses and eight variables (attitude toward behavior, subjective norms, and external variables are fashion involvement; controversy perception; price/quality/prestige perception; personality traits; and demographic). The result of this study showed that attitude toward behavior has the most influence on repurchase intention. The detailed explanation of these four research models is as follows:



Figure 3.1: Research Model of The Influence of Value Perception on luxury Purchase Intentions in Developed and Emerging Markets



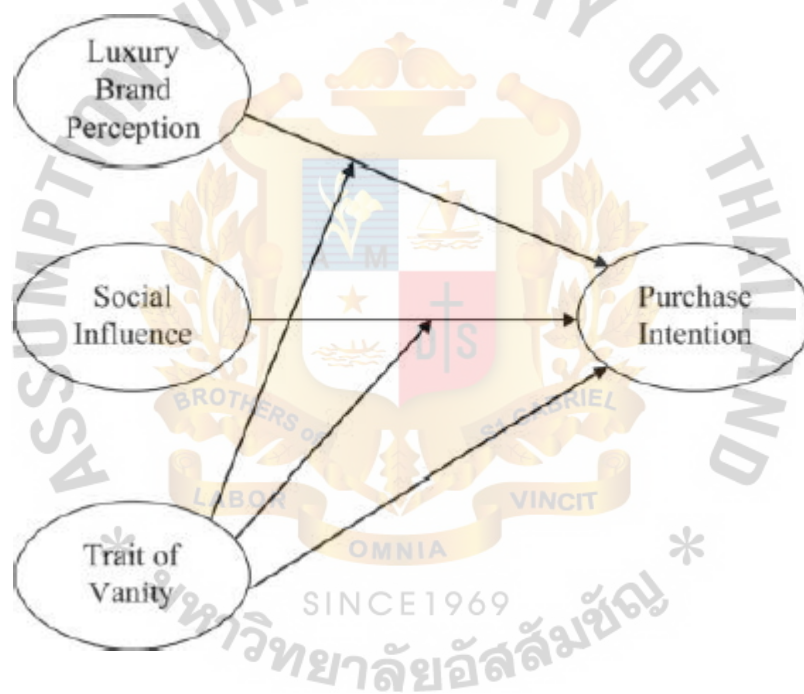
Source: Shukla, P. (2012). The influence of value perceptions on luxury purchase intention in developed and emerging markets. *Internal Marketing Review*, 29(6), 574 – 596.

Shukla (2012) studied the influence of value perceptions on luxury purchase intentions in developed and emerging markets. The main objective of this study was to debate about the differences in consumer attitudes and behavior in emerging and developed markets, there are a few on the differences in consumer value perceptions and their influence on repurchase intentions. Focusing on the theory of impression management, the purpose of this paper is to introduce a conceptual framework incorporating with the social (conspicuousness and status), personal (hedonism and materialism) and functional (uniqueness and price-quality perceptions) value perceptions using the context of luxury goods.

The researcher collected the data through a structured questionnaire, based on the study of consumers in four countries, comprising two leading Western developed luxury markets (the US and the UK) and two important Eastern emerging markets (India and Malaysia). Multiple-group SEM analysis was used to analyze the data. Result revealed that

several differences in the influence of value perceptions on consumer purchase intentions in the developed western and emerging eastern markets. The study highlights the importance of understanding the homogeneity and heterogeneity in consumer consumption decisions and provides managers with a basis to adapt their strategic responses. In this study, the status value had a significant positive effect on consumer luxury repurchase intention in both western developed and the eastern emerging market and functional value perception are significantly important to consumer in developed market who are increasingly seeking purchase unique product which have high price quality perception.

Figure 3.2: Research Model of Antecedents of Luxury Brand Purchase Intention.

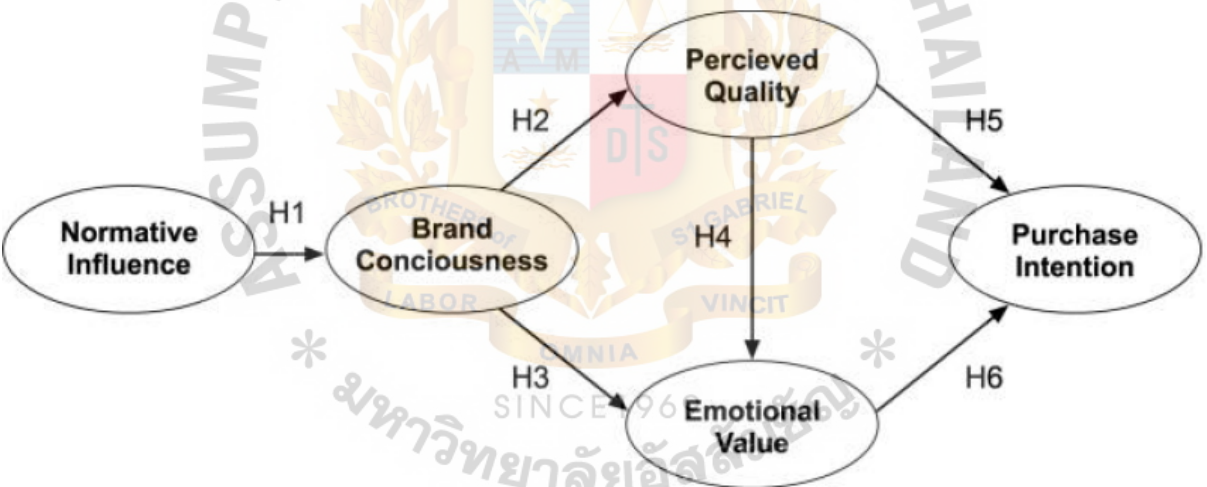


Source: Hung, K., Chen, H. A., Peng, N., Hackley, C., Tiwsakul, A. R. and Chou, C. (2011). Antecedents of luxury brand purchase intention. *Journal of Product & Brand Management*, 20(6), 457 – 467.

Peng *et al.* (2011) studied the antecedents of luxury brand purchase intention. The main objective of this study was to consider the respective roles of the social context, individual perception, and vanity, and to set these relationships within a broader theoretical context of the literature on possession and consumer identity.

The researcher collected the data from large-scale surveys. A total of 1,750 were distributed and 1,380 valid responses were return. Result revealed that the influence of the social context on repurchase intention for luxury brands, there was weaker support for the role of perception. The experiential and functional aspects of luxury brand purchase were positively correlated with repurchase intention, but symbolic value was not. Physical and achievement vanity had a positive impact on repurchase intention while only achievement vanity had a moderating effect on perception. In this study, social influence is positively related to luxury brand repurchase intention and vanity was able to enhance the relationship between luxury perceptions and repurchase intention.

Figure 3.3: Research Model of Factors Affecting Mexican College Student’s Purchase Intention towards a US Apparel Brand.



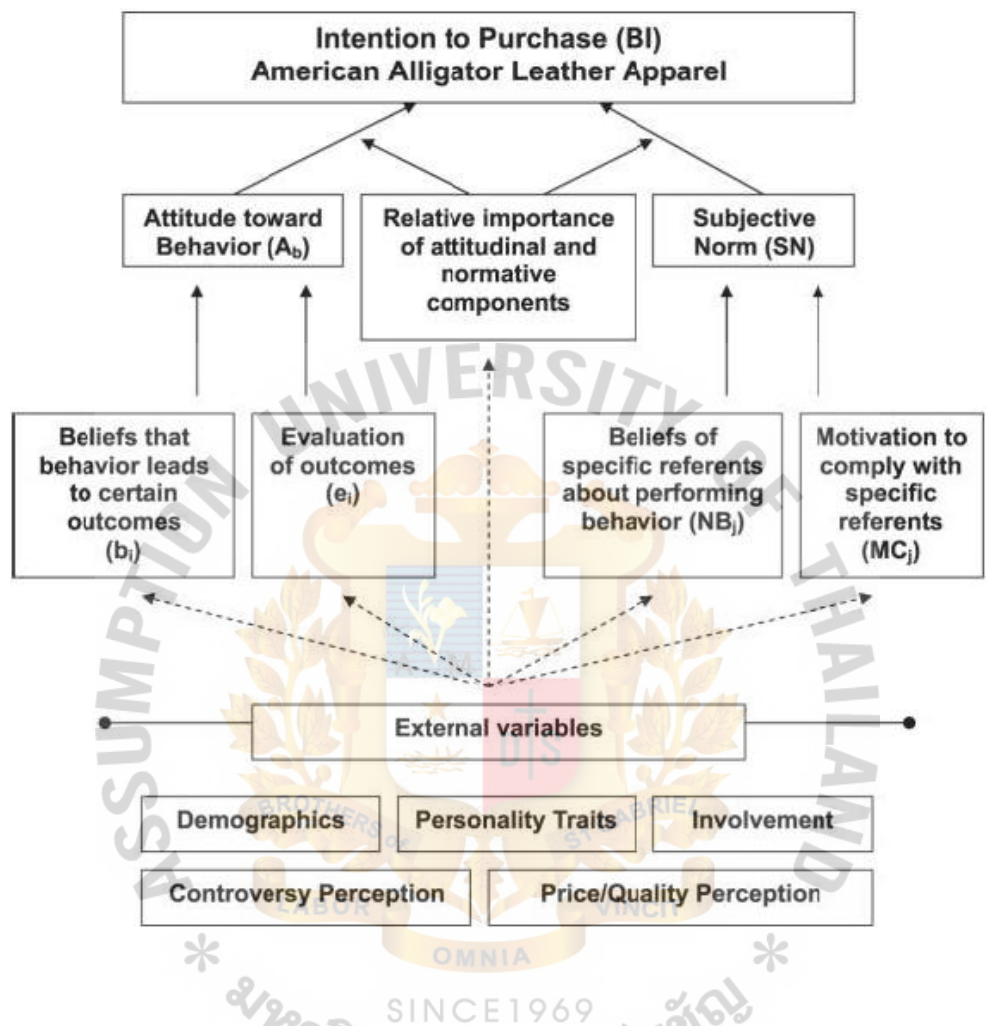
Source: Lee, Y. M., Kim, K. Y., Pelton, L., Knight, D. and Forney, J. (2008). Factors affecting Mexican college students’ purchase intention toward a US apparel brand. *Journal of Fashion Marketing and Management*, 12(3), 294 – 307.

Lee *et al.* (2008) studied the factors affecting Mexican college student's purchase intention toward a US apparel brand. The main objective was to examine the effects of general consumer variables (i.e. normative interpersonal influence and brand consciousness) and brand-specific variables (i.e. perceived quality and emotional value) on the purchase intention towards a US apparel brand.

The researchers collected data from total 256 college students in Mexican college regarding purchase intention towards US apparel brand. The results revealed that Mexican college students' normative interpersonal influence positively affected brand consciousness. Brand consciousness is positively related to emotional value, but who not perceived the quality of a US brand. Emotional value positively influences repurchase intention toward a US brand, while perceived quality negatively influences repurchase intention. In this study, the positive relationship between brand consciousness and emotional value for the US apparel brand suggests that brand-conscious Mexican college students have a positive attitude towards the US apparel brand and consider that the US brand as provides high emotional value. However, there is no relationship between brand consciousness and perceived quality.



Figure 3.4: Research Model of Predicting Purchase Intention of Controversial Luxury Apparel.



Source: Summer, T. A., Belleau, B. D. and Xu, Y. (2006). Predicting purchase intention of a controversial luxury appeal product. *Journal of Fashion Marketing and Marketing and Management*, 10(4), 405 – 419.

Xu *et al.* (2006) studied the predicting purchase intention of a controversial luxury apparel product. The main objective of this study was to determine, using the Theory of Reasoned Action (TRA), affluent female consumers’ purchase intention of a controversial luxury product, apparel made with American alligator leather.

The researcher collected the data from a mail survey of 1,200 affluent female consumers residing in eight US metropolitan statistical areas defined as fashion centers was conducted. The result revealed that a total of 430 usable surveys were returned considered as

36 percent response rate. The general linear model regression analysis revealed that attitude toward performing the behavior, subjective norm, controversy perception (social acceptance), and fashion involvement were significant predictors of repurchase intention. In this study, attitude toward behavior had the most influence on repurchase intention. The subjective norm was the second most significant factor influencing respondent's repurchase intention of the product. With other variables in the model, fashion involvement was the third most influential determinant of repurchase intention. Controversy measure was the next most important variable in predicting repurchases intention. None of the other external variables in the model were shown to be statistically related to respondents' repurchase intention.

3. 2: Conceptual Framework

The modified conceptual framework of this study explains the relationship between independent and dependent variables. According to Chen (2009), an independent variable is one that affects the dependent variable with a positive or negative way and the dependent variable is a variable of primary interest to the researcher. According to theoretical fundamentals from Figure 3.1 to Figure 3.4 of the theoretical framework, there are many factors that lead to repurchase intention among customers. In this study, the researcher applied six variables of attitude toward behavior, functional value perception, personal value perception, social influence, emotional value, and subjective norms, to develop conceptual framework for this research based on various previous researches.

This study is intended to provide the evidence of how Louis Vuitton becomes one of the most influential brands among customers in Bangkok, Thailand. The researcher deliberately chooses the above conceptual framework by clustering and analyzing the critical information. The researcher developed the modified conceptual framework based on four major research models. It begins with a discussion of selected variables that contribute to consumer repurchase intention and how these variables have a direct relationship with each other.

The first research model was developed by Shukla (2012), who studied the influence of value perception on luxury purchase intentions in developed and emerging markets. In this study, the researcher applied two variables of functional value perception and personal value from the first research model to develop conceptual framework. Also, others supported previous researches, Shukla and Purani (2012), functional value's ability to enhance future intention purchase the product is identified. Li (1989) believe in brand quality which is a

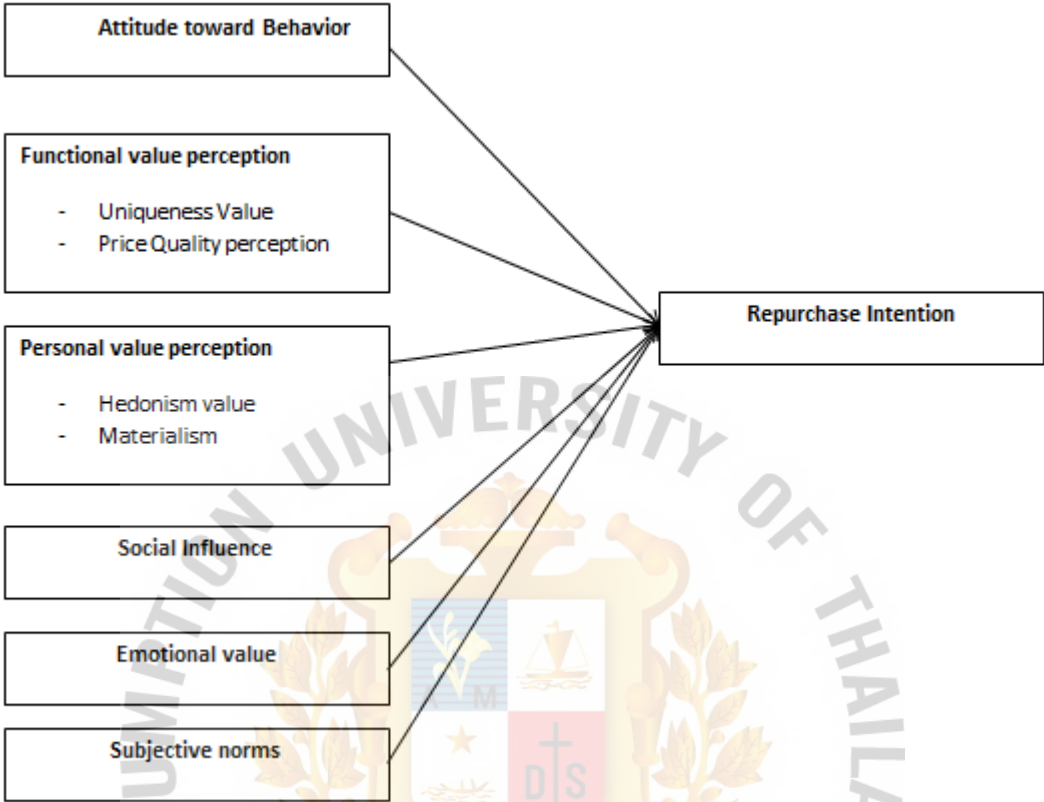
dimension of functional value and which has an impact on effective attitude. According to Wong and Ahuvia (1998), personal motive oriented consumers are concerned with being able to identify their internal self with the product, and gain an enjoyable experience from the product.

The second research model was developed by Hung et al. (2011), who studied antecedents of luxury brand purchase intention. In this study, the researcher applied two variables of social influence and repurchase intention from the second research model to develop the conceptual framework. Also, others supported previous researches. Vigneron and Johnson (1999) also proved that there is a positive association between self-expressions of a customer comprise of image and personal presentation with affective attitude. According to Ajzen and (1980), consumer's behavior for purchasing products is determined by purchasing intention, which is decided by attitudes.

The third research model was developed by Lee et al. (2008), who studied the factors affecting Mexican college student's repurchase intention towards a US apparel brand. In this study, the researcher applied a significant relationship of emotional value from the third research model to develop the conceptual framework. In addition, other previous researches are supported. Stauss and Neuhaus (1997), and Yu and Dean (2011), brand repurchase intention is increasingly driven by their emotional needs because emotional value is closely related to positive feeling from using the brand. Also, it increases consumer intention to repurchase the brand.

The forth research model was developed by Xu et al. (2006), who studied about predicting repurchase intention of controversial luxury apparel. In this study, the researcher applied two variables of attitude toward behavior and a subjective norm which has significant relationship with repurchase intention. Also, various researches are supported Xu et al's (2006) study. Shim et al. (1989), attitude towards behavior had influenced on repurchase intention. The more favorable a respondent's attitude, the more likely customer want to repurchase. Subjective norms had influence on repurchase intention because individuals are normally influenced by other in development of attitude, interests, norms and repurchase behavior.

Figure 3.5: Modified Conceptual Framework of Repurchase Intention towards Louis Vuitton in Bangkok, Thailand.



3.6 Research Hypotheses

This study is objected to scrutinize the characteristics of consumers and factors leading to repurchase intention. Based on the literature and developed conceptual framework model, the researcher hypothesized the relationship between each independent variable, intervening variable and dependent variable (repurchase intention). According to the preceding discussion, the proposed hypotheses are as follows:

Hypothesis 1

H1_o: Attitude toward behavior is not statistical significant influence on repurchase intention.

H1_a: Attitude toward behavior is statistical significant influence on repurchase intention.

Hypothesis 2

H2_o: Functional value in terms of uniqueness value and price – quality perception are not influenced on repurchase intention

H2_a: Functional value in terms of uniqueness value and price – quality perception are influenced on repurchase intention

Hypothesis 3

H3_o: Personal value perception in terms of hedonism and materialism are not influence on repurchase intention

H3_a: Personal value perception in terms of hedonism and materialism are influence on repurchase intention

Hypothesis 4

H4_o: Social influence is not statistical significant influence on repurchase intention

H4_a: Social influence is statistical significant influence on repurchase intention

Hypothesis 5

H5_o: Emotional value is not statistical significant influence on repurchase intention

H5_a: Emotional value is statistical significant influence on repurchase intention

Hypothesis 6

H6_o: Subjective norms is not statistical significant influence on repurchase intention

H6_a: Subjective norms is statistical significant influence on repurchase intention

3.7 Operationalization of variables

Variables	Concept of the Variables	Operational Components	Measurement Scale
Attitude towards behavior	Shim <i>et al.</i> (1989) defined attitude toward the behavior as a function of salient beliefs that performing the behavior has certain attributes and the evaluation of those beliefs	<ul style="list-style-type: none"> - Louis Vuitton is very unique - Louis Vuitton is more fashionable than other brands - Louis Vuitton is very attractive - Louis Vuitton is durable 	Interval Scale
Functional value perception Uniqueness value	Ruvio <i>et al.</i> (2008) and Tian <i>et al.</i> (2001) indicated that consumers acquire and display material possessions for the purpose of feeling differentiated from others or it is used informally to mean very remarkable or unusual in the style. Therefore, Verhallen and Robben (1994) indicated that the more unique a brand is perceived as and the more expansive it is compared to	<ul style="list-style-type: none"> - Louis Vuitton creates a personal image that cannot be duplicated - I like to own new Louis Vuitton brand before others do. - I always buy the limited edition of Louis Vuitton brand - Louis Vuitton has a unique style 	Interval Scale

	O'Cass and McEwen (2004) observed that materialistic individuals rely heavily on external cues, preferring those possessions that are displayed in public places such as desire for greatest goods or luxury product, comfort, and highest value in life	Vuitton increases my happiness - It is important to me to own a really nice product of Louis Vuitton. - I buy many products from Louis Vuitton. - I place high emphasis on my appearance.	
Social influence	Holbrook (1986) defined subjective norms as person's perception of the social pressures placed on him/her to perform or not perform the behavior.	- Before repurchasing Louis Vuitton item, it is important to know the good impression that it makes on others - My friends and I tend to buy the same product from Louis Vuitton brand - Before repurchasing Louis Vuitton brand, it is important to know what people style who buy Louis Vuitton brand, which leads me to have the same style - Before repurchasing Louis Vuitton, it is important to know what others think of people who use certain brands	Interval Scale
Emotional value	Holbrook (1986) defined emotional value as the benefit derived from the feeling or affective states (i.e.	- Using a Louis Vuitton makes me feel good. - Using a Louis Vuitton gives me pleasure	Interval Scale

	<p>enjoyment or pleasure) that a product generates</p>	<ul style="list-style-type: none"> - Louis Vuitton makes me want to use it - I feel comfortable using Louis Vuitton. 	
Subjective norms	<p>Holbrook (1986) defined the subjective norm is a function of normative belief reflecting the consumer's perception of what a specific referent thinks about whether she should or should not purchase the product and her motivation to comply with the referent.</p>	<ul style="list-style-type: none"> - By buying the same brands as my friends, I achieve a sense of belonging. - I buy the latest fashion when I am sure my friends like them - I buy a Louis Vuitton because other expects me to buy. - I feel that Louis Vuitton makes look good on others. - If I want to be like someone, I try to buy the same brands that they buy. 	Interval Scale
Repurchase Intention	<p>George (2004) defined repurchase intention as the individual's judgment about buying again with the same company. For example, once he/she has purchased the product and is satisfied with it and they are planning to buy it again.</p>	<ul style="list-style-type: none"> - I have strong possibility to repurchase a Louis Vuitton brand in the near future - I always follow a new product of Louis Vuitton brand to repurchase - I always recommend others to buy Louis Vuitton - I always go to Louis 	

		Vuitton shops.	
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CHAPTER 4

RESEARCH METHODOLOGY

This chapter explains the detail of methodology which is conducted in this research. The research methodology imparts the systematics steps of procedure in order to make a clear understanding of this study. In this chapter, the researcher included six sections. The first section discussed about the research methods that are used in this study. In the second section, the respondents and sampling procedures are described. The third section presented the instruments and questionnaires of the study, which are used to ask the respondents. The fourth section included the pretesting of the variables which is where the researcher used for testing the reliability of the research instrument. In the fifth section, the collection of data/gathering process is discussed and the sixth section is about the statistical treatment of the data.

4.1 Research Methods

The main purpose of this research is to investigate the related factors of attitude toward behaviour, functional value perception; uniqueness and price quality perception, personal value perception; hedonism and materialism, social influence, emotional value and subjective norms which effect on repurchase intention towards Louis Vuitton customer in Bangkok market, Thailand. As Zikmund (2003) stated that the researcher applied the descriptive research method because it is used in analysing which factor may or may not have the effect on the other variables. The main objective of using a descriptive method is to examine the answer to who, where, when, what and how questions, and it is used to provide a systematic description that is as factual and accurate as possible.

In addition, Sekaran (1992) stated that the descriptive research method is used to interpret or discuss about the characteristics of a target respondent or an occurrence in each circumstance. In the other words, Krishnawamy *et al.* (2009) defined descriptive research as observations that factors to explain the range of data and produce opinions based on hypothesis and patterns. Also, Creswell (1994) stated that the descriptive research method is used to collecting the information and it more emphasize on describing rather than judging present circumstances. Burns and Grove (1993), the descriptive research is the method that can give

an accurate portrayal characteristic of the population.. Thus, the researcher conducted the pretesting process before it was carried out.

Also, the survey research technique was used in this study in the process of gathering the primary data using a questionnaire. The data in this research are collected by sample survey method. Zikmund (2003) indicated that survey is a research technique in which information is gathered from a sample of people used of questionnaires. Sample survey method is quick, inexpensive and efficient, and can reach target group effectively. (Kumer, Aakar, and Day, 1991). In this study, the researcher applied survey method by distributing questionnaires to the respondents which are selected from the target population through sampling to the information about this research. Questionnaires are concerned with behaviour, intentions, attitudes, awareness, motivations, demographic and lifestyle characteristics of respondents. It has the five point Likert scale and indicated that how strongly the respondents agree or disagree with the carefully constructed statements.

4.2 Respondent and Sampling Procedure

4.2.1 Defining the Target Population

Target population is a specific complete group of individuals or families who are experiencing a problem or need. In other words, Malhotra and Bricks (2006) defined target population as a set where the research justifies the result and is conducted. In this study, the researcher aimed to study about customer's repurchase intention towards the Louis Vuitton brand in Bangkok, Thailand. Therefore, the target populations in this study were both male and female customers who are existing customers and currently using a product from Louis Vuitton brand in Bangkok. In this study, the researcher selected The Emporium, Siam Paragon and Central Embassy as it is shown in www.bangkok.com that all these three selected shopping malls sell many world class brands that may not be found in some other malls.

According to <http://louisvuittonbrand.wordpress.com>, Louis Vuitton uses a demographic targeting strategy to target their customer, both men and women, at the age ranging from 22 to 65 years old. The rationale behind this is Louis Vuitton believes that the target markets are people who are seeking high quality and value, as well as social status. In addition to that people at the specified age also have the ability to afford for Louis Vuitton's

brand. In this study, the researcher decided to distribute the questionnaire at the shopping centers in Bangkok which are The Emporium, Siam paragon and Central embassy because the researcher believes that such locations offer the convenience in the finding appropriate target population for the survey and can get proper information from the respondents.

Figure 4.1: The location of Thailand and Bangkok

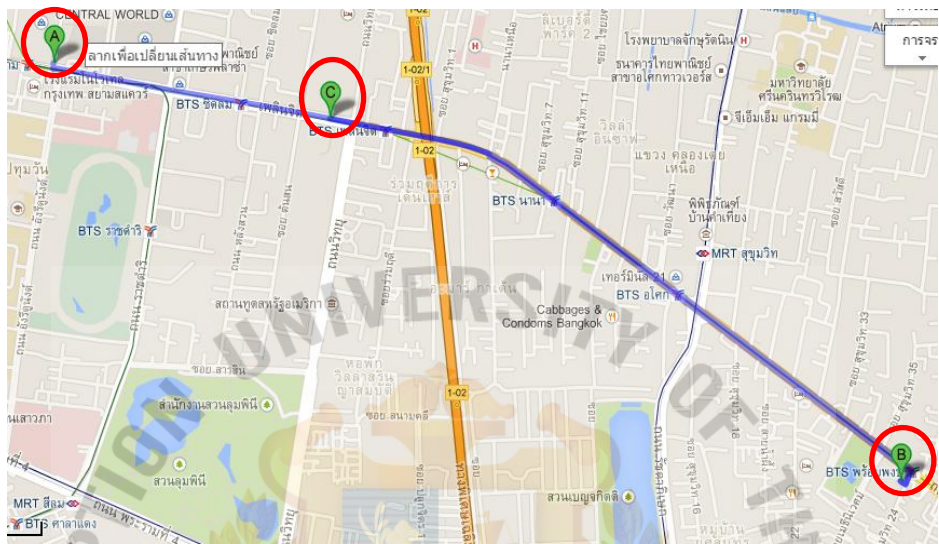


Source: https://maps.google.co.th/maps?q=location+of+thailand&ie=UTF-8&ei=Jp-KVKTEB5ePuAT7i4LoBQ&ved=0CAkQ_AUoAg&output=classic&dg=brw, retrieved on 12/12/2014

Thailand was formerly known as Siam. It is a country at the centre of the Indochina peninsula in Southeast Asia. It is bordered by Burma and Laos to the north, Laos and Cambodia to the east, by the Gulf of Thailand and Malaysia to the south, by the Andaman Sea and the southern extremity of Burma and to the west. Its maritime boundaries include Vietnam in the Gulf of Thailand to the southeast, and Indonesia and India on the Andaman Sea to the southwest. The total area of approximately 513,000 km² (198,000 sq mi), Thailand is the world's 51st-largest country. It is the 20th-most-populous country in the world, with around 68 million people. Buddhism is the primary religion in Thailand with more than 90% of the population being Buddhist. There is a small numbers of other religions including Islam, Christian and Hindu.

The capital and largest city is Bangkok, which is Thailand's political, commercial, industrial, and cultural hub. The population of Bangkok is over 9 million or 12.6 percent of the country's population.

Figure 4.2: The locations of (3) selected shopping centers in Bangkok, Thailand



Source: <https://www.google.co.th/maps/mm?authuser=0&hl=th>, retrieved on 12/12/14

Figure 4.2 present the selected locations of three shopping centers in Bangkok, Thailand, where the researcher collected the primary data for this research. In this figure, A is the location of The Emporium shopping mall, B is the location of Siam Paragon and C is the location of Central Embassy. The explicit information and the view of each shopping Centre are shown below;

Figure 4.3: The Location of The Emporium



Source: <https://maps.google.co.th/maps?hl=th&output=classic&dg=brw>, retrieved on 12/12/14

The Emporium is a luxury shopping mall in Khlong Toei district, Bangkok, Thailand which was opened in 1997 and it is Bangkok's first luxury lifestyle mall offering venues for upscale shopping. Also it was the first mall that allowed a direct access from the sky train station into the mall. It is located on Sukhumvit Road Soi 24 nearby Queen's park.

Figure 4.4: The Location of Siam Paragon

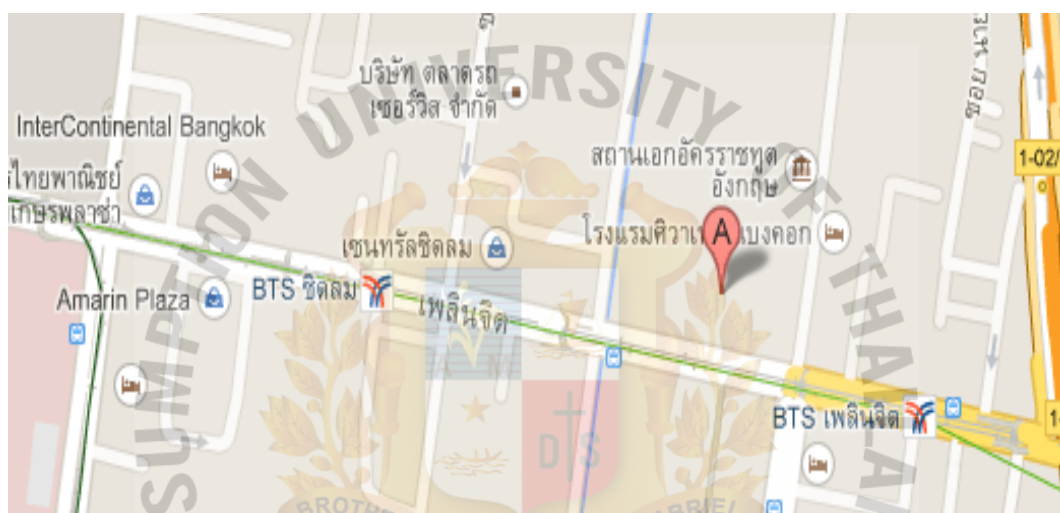


Source: <https://maps.google.co.th/maps?hl=th&output=classic&dg=brw>, retrieved on 12/12/14

Siam Paragon is one of the biggest shopping centres in Asia which was opened on 9 December, 2005. It was built on the former location of the Siam Intercontinental Hotel,

which was demolished in 2012. Siam Paragon comprises 50,000 square metres. 40, 000 square metres are devoted to be for retail shops selling luxury brand such as jewellery, musical instrument, sporting goods, etc. The gourmet market takes an 8,000 square metre which is on the ground level of the shopping centre, seeling variety of food stuffs from various countries such as Japan, Korea, Malaysia and Europe countries. And high end brands such as Dior, Dolce& Gabana, Hermes, Louis Vuitton, etc.

Figure 4.5: The Location of Central Embassy



Source: <https://maps.google.co.th/maps?hl=th&output=classic&dg=brw>, retrieved on 12/12/14

Central Embassy is the most luxurious shopping mall in Asia, which was officially opened on 9 May, 2014. It occupies an area of 144,000 metre with a total of height of 37 floors. The building is divided into two parts of eight-storey shopping centre and a tower, which is the Park Hyatt Bangkok Hotel. Both have been designed to connect like an infinity symbol. Central Embassy is the first building in Thailand, and also the world, where the structure is curved in 3D in the front, side and top.

4.2.2 Sampling Unit

In this study, the researcher will apply the quota sampling technique to calculate the sampling size for each shopping mall. Sekaran (1992) defined quota sampling is method under non-probability sampling and which is used for representing the subgroups of total population. The sample of this research was selected from Louis Vuitton customers in Bangkok, Thailand who purchased a Louis Vuitton brand. Gilbert et al., (1999) defined sample unit as a set of people who participate in the study and represent the whole population. In other words, Molhotra (1999) defined sampling unit as a group or single element that accessible in some stages of the sampling process. The sampling unit of this research is Thai people who live in Bangkok area, who are the customers of Louis Vuitton brand with the age from 22 years and above. The number of population of Louis Vuitton existing customers in Bangkok is unknown. Therefore, the researcher decided to determine the sample size by utilising the population proportion and distributed the questionnaire to respondents at the selected shopping centre in Bangkok, Thailand.

4.2.3 Sample Size

Sample size of a sample is the number of observations or cases specified by the estimated variance of the population. Burns and Bush (2005) stated that the accuracy of sample size was a measurement of how it approximately showed to the factual values of the population. Churchill (1999) described that deciding the sample size is about the numbers of qualitative and quantitative considerations and it is a complex process. Malhotra (1999) mentioned that the sample size has an impact upon the research and for qualitative researches, the sample size is typically small but for descriptive researches, larger sample size is required. If the data are collected for a large number of variables, larger sample size is required and the cumulative effects of sampling errors across variable can reduce by using a large number of samples. Also, Malhotra (1999) implied that to set the sample size, the researcher can use sample size based on previous researches.

The researcher looked at four previous studies as a reference to decide the sample size of this study. For example, Park et al. (2008), he studied purchasing global luxury brand among young Korean consumers, using a total of 319 respondents. As well as a studied of Lee et al. (2008) studied factors affecting Mexican college students purchase intention toward

a US apparel brand, using 256 college student respondents. In addition, Reihani and Vazifehdust (2013) studied why young consumers' purchase intention toward foreign luxury good?, using 172 young consumers in Iran participated in the survey. Also, there are many researchers who studied about repurchase intention or customer behaviour. Therefore, according to those four previous studies, the researcher determined 420 respondents as the sample size of this study because the bigger sample size can represent the population better, (Anderson 1996).

4.2.4 Sampling Procedure

There are two types of sampling methods: probability sampling and non-probability sampling. Cooper and Schindler (1998) stated that probability sampling is a controlled procedure where a non-zero chance of the entire component of the population has been given to choose their preference for a specific research. Zikmund (2003) stated that non-probability sampling depends on the judgment and decision of a researcher. The probability of any specific constituent of the targeted population is unknown and it gives the researcher convenience and ease in conducting the research. In this research, the researcher used non-probability sampling procedure.

In this study, the researcher applied judgment sampling and convenience sampling in the second and third step respectively; all details are as follows:

Step 1: Judgement Sampling

Kinnear (1987) defined judgment sampling as a non-probability technique, in which the sample about some certain characteristic of the sample members is being selected based on personal judgment of the researcher. In other words, Hair et al. (2000) described judgmental sampling as a technique in which sample is selected based on researcher's judgment and all of samples judgments are based on the features which are required for members of the sample. In this study, the researches applied this non-probability judgment sampling when selecting the customers of Louis Vuitton based on top ten ranking of shopping centers in Bangkok which are The Emporium, Siam Paragon and Central Embassy.

Step 2: Quota Sampling

In this study, the researcher applied quota sampling technique to calculate the sampling size from each shopping mall. Sekaran (1992) stated that quota sampling is a sampling method under non-probability sampling and which is used for representing the subgroups of total population. Quota sampling method is for choosing the respondents and to decide the sample size for each shopping mall. Using the quota sampling, the data collection is quick and expedient. That is the core advantage compared to probability sampling. As 420 are the total numbers of respondents used for this study, the sample size for each location (The Emporium, Siam paragon and Central Embassy) is 140 respondents. The proportion of questionnaires for each location is in the following below;

Table Error! No text of specified style in document..**1:** The proportion of questionnaires for each shopping mall

No	Name of shopping centers	Area	No. of Respondents
1	The Emporium	662 soi 24, Sukhumvit Rd, Khlong Toei Nuea, Watthana, Bangkok, Thailand	140
2	Siam Paragon	991 Rama 1 Rd, Bangkok 10330. Thailand.	140
3	Central Embassy*	1031 Ploenchit Rd, Pathumwanm Bangkok, 10330. Thailand	140
TOTAL			420

Step 3: Convenience Sampling

Convenience sampling will be applied in this study. Aaker et al. (2000) stated that in convenience sampling method, the researcher needed to collect the information from the respondents who are mostly comfortable and available to provide the information. In other words, Davis and Cosnza (1993) illustrated that convenience sampling focuses on people who are available to answer what the researcher provide. Generally, the researcher uses convenience samples to obtain a large number of completed questionnaires quickly and economically. In this research, the researcher utilized this approach collecting data from

respondents in three shopping malls in Bangkok, Thailand. Built on the proportion of the sampling calculated from the above table, the researcher had to distribute 140 questionnaires in each shopping malls, the total number of the respondents was 420.

4.3 Research Instrument/ Questionnaires

In this study, the questionnaire is used as the research instrument for collecting the data of Thai customer's repurchase intention towards Louis Vuitton brand. Based on the conceptual framework, the researcher divided the questionnaire into four parts. Part one consists of screening question, part two has independent variable; attitude toward behaviour, functional value perception in term of uniqueness and price quality, personal value perception in terms of hedonism and materialism, social influence, emotional value, and subjective norms. Part three is dependent variable which is repurchased intention. The last one is, demographic factors.

Part I: Screening Question

The first part of the questionnaire consists of screening question which need two the answers: "Yes" or "No." This aims to screen the respondents who had purchased Louis Vuitton brand. If the respondents answered "Yes", the researcher will precede the collection for the next part of questionnaire. If the respondents answered "No" they will skip to the further section. Therefore, the customers who mark "Yes" will be chosen as the target population for this research because the purpose of this research is to target those customers who have an experienced with the brand

For part 2 and part 3, the researcher applied five Likert scale requiring the respondents to tick the box among strongly disagree to strongly agree with the appropriate answer for the questions which are 1=strongly disagree, 2=disagree, 3=moderate/ neither agree nor not agree, 4=agree, and 5=strongly agree to measure the opinion of respondents. The Likert scale was invented by Rensis Likert in 1932. Zikmund (2003) mentioned that Likert scale is a highly reliable tool when it comes to the ordering of people with regard to a particular attitude. Also, Renis (1932) stated that the Likert scale is the most popular method for measuring attitude and the method is simple to administer. For personal information, the researcher designed to use the category scale as a tool to measure the demographic information of the respondents. The detail of each part is as follows;

Part II: Independent Variables; attitude towards behaviour, functional value perception in term of uniqueness and price-quality perception, personal value perception in terms of hedonism and materialism, social influence, emotional value and subjective norms

Part two consists of independent variables for this study, which are Attitude toward behaviour, functional value perceptions in term of uniqueness and price-quality perception, personal value perception in term of hedonism and materialism, social influence, emotional value and subjective norms and a total number of 39 questions were asked to the respondents in the five-point Likert scale. The detail structure of questionnaire for each variable will be indicated as follow:

Attitude toward Behaviour

The researcher adapted four questions to measure attitude toward behaviour of Louis Vuitton brand by using the five-point Likert scale and the scales used are classified as the following instruction:

- 1 represents “Strongly disagree”
- 2 represents “Disagree”
- 3 represents “Neither agree nor disagree”
- 4 represents “Agree”
- 5 represents “Strongly agree”

Functional Value Perception: Uniqueness

The researcher adapted four questions to measure Functional value perception in term of uniqueness value of the Louis Vuitton brand by using five-point Likert scale and the scales used are classified as the following instruction:

- 1 represents “Strongly disagree”
- 2 represents “Disagree”
- 3 represents “Neither agree nor disagree”
- 4 represents “Agree”

5 represents “Strongly agree”

Functional Value Perception: Price – Quality Perception

The researcher adapted four questions to measure Functional value perception in term of price - quality of Louis Vuitton brand by using five-point Likert scale and the scales used are classified as the following instruction:

- 1 represents “Strongly disagree”
- 2 represents “Disagree”
- 3 represents “Neither agree nor disagree”
- 4 represents “Agree”
- 5 represents “Strongly agree”

Personal Value Perception: Hedonism

The researcher adapted four questions to measure personal value perception in terms of hedonism of the Louis Vuitton brand by using five-point Likert scale and the scales used are classified as the following instruction:

- 1 represents “Strongly disagree”
- 2 represents “Disagree”
- 3 represents “Neither agree nor disagree”
- 4 represents “Agree”
- 5 represents “Strongly agree”

Personal Value Perception: Materialism

The researcher adapted four questions to measure personal value perception in term of materialism of the Louis Vuitton brand by using the five-point Likert scale and the scales used are classified as the following instruction:

- 1 represents “Strongly disagree”

- 2 represents “Disagree”
- 3 represents “Neither agree nor disagree”
- 4 represents “Agree”
- 5 represents “Strongly agree”

Social Influence

The researcher adapted four questions to measure social influence of Louis Vuitton brand by using five-point Likert scale and the scales used are classified as the following instruction:

- 1 represents “Strongly disagree”
- 2 represents “Disagree”
- 3 represents “Neither agree nor disagree”
- 4 represents “Agree”
- 5 represents “Strongly agree”

Emotional value

The researcher adapted four questions to measure emotional value of Louis Vuitton brand by using five-point Likert scale and the scales used are classified as the following instruction:

- 1 represents “Strongly disagree”
- 2 represents “Disagree”
- 3 represents “Neither agree nor disagree”
- 4 represents “Agree”
- 5 represents “Strongly agree”

Subjective norms

The researcher adapted six questions to measure subjective norms of Louis Vuitton brand by using five-points Likert scale and the scales used are classified as the following instruction:

- 1 represents “Strongly disagree”
- 2 represents “Disagree”
- 3 represents “Neither agree nor disagree”
- 4 represents “Agree”
- 5 represents “Strongly agree”

Part III: Dependent Variable: Repurchase Intention

Part three consists of dependent variable which is repurchase intention and it is the main objective dependent variable for this research. The researcher also used the five-point Likert scale for this part and total five questions were asked in order to examine the outcome of the respondents.

The researcher adapted four questions from Steven et al. (2004) to examine the value of the Louis Vuitton brand by using five points Likert scale and the scales used are ranked as the following instruction:

- 1 represents “Strongly disagree”
- 2 represents “Disagree”
- 3 represents “Neither agree nor disagree”
- 4 represents “Agree”
- 5 represents “Strongly agree”

Part IV: Personal Data

For demographic information, the researcher decided to use category scale in the questionnaire to measure the demographic factors of the respondents. Malhotra and Birks (2003) indicated that category scale is an attitude measurement which consists of various categories to provide the respondent with a number of alternative ratings. This part is titled as demographic factors such as; gender, age, education, and level income. Levy & Grewal (2007) stated that business firm could take into account demographic or personal data for assessment purpose of the need of and request from customers regarding products and service.

Table 4.2: Summary of Research Instrument Design

Part	Variables	Number of Items	Measurement Scale
I	Screening Question	1	Simple Category Scale
II	Independent Variables		
	Attitude toward behavior	4	Likert Scale
	Functional value perception: Uniqueness Value	4	Likert Scale
	Functional value perception: Price – Quality perception	4	Likert Scale
	Personal value perception: Hedonism	4	Likert Scale
	Personal value perception: Materialism	4	Likert Scale
	Social influence	4	Likert Scale
	Emotional value	4	Likert Scale
	Subjective norms	5	Likert Scale
III	Dependent variable		
	Repurchase intention	4	Likert Scale
IV	Personal Data	5	Category Scale
Total		44	

4.4 Pre-Test

In this study, the pretesting is used for examining the reliability of question in the research instrument. According to the Bless (1995) reliability measures the consistency of the instrument; when an instrument gives consistent measurement of value, the instrument is reliable. Cooper and Schindler (2001) defined pre-test is an exploring method to check errors in questions, arrangement and instructions of questions etc. Hence, the researcher pre distributed the questionnaires for the purpose of examining the questions to test if there are any errors or mistakes of the questionnaires before the final distribution. Vanishbancha (2003) stated that the number for the pre-test survey should be between 20-100 respondents. Thus, in this study, the researcher decided to distribute 50 sets of questionnaire to test the reliability.

The questions are analysed by Statistic Package for Social Science (SPSS) for the Cronbach’s Alpha test in this study. Sekaran (2000) mentioned that for each variable, all of the questions are needed to check for the reliability using the Cronbach’s coefficient Alpha scale. Churchill (1999) stated that reliability test is used for examining the research instruments’ consistency and the instruments are reliable when they give consistent measurement values

The reliability testing of this study was tested by using eight variables, which are attitude toward behaviour, functional value perception in terms of uniqueness value and price-quality perception, personal value perception in terms of hedonism and materialism, social influence, emotional value, subjective norms and repurchase intention. Ikeda (1971) stated that the variables that are reliable can be used as research tool for the research if the Alpha value of questions which are being tested for each variable is equal or greater than 0.6. Also, Sekaran (2000) stated that in the reliability test, if Alpha value is equal to 0.6 then the variables will be considered as reliable, effective and consistent to apply as a research instrument. The detailed reliability analysis of each variable can be seen in the following table.

Table 4.3: Reliability Analysis Value of Variables

Variable	Alpha Value
Attitude toward behaviour	.700
Functional value perception: Uniqueness	.686

Value	
Functional value perception: Price – Quality perception	.707
Personal value perception: Hedonism	.755
Personal value perception: Materialism	.717
Social influence	.745
Emotional value	.717
Subjective norms	.781
Repurchase intention	.728

Table 4.3 shows the value of the reliability analysis that is tested from Cronbach's alpha outcome. Cronbach's Alpha Coefficient is considered as the most frequently used method to test internal reliability. Therefore, the researcher tests part two, three, four and five from the questionnaire using Cronbach's Alpha Coefficient. As stated by Saekaran (1992), if the Cronbach's alpha level is equal to or more than 0.6, then the variables in the questionnaire are considered as a reliable research instrument. The research instruments are more than 0.6, so all the questions are reliable and found to be suitable variables for this study; therefore, all questionnaires were convenient and suitable to be answered in this research.

4.5 Collection of Data/ Gathering Process

Withe et al. (2000) stated the data collection methods as behavioural inspections, surveying through questionnaires and direct interviewing methods. In this study, the researcher has applied both primary data and secondary data. The detail is discussed below:

Primary Data

Cooper and Schindler (1998) defined that primary data are gathered and congregated specifically for the projects which are at hand and it can also be said as the researcher's indigenous work or raw data which cannot be stated as an assertion officially. In other word, Churchill (1999) illustrated that primary data are the data obtained by collecting and accumulating particularly for the analysis project at hand. The primary data are critical for

any form of research which the researcher gathers from the respondents by distributing questionnaires, interviewing or other methods. In conducting this research, the source was primary data, collected through the survey method with the help of questionnaires. The questionnaires were distributed to customers drawn from the sampling procedure. Questionnaires were delivered to the sample of Thai people who are existing customer and recently use Louis Vuitton products. The questionnaires were hand distributed on week days (Monday to Friday) from 12.00 pm to 5.00 pm and weekends (Saturday and Sunday) from 12.00 pm to 8.00 pm at The Emporium, Siam Paragon and Central Embassy. The questionnaires were distributed until the sample size was achieved. The data will be collected at a specified time from February to March 2015. After the data collecting process, all of the primary data will be analysed by utilizing Statistical Package for Social Science (SPSS) program, version 21.

Secondary Data

Aaker et al. (2000) stated that the secondary data are the data which are accumulated from journals, magazines, books, research articles etc. And Malhotra (2000) described that secondary data is the data that have been already collected by and readily available from other sources and such data are cheaper and more quickly obtained than the primary data and also may be available when the primary data cannot be obtained at all. In this study, the secondary data will be obtained from several sources, which include the information that is available on the internet, local and foreign journals, as well as various articles and online data bases.

4.6 STATISTICAL TREATMENT OF DATA

After the researcher collected the data through the questionnaires, the researcher will analyse all the data by using the SPSS program (Statistical Package for Social Science). SPSS helps analyse the data applying transformations and statistically analysis to a study.. Both inferential analyse and descriptive analyse were utilized in the statistical treatment of data in this study. This research utilized “Descriptive Analysis” to test the information of the respondents and “Inferential Analysis” in which the researcher will use “Pearson Correlation and Multiple Linear Regression Analysis. The statistical procedures that were utilized in this study are described as follows:

4.6.1 Descriptive Analysis

In this research, the descriptive analysis was used to interpret the demographic profile of the respondents in term of gender, age, marital status, income, education level and occupation. Descriptive analysis is a statistical treatment technique used analysing the demographic information from the collected raw data of the respondents so that it could be explain into an easily understandable form in terms of mean, standard deviation, percentage and frequency. Hair *et al.* (2000) stated that the descriptive analysis as the procedure of collecting, classifying, analysing and presenting data. Also, Malhotra and Birks (2003) defined the descriptive analysis as the interpreting process of raw data into an easily understandable form. Aaker *et al.* (2000) mentioned in descriptive analysis, the statistics may be indicate in the use of percentage, frequency table, bar chart, graphical design, histogram or tabular forms and it may be the clearance and understandable illustration of the collected data summarization. In this research, the calculation of the average mean, percentage and frequency distribution will principally use the descriptive tools for analysing the demographic profiles.

4.6.2 Pearson Product Moment correlation of coefficient

Zikmund (2003) stated that the most proper technique to analyze the relationship between the variables is the Pearson method. Therefore, in conducting a research, it is very important for a researcher to test the relationships between variables and also analyze the relationship. The Pearson formula is as follows:

$$r = \frac{\sum XY - \frac{\sum X \sum Y}{N}}{\sqrt{(\sum X^2 - \frac{(\sum X)^2}{N})(\sum Y^2 - \frac{(\sum Y)^2}{N})}}$$

Where:

\sum = the sum

N= number of paired items

Yi= output variable

Xi= input variable

\bar{Y} = mean of Y's

\bar{X} = means of X's

S_y = standard deviation of Y's

S_x = standard deviation of X's

The level of correlation coefficient is stated from -1.0 to +1.0. If the value of correlation shows a positive sign, it is determined to have a positive relationship. That means the variables move in the same direction as other variables. In contrast, if the value of correlation shows a negative sign, it is considered to have a negative relationship. That means variable moves in the opposite way as another variable. Table 4.2 shows the strength of association as measured by r-value and Table 4.3 below shows the summary of hypotheses testing and the statistical methods used.

4.6.2.1 Statistical Significance (t-test)

Hair *et al.* (2000) stated that statistical significance (t-test) is testing of correlation coefficient value which is significantly different from zero or not. For this testing, the correlation coefficient value has to be converted into a t-test statistic. The formula for this conversion is as follows;

$$t = \frac{r(n-2)}{1-r^2}$$

Where,

t = statistical significance t-value

r = Pearson Correlation Coefficient

n = number of paired values

According to Hair *et al.* (2000), the critical value of t in this study is 0.05. In statistical significance (t-test), if the sig (2-tailed) value is greater than 0.05, there is no statistically significant relationship between the two variables. It means that increasing or the decrease in one variable will significantly not be related to the increase or the decrease of the other variable. In this situation, null hypothesis is failed to reject. But if the sig (2-tailed) value is less than or equal to 0.05, there is a statistically significant relationship between the two variables. It means that increasing or decreasing of one variable will be significantly

related to the increasing or the decreasing of the additional variable. In this situation, null hypothesis is rejected.

Table 4.4: R-value and corresponding strength of association

r-value	The strength of association
.81 to .99	Very strong positive relationship
.61 to .80	Strong positive relationship
.41 to .60	Moderate positive relationship
.21 to .40	Weak positive relationship
.01 to .20	Very weak positive relationship
0	No relationship
-.01 to -.20	Very weak negative relationship
-.21 to -.40	Weak negative relationship
-.41 to -.60	Moderate negative relationship
-.61 to -.80	Strong negative relationship
-.81 to -.99	Very strong negative relationship

Source: *Hussey, J. (1997), Business research: a practical guide for undergraduate and post graduate students*, 227, Macmillan, London.

4.6.2.2 Multiple Linear Regression Analysis (MLR)

Hair *et al.* (2000) stated that multiple linear regression analysis is used to analyze the relationship between several independent variables and single dependent variable. The main purpose of multiple regressions is to learn more about the relationship between several independent or predictor variables and a dependent or criterion variable. More specifically multiple regression analysis can be stated as an inferential or a descriptive technique. In this study, the MLR was used to test one research hypothesis (H_a)

The formula is as follow:

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_n x_n + \varepsilon$$

Where β_0 = A constant, the value of Y when all x value are zero

β_n = The slope of the regression surface or the response surface. The β represents the regression coefficient associated with each x_n

ε = A error term, normally distributed about a mean of 0. For purposes of computation, the ε is assumed to be 0

Y = forecasted value of the dependent value “Y”

4.6.2.3 Coefficient of Multiple Determinations (R^2)

Anderson *et al.* (2000) stated that, as we explain the coefficient of determination as a percentage, the coefficient of multiple determination (R^2) indicated the percentage of total sum of square which will be shown by applying the estimated regression model. The model is as follows:

$$R^2 = \frac{SSR}{SST}$$

Where,

R^2 = Coefficient of multiple determination

SSR = Sum of squares due to regression

SST = The sum of square total

$x_1, x_2, x_3, \dots, x_n$ = the independent variables

4.7 Summary of Statistical Tools used in Testing Hypotheses

Based on a logical basis, statements of the hypothesis are operationalize as true or false, null hypothesis (H_0) and alternative hypothesis (H_a). The significant level is a critical probability in choosing between the null and alternative hypotheses and the expressive level can be set at 0.01 or 0.05 (Zikmund, 2003). The Pearson Correlation Coefficient test provides the t - value (two - tailed hypothesis test) and from this result, the researcher investigated the significant level. In this research, significant value at the 0.05 level of SPSS software for the Pearson correlation, two - tailed hypothesis test. If the t - value is larger than the significant level (0.05), the null hypothesis will fail to reject and which means there is no relationship between the two variables. If the p - value is lower than the significant level (0.05), the null hypothesis will reject and which means there is a relationship between the two variables.

Table 4.5: The Summary of Statistical Tools Used in Testing Hypothesis

No.	Hypothesis	Statistical technique used
1	H1 _o : attitude toward behavior is not statistical significant influence repurchase intention H1 _a : attitude toward behavior is a statistical significant influence on store image.	Pearson Correlation
2	H2 _o : functional value perception in terms of uniqueness and price quality perception are not statistical significant influence on repurchase intention. H2 _a : functional value perception in terms of uniqueness and price quality are statistical significant influence on repurchase intention.	Multiple Linear Regression
3	H3 _o : personal value perception in term of hedonism and materialism are not influenced on repurchase intention H3 _a : personal value perception in term of hedonism and materialism are influenced on repurchase intention	Multiple Linear Regression
4	H4 _o : Social influence is not statistical significant influence repurchase intention H4 _a : Social influence is statistical significant influence repurchase intention	Pearson Correlation
5	H5 _o : Emotional is not statistical significant influence repurchase intention H5 _a : Emotional is statistical significant influence repurchase intention	Pearson Correlation
6	H6 _o : Subjective norms is not statistical significant influence repurchase intention H6 _a : Subjective norms is statistical significant influence repurchase intention	Pearson Correlation

CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

In this chapter, the researcher will illustrate the data analysis process and conclude the results of the analysis. The whole analysis process highly depends on the SPSS program. All the data which have been analyzed were obtained from the three premium shopping malls in Bangkok, Thailand. The information will be generated into three sections. The first section was descriptive analysis; it gives details about the respondents' demographic factors. The second sections are the analysis of statistics identifying the data in terms of frequency, percentage and mean. The third section is hypothesis testing, in which the researcher applied the appropriate means of the software programs. Each of the hypotheses has been tested by using the relevant statistical test.

5.1 DESCRIPTIVE ANALYSIS

Descriptive statistical technique is employed to define the features of the population or samples in an investigation (Zikmund, 2003), also defined descriptive statistics as raw data transformation which will generate a way of understanding the collection of data. It allows the people to get a better understanding of the data analysis results (Davis and Cosenza, 1993). The population or samples are summarized to provide a general knowledge to the researcher. In this study, descriptive statistics is utilized to depict the demographic characteristics about both male and female who have experienced purchasing Louis Vuitton in Bangkok, Thailand by using frequency and percentage data.

The demographic information include of gender, age, personal income and education level. Totally, 420 respondents participated collaborated in this survey.

5.1.1 Frequency of Demographic characteristics

Table 5.1: The Analysis of gender levels using Frequency and Percentage.

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	134	32.0	32.0	31.9
Female	286	68.0	68.0	99.5
Total	420	100.0	100.0	100.0

Table 5.1 shows the analysis of gender levels using frequency and percentage of respondents in this study. The researcher investigated that among the 420 respondents, 134 respondents are male and the 286 respondents are female. Therefore, the proportion of the gender is 32.0% of male and 68.0% of females, respectively.

5.1.1.2 Age

Table 5.2: The Analysis of age level using Frequency and Percentage

Age category

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	22-32	216	51.4	51.4
	33-43	80	19.0	70.5
	44-54	65	15.5	86.0
	55-65	59	14.0	100.0
	Total	420	100.0	100.0

Table 5.2 illustrates about the age levels of the respondents in this research. The largest amount of respondents, 216 is 51.4% and their age is between 22-32 years old. The second largest group of respondents is 80 and their percentage is 19.0% and the age is between 33-43 years old. The last group is 59 respondents followed by 14.0% with the age level of 55-65 years and above.

5.1.1.3 Highest Education Level

Table 5.3: The Analysis of education level using Frequency and Percentage

Highest education level

Education Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Bachelor's Degree or less	246	58.6	58.6	58.6
Master's Degree	121	28.8	28.8	87.4
Valid Doctoral Degree	51	12.1	12.1	99.5
				100.0
Total	420	100.9	100.0	

Table 5.3 shows the highest percentage of the respondents are Bachelor degree education level and total of 246 respondents (58.6%), which is followed by Master degree education level respondents, that is 121 respondents (28.8%), and doctoral degree education level respondent with 51 respondents (12.1%) from 420 respondents.

5.1.1.4 Monthly Income

Table 5.4: The Analysis of monthly income using Frequency and Percentage

Income Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30,000 or less	129	30.7	30.7
	30,001-40,000	177	42.1	72.9
	40,001-50,000	55	13.1	86.0
	50,001 or above	59	14.0	100.0
	Total	420	100.0	

From Table 5.4, the most average monthly is between 30,001 and 40,000 and the result from 177 respondents and their percentage is 42.1%, and which is followed by monthly income is 30,000 or less, 129 respondents with 30.7%, income of 50,001 or above from 59 respondents with 14.0% and income between 40,001 and 50,000 from 55 respondents with 13.1% from 420 respondents.

5.1.1.5 Most recently purchased products

Table 5.5: The Analysis of most recently purchased products using Frequency and Percentage

Most recently purchased products from Louis Vuitton				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bag	265	63.1	63.1
	Belt	118	28.1	91.2
	Scarf	10	2.4	93.6
	Clothes	27	6.4	100.0
	Total	420	100.0	100.0

From Table 5.5, the most average most recently purchased is bag and the result from 265 respondents and their percentage is 63.1%, and which is followed by belt, 118 respondents with 28.1%, Clothes from 27 respondent with 6.4% and scarf from 10 respondents with 2.4% from 420 respondents.

Table Error! No text of specified style in document..6: Summary of Demographic Factors by using Frequency and Percentage

Variables	Frequency (f)	Percentage (%)
Gender		
-Male	134	32.0
-Female	286	68.0
Age Level		
-22-32	216	51.4
-33-34	80	19.0
-44-54	65	15.5

-55-65	59	14.0
High Education Level		
- Bachelor Degree	246	58.6
- Master Degree	121	28.8
- Doctor Degree	51	12.1
Monthly Income Level		
- 30,000 or less	129	30.7
- between 30,001 – 40,000 baht	177	42.1
- between 40,001 – 50,000 baht	55	13.1
- 50,001 or above	59	14.0
Total	420	100

5.2 Descriptive Analysis of Variables

In this part, the analysis of variables is presented by using descriptive statistic method. The outcome of the means and standard deviation of each variable proposed in the conceptual framework will be demonstrated in the order as follow: satisfaction, trust, perceived value, affect, perceived switching cost, corporate image, brand reputation and customer loyalty.

Table 5.7: The analysis of attitude towards behavior by using Mean and Standard Deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
Louis Vuitton is very unique	420	3.94	.315
Louis Vuitton is more fashionable	420	3.79	.407

Louis Vuitton is very attractive	420	3.93	.250
Louis Vuitton is durable	420	3.86	.556
Valid N (listwise)	420		

From Table 5.7, the researcher investigated that the highest average mean is equal to 3.94, which is Louis Vuitton is very unique. The lowest average mean is equal to 3.79; Louis Vuitton is more fashionable. The highest standard deviation is equal to 0.556, which is Louis Vuitton is durable. The lowest standard deviation is equal to 0.250, which is Louis Vuitton is very attractive.

Table 5.8: The analysis of functional value perception in terms of uniqueness by using Mean and Standard Deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
Louis Vuitton brand creates a personal image that cannot be duplicated.	419	3.70	.464
I like to own new Louis Vuitton brand before others do.	419	3.68	.465
I always buy Limited edition of Louis Vuitton brand	419	3.63	.488
Louis Vuitton brand has a unique design	419	3.65	.534
Valid N (listwise)	419		

From Table 5.8, the researcher found that the highest average mean is equal to 3.70, and which is, Louis Vuitton brand creates a personal image that cannot be duplicated. The lowest average mean is equal to 3.63, and which is I always repurchase limited edition of Louis Vuitton. The highest standard deviation is equal to 0.534, Louis Vuitton brand has a unique design. The lowest standard deviation is equal to 0.464, which is Louis Vuitton creates a personal image that cannot be duplicated.

Table 5.9: The analysis of functional value perception in terms of price quality by using Mean and Standard Deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
I believe Louis Vuitton products are superior quality	420	3.93	.588
In my mind, the higher price charged by Louis Vuitton brand indicate higher quality	420	3.56	.845
I always pay a little bit more for the best.	420	3.70	.775
I believe that Louis Vuitton brand has the best quality	420	3.58	.741
Valid N (listwise)	420		

From Table 5.9, the researcher analyzed that the highest average mean is equal to 3.93, which is I believe Louis Vuitton product are superior quality. The lowest average mean is 3.56, which is, in my mind, the higher price charged by Louis Vuitton brand indicate higher quality. The highest standard deviation is equal to 0.845, which is; in my mind, the higher price charged by Louis Vuitton brand indicate higher quality. The lowest standard deviation is equal to 0.588, which is I believe Louis Vuitton product are superior quality.

Table 5.10: The analysis of personal value perception in terms of hedonism value by using Mean and Standard Deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
While shopping for Louis Vuitton brand, I feel excitement of the hunt	420	3.68	.582
shopping for Louis Vuitton brand, I am able to forget my problems	420	3.59	.694

shopping for Louis Vuitton brand enhances my mood	420	3.60	.689
Shopping for Louis Vuitton brand makes me feel relax	420	3.62	.592
Valid N (listwise)	420		

From Table 5.10 shows that the highest average mean is equal to 3.68, which is shopping for Louis Vuitton brand, I feel excitement of the hunt. The lowest average mean is 3.59; shopping for Louis Vuitton brand, I am able to forget my problems. The highest standard deviation is equal to 0.694, which is; shopping for Louis Vuitton brand, I am able to forget my problems. The lowest standard deviation is equal to 0.582, which is shopping for Louis Vuitton brand, I feel excitement of the hunt.

Table 5.11: The analysis of personal value perception in terms of materialism value by using Mean and Standard Deviation

	N	Mean	Std. Deviation
Repurchasing Louis Vuitton brand increases my happiness	420	3.82	.579
It is important to me to own really nice Louis Vuitton brand	420	3.75	.617
I buy many products from Louis Vuitton brand	420	3.72	.448
I place high emphasis on my appearance	420	3.71	.474
Valid N (listwise)	420		

From Table 5.11, the researcher found that the highest average mean is equal to 3.82, which is repurchase Louis Vuitton brand increase my happiness. The lowest average mean is 3.71; I place high emphasis on my appearance. The highest standard deviation is equal to 0.617; it is

important to me to own really nice Louis Vuitton brand. The lowest standard deviation is equal to 0.474, which is I place high emphasis on my appearance.

Table 5.12: The analysis of social influence by using Mean and Standard Deviation

	N	Mean	Std. Deviation
Before repurchasing Louis Vuitton brand, it is important to know the good impression that make on others.	420	3.58	.579
My friends and I tend to buy same product of Louis Vuitton brand	420	3.59	.568
Before repurchasing Louis Vuitton, it is important to know what people style who buy Louis Vuitton brand which lead me to have the same that style	420	3.48	.519
Before repurchasing Louis Vuitton, it is important to know what others think of people who use certain brands such as high class and others that have a good impression to others	420	3.82	.383
Valid N (listwise)	420		

From Table 5.12, the researcher found that the highest average mean is equal to 3.82, which is before repurchasing Louis Vuitton, it is important to know what others think of people who use certain brands such as high class and others that have a good impression to others. The lowest average mean is 3.48; before repurchasing Louis Vuitton, it is important to know what people style who buy Louis Vuitton brand which lead me to have the same that style. The highest standard deviation is equal to 0.579; before repurchasing Louis Vuitton brand, it is important to know the good impression that make on others. The lowest standard deviation is equal to 0.383; before repurchasing Louis Vuitton, it is important to know what

others think of people who use certain brands such as high class and others that have a good impression to others.

Table 5.13: The analysis of emotional value by using Mean and Standard Deviation

	N	Mean	Std. Deviation
Using Louis Vuitton brand makes me feel good	420	3.67	.475
Using Louis Vuitton brand gives me pleasure	419	3.66	.476
Louis Vuitton brand makes me want to use it as unique person	420	3.60	.494
I feel comfortable using Louis Vuitton brand	420	3.63	.539
Valid N (listwise)	419		

From Table 5.13, the researcher explored that the highest average mean is equal to 3.67, which is using Louis Vuitton brand makes me feel good. The lowest average mean is 3.60; Louis Vuitton brand makes me want to use it as unique person. The highest standard deviation is equal to 0.539 which is I feel comfortable using Louis Vuitton brand. The lowest standard deviation is equal to 0.475, which is using Louis Vuitton brand makes me feel good.

Table 5.14: The analysis of subjective norms by using Mean and Standard Deviation

	N	Mean	Std. Deviation
By buying the same brands as my friends, I achieve a sense of belonging	420	3.46	.663
I buy the latest fashion when I am sure my friends like them	420	3.20	.807
I buy Louis Vuitton brand because other expect me to buy	420	3.20	.841

I feel that Louis Vuitton brand make me look good on others	420	3.36	.696
If I want to be like some celebrities, I try to buy same brands that they buy	420	3.50	.584
Valid N (listwise)	420		

From Table 5.14, the researcher explored that the highest mean is equal to 3.50, which is if I want to be like some celebrities, I try to buy same brands that they buy. The lowest mean is 3.20; I buy the lasts fashion when I am sure my friends like them. The highest standard deviation is equal to 0.841 which is I buy Louis Vuitton brand because other expect me to buy. The lowest standard deviation is equal to 0.584, which is if I want to be like some celebrities, I try to buy same brands that they buy.

Table 5.15: The analysis of repurchase intention by using Mean and Standard Deviation

	N	Mean	Std. Deviation
I have strong possibility to repurchase Louis Vuitton brand in the future	420	3.71	.514
I always follow a new product of Louis Vuitton that issue to the market	420	3.55	.503
I always recommend about Louis Vuitton brand to others	420	3.61	.488
I always go to Louis Vuitton shop	420	3.66	.490
Valid N (listwise)	420		

From Table 5.15, the researcher explored that the highest average mean is equal to 3.71, which is I have strong possibility to repurchase Louis Vuitton brand in the future. The lowest average mean is 3.61; I always recommend about Louis Vuitton brand to others. The highest standard deviation is equal to 0.514 which is I have strong possibility to repurchase Louis Vuitton brand in the future. The lowest standard deviation is equal to 0.488, which is ; I always recommend about Louis Vuitton brand to others.

5.3 Reliability Test

In this research the reliability test had been applied to test the reliabilities of questions of each variable. In this study Cronbach’s alpha would be adopted by the researcher in SPSS. The Cronbach’s alpha results of the variables would be limited at greater than or equal to 0.60 to be tested whether the questions were acceptable and reliable (Malhotra, 1993).

Table 5.16: The Summary of Reliability

Variables	Alpha (α -test)	No. of Questions
Attitude towards Behavior	0.656	4
Functional Value Perception: Uniqueness	0.708	4
Functional Value Perception: Price-Quality perception	0.714	4
Personal Value Perception: Hedonic	0.753	4
Personal Value Perception: Materialism	0.724	4
Emotional Value	0.636	4
Social Influence	0.656	4
Subjective norms	0.694	5
Repurchase Intention	0.618	4
Total		33

Table 5.16 showed the values of the reliability analysis which are tested with Cronbach’s alpha outcome. Alpha values for all variables are more than 0.60, so all questions are reliable and suitable to apply as the research instrument for this study and all respondents are convenient and willing to answer for this research.

5.4 Inferential Analysis

Inferential analysis is the research method used by many researchers to analyze the population on the basis of the sample (Zikmund, 2003). Based on the results of inferential analysis, the researcher could conclude the behavior of population (McDaniel and Gates, 2004). In this study, the researcher utilizes Pearson’s Correlation Coefficient to test the hypotheses from hypothesis 1 to hypothesis 8. The results of Pearson’s Correlation Coefficient analysis are explained and discussed as below:

5.4.1 Hypotheses Testing Results

Table 5.17: R-value and measure the strength of association

R-value	The strength of association
0.81 to 0.99	Very strong positive relationship
0.61 to 0.80	Strong positive relationship
0.41 to 0.60	Moderate positive relationship
0.21 to 0.40	Weak positive relationship
0.01 to 0.20	Very weak positive relationship
0	No relationship
- 0.01 to - 0.20	Very weak negative relationship
- 0.21 to - 0.40	Weak negative relationship
- 0.41 to – 0.60	Moderate negative relationship
- 0.61 to - 0.80	Strong negative relationship
- 0.81 to - 0.99	Very strong negative relationship

Source: Hussey (1997), Business research: a practical guide for undergraduate and post graduate, 227, Macmillan, London.

Hypothesis 1

H1_o: There is no statistically significant relationship between attitude towards behavior and customer repurchase intention

H1_a: There is a statistically significant relationship between attitude towards behavior and customer repurchase intention.

Table 5.18: The analysis of relation between attitude towards behavior and customer repurchase intention by using Pearson Correlation (Bivariate)

Correlations			
		MeanATB	MeanRI
MeanATB	Pearson Correlation	1	.408**
	Sig. (2-tailed)		.000
	N	420	420
MeanRI	Pearson Correlation	.408**	1
	Sig. (2-tailed)	.000	
	N	420	420

**.

Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 5.18, the result from this hypothesis indicated that the significant (2-tailed test) is equal 0.000 which is less than 0.01 ($0.000 < 0.01$) It means that null hypothesis was rejected. Then, researcher can conclude that there is a relationship between attitude towards behavior and customer repurchase intention at 0.01 significant levels. The Pearson’s correlation coefficient between these two variables is .408, it means that there is a moderate relationship between attitude towards behavior and customer repurchase intention or the researcher could conclude that 2 variables moved to the same direction.

Hypothesis 2

H2_o: functional value perception in terms of uniqueness and price quality are not significantly influential on repurchase intention.

H2_a: functional value perception in terms of uniqueness and price quality are significantly influential on repurchase intention.

Table 5.19: ANOVA results for functional value perception in terms of uniqueness and price quality towards repurchase intention

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.457	2	5.228	58.270	.000 ^b
Residual	37.327	416	.090		
Total	47.783	418			

a. Dependent Variable: MeanRI

b. Predictors: (Constant), MeanPQ, MeanUV

The above table 5.19 shows that the ANOVA accessed the repurchase intention of Louis Vuitton among Thai customer in Bangkok. The significance level was less than .05 ($.000 < .050$) which shows the model was significant and null hypothesis was rejected. This means that at least one variable of functional value perception in terms of uniqueness and price quality influenced on repurchase intention

Table 5.20: Regression Model Summary of Hypothesis Two

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.468 ^a	.219	.215	.29955

a. Predictors: (Constant), MeanPQ, MeanUV

Table 5.20 shows how much the variance of dependent variable affected by the various independent variables. For Louis Vuitton customers, the R square value of 0.219 which shows that 21.9% of the variance of repurchase intention was influenced by functional value perception in terms of uniqueness and price quality.

Table 5.21: Multiple Linear Regression Coefficients of functional value perception in terms of uniqueness and price quality.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.619	.210		7.725	.000
MEANUV	.539	.043	.170	3.919	.000
MeanPQ	.334	.037	.434	10.004	.000

a. Dependent Variable: MeanRI

Based on the Table 5.21 for Louis Vuitton customer, the coefficients for functional value perception in terms uniqueness value and price quality perception yielded significant levels of .000 which is less than 0.05. This implies that the variable of functional value perception in terms uniqueness value and price quality perception significantly influenced the customer repurchase intention of Louis Vuitton brand at the significant level of 0.05 and which means null hypothesis is rejected.

Hypothesis 3

H3_o: Personal value perception in terms of hedonism value and materialism value are not significantly influential on repurchase intention.

H3_a: Personal value perception in terms of hedonism value and materialism value are significantly influential on repurchase intention.

Table 5.22: ANOVA Results for personal value perception in terms of hedonism value and materialism value and Repurchase Intention

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.794	2	5.397	59.626	.000 ^b
Residual	37.744	417	.091		
Total	48.537	419			

a. Dependent Variable: MeanRI

b. Predictors: (Constant), MeanMV, MeanHV

The above table 5.22 shows that the ANOVA accessed the repurchase intention of Louis Vuitton among Thai customer in Bangkok. The significance level was less than .05 (.000<.050) which shows the model was significant and null hypothesis was rejected. This means that at least one variable of personal value perception in terms of hedonism value and materialism values influenced on repurchase intention

Table 5.23: Regression Model Summary of Hypothesis Three

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 ^a	.222	.219	.30085

a. Predictors: (Constant), MeanMV, MeanHV

Table 5.23 shows how much variance of dependent variable affected by the various independent variables. For Louis Vuitton customer in Bangkok, the R square value of 0.222 which shows that 22.2% of the variance of repurchase intention was influenced by personal value perception in terms of hedonism value and materialism value

Table 5.24: Multiple Linear Regression Coefficients of personal value perception in terms of hedonism value and materialism value

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.827	.171	10.703	.000
	MeanHV	.419	.031	3.966	.000
	MeanMV	.353	.037	9.636	.000

a. Dependent Variable: MeanRI

Based on the Table 5.24 for Louis Vuitton customers, the coefficients for personal value perception in terms of hedonism value and materialism value yielded significant levels of .000 which is less than .05. This implies that personal value perception in terms of hedonism value and materialism value significantly influenced the repurchase intention of customer of Louis Vuitton customer in Bangkok at the .05 significance level and which means null hypothesis is rejected.

Hypothesis 4

H4_o: There is no statistically significant relationship between social influence and customer repurchase intention

H4_a: There is a statistically significant relationship between social influence and customer repurchase intention.

Table 5.25: The analysis of relation between social influence and customer repurchase intention by using Pearson Correlation (Bivariate)

Correlations		
	MeanRI	MeanSI
Pearson Correlation	1	.602
MeanRI Sig. (2-tailed)		.000
N	420	420
Pearson Correlation	.602	1
MeanSI Sig. (2-tailed)	.000	
N	420	420

**. Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 5.25, the result from this hypothesis indicate that the significant (2- tailed test) is equal 0.000 which is less than 0.01 ($0.000 < 0.01$) It means that null hypothesis was rejected. Then, researcher can conclude that there is a relationship between social influence and customer repurchase intention at 0.01 significant levels. The Pearson’s correlation coefficient between these two variables is .602, it means that there is a strong relationship between social influence and customer repurchase intention or the researcher could conclude that 2 variables moved to the same direction.

Hypothesis 5

H5_o: There is no statistically significant relationship between emotional value and customer repurchase intention

H5_a: There is a statistically significant relationship between emotional value and customer repurchase intention.

Table 5.26: The analysis of relation between emotional value and customer repurchase intention by using Pearson Correlation (Bivariate)

Correlations			
		MeanEV	MeanRI
MeanEV	Pearson Correlation	1	.597**
	Sig. (2-tailed)		.000
	N	420	420
MeanRI	Pearson Correlation	.597**	1
	Sig. (2-tailed)	.000	
	N	420	420

**. Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 5.26, the result from this hypothesis indicate that the significant (2- tailed test) is equal 0.000 which is less than 0.01 ($0.000 < 0.01$) It means that null hypothesis was rejected. Then, researcher can conclude that there is a relationship between emotional value and customer repurchase intention at 0.01 significant levels. The Pearson’s correlation coefficient between these two variables is .597, it means that there is a moderate relationship between emotional valule and customer repurchase intention or the researcher could conclude that 2 variables moved to the same direction.

Hypothesis 6

H6_o: There is no statistically significant relationship between subjective norms and customer repurchase intention

H6_a: There is a statistically significant relationship between subjective norms and customer repurchase intention.

Table 5.27: The analysis of relation between subjective norms and customer repurchase intention by using Pearson Correlation (Bivariate)

Correlations		
		MeanSN
		MeanRI
MeanSN	Pearson Correlation	1
	Sig. (2-tailed)	.306**
	N	.000
MeanRI	Pearson Correlation	.306**
	Sig. (2-tailed)	1
	N	.000
		420
		420

** . Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 5.27, the result from this hypothesis indicate that the significant (2- tailed test) is equal 0.000 which is less than 0.01 (0.000<0.01) It means that null hypothesis was rejected. Then, researcher can conclude that there is a relationship between subjective norms and customer repurchase intention at 0.01 significant levels. The Pearson’s correlation coefficient between these two variables is .306, it means that there is a weak relationship between subjective norms and customer repurchase intention or the researcher could conclude that 2 variables moved to the same direction.

Table 5.28: Summary of Hypotheses Testing using Pearson correlation

Hypothesis	Statistical Test	Significant Value	Correlation Coefficient (r)	Result
H1 _a : There is a statistically significant relationship between attitude toward behavior and customer repurchase intention.	Pearson's Correlation	0.000	0.408**	Rejected H _o
H4 _a : H1 _a : There is a statistically significant relationship between social influence and customer repurchase intention.	Pearson's Correlation	0.000	0.602**	Rejected H _o
H5 _a : H1 _a : There is a statistically significant relationship between emotional value and customer repurchase intention.	Pearson's Correlation	0.000	0.597**	Rejected H _o
H6 _a : H1 _a : There is a statistically significant relationship subjective norms and customer repurchase intention.	Pearson's Correlation	0.000	0.306**	Rejected H _o

Table 5.29: Summary of hypotheses testing using Multiple Linear Regression

Null Hypothesis Statement	Level of Significance	Significant Value	Beta Co-efficient	Result
H2 _a : There is a statistically significant relationship functional value perception in terms of uniqueness and price quality and customer repurchase intention.	Multiple Linear Regression			
• Uniqueness value		0.000	0.539	Rejected H _o
• Price Quality perception		0.000	0.334	Rejected H _o

<p>H3_a: There is a statistically significant relationship personal value perception in terms of hedonism value and materialism and customer repurchase intention.</p> <ul style="list-style-type: none"> Hedonism value Materialism 	Multiple Linear Regression			
		0.000	0.419	Rejected H ₀
		0.000	0.353	Rejected H ₀



CHAPTER 6

SUMMARY, IMPLICATIONS, RECOMMENDATIONS, AND CONCLUSIONS

This chapter provides the conclusion of the results of this research paper and this whole chapter is divided into five main sections. The first section is the summary of the demographic factors and hypotheses testing of this study. The second section is about the discussion and implications of this study which was followed by conclusion, recommendations and the last part is further studies. The researcher analyzed the primary data from 420 respondents which is explained in chapter five by using SPSS program and concludes the research by explaining the results in this chapter.

6.1 SUMMARY OF FINDINGS

6.1.1 Summary of Demographic Factors

In this research, the researcher applied 420 samples of primary data and these data are collected from three shopping malls in Bangkok, Thailand. The researcher collected these data by using questionnaire during the months June and July of 2015. According to the result of this study, the major group is female (68.0%) followed by male (32.0%). The majority of the respondents with highest age level group of 22-32 years old are 51.4%. The largest personal income per month group is between 30,001 – 40,000 baht (42.1%) with bachelor degree (58.6%) as highest education level. And most recently purchased from Louis Vuitton brand is bag (63.1%).

Table 6.1: Summary of Demographic Factors Analysis

Demographics Factor	Characteristics	Frequency (<i>f</i>)	Percentage (%)
Gender	Female	286	68.0%
Age	22 - 32	216	51.4%
Monthly income	30,001-40,000	177	42.1%
Highest Education Level	Bachelor Degree	246	58.6%
Most recently purchased	Bag	265	63.1%

6.1.2 Summary of a Study of Customer Repurchase Intention towards Louis Vuitton in Bangkok, Thailand.

There are six variable which affected customer repurchase intention towards Louis Vuitton brand directly. They are attitude towards behavior, functional value perception in terms of uniqueness and price quality, personal value perception in terms of hedonism value and materialism value, social influence, emotional value, and subjective norms.

All the variable can be classified into five levels labeled as strongly disagree, disagree, neither disagree nor agree, moderately agree, and strongly agree. The findings were obtained by analyzing the data collected from a total 420 respondents.

Table 6.2: The Results of the Highest Mean of the Question of Each Independent Variable

Variables	The Highest Mean Each Variable	The Highest Mean
Attitude toward behavior	Louis Vuitton is very unique.	3.94
Functional value perception: uniqueness value	Louis Vuitton brand creates a personal image that cannot be duplicated	3.70
Functional value perception: price quality perception	I believe Louis Vuitton products are superior quality.	3.93
Personal value perception: hedonism value	Shopping for Louis Vuitton brand, I feel excitement of the hunt.	3.68
Personal value perception: materialism	Repurchasing Louis Vuitton brand increase my happiness	3.82
Social influence	Before repurchasing Louis Vuitton, it is important to know what others think of people who use certain brands such as high class and others that have a good impression to others.	3.82
Emotional value	Using Louis Vuitton brand makes me feel good.	3.67
Subjective norms	If I want to be like some celebrities, I try to buy same brands that they buy.	3.50

Table 6.2 clearly shows the results of the highest average mean of the independent variables tested. All variables are examined by using descriptive statistical analysis method using the SPSS program.

According to the Table 6.2, in terms of attitude toward behavior “Louis Vuitton is very unique” with the highest mean of 3.94. Thus, it can be concluded that purchasing Louis Vuitton brand is good idea compared with purchasing other luxury brand because it’s unique. In another word, customer firmly hold positive attitude towards Louis Vuitton brand.

The data also showed “Louis Vuitton brand has a unique style” in the variable of functional value perception in terms of uniqueness got 3.70, which is the highest average mean in this part. It obviously demonstrated that the design of Louis Vuitton brand is unique.

The highest mean in the variables of functional value perception in terms of price quality perception is the statement “I believe Louis Vuitton products are superior quality”, have a score of 3.93. It indicate that the strong belief held by consumers about the quality of Louis Vuitton is worthy for purchasing.

What’s more, in the context of personal value perception in terms of hedonism value, the statement “Shopping for Louis Vuitton brand, I feel excitement of the hunt” get the highest mean with 3.68. It indicates that strong beliefs held by Bangkok consumers about the Louis Vuitton products performance.

The statement “Repurchasing Louis Vuitton brand increase my happiness” in the variable of personal value perception in terms of materialism get the highest mean with 3.82. . It implies that products and services supplied by Louis Vuitton brand really meet or surpass customer expectation.

The Table 6.2 also shows that the item “Before repurchasing Louis Vuitton, it is important to know what others think of people who use certain brands such as high class and others that have a good impression to others” in the variables of social influence has the highest mean with 3.82 which obviously demonstrated that it is supposed to gain through an alternative’ imagery associations to enhance the social image of customer through using Louis Vuitton brand.

The statement “Using Louis Vuitton brand makes me feel good” in the variables of emotional value, have a score of 3.67. Thus, it can be concluded that feeling of using Louis Vuitton brand is great emotionally in the mind of customers.

The last but not the least, the statement “If I want to be like some celebrities, I try to buy same brands that they buy” in the variable of subjective norms, have a score of 3.50, which indicates that

Table 6.3: The Result of Highest Mean of Variable

Variables	The Highest Mean
Attitude towards Behavior	3.94
Functional value perception: Uniqueness Value	3.70
Functional value perception: Price-Quality Perception	3.93
Personal value perception: Hedonism Value	3.68
Personal value perception: Materialism Value	3.82
Social Influence	3.82
Emotional Value	3.67
Subjective Norms	3.50
Customer Repurchase Intention	3.71

As shown in Table 6.3, the highest mean of all variable is 3.94 for the attitude towards behavior and the second highest is 3.93 for functional value perception in terms of price-quality perception, which mean respondents agree with the question about attitude towards behavior and functional value perception in terms of price-quality perception. The lowest mean is 3.50 with regard of subjective norms, which implies that respondents are generally neutral with the questions about subjective norms. Most of the means are around 3.60 to 3.70, and two of them are above 3.80, which indicate the respondents mostly agree with the questions. Thus, it can be concluded that respondents mostly agree all the questions except from the question of subjective norms.

6.1.3 Summary of Hypotheses Testing

For testing the relationship between variables, Pearson's Correlation analysis and Multiple Linear Regression were used in this research. From the results of the research, all null hypotheses were rejected as the significant values were less than .05 at 95% confident level and less than .01 at the 99% confident level. It indicates that there are statically positive relationships between these factors. The summary of the findings of six correlation analyses are explained as follows:

Hypothesis 1: There is a moderate positive relationship between attitude towards behavior and customer repurchase intention.

Hypothesis 2: In the second hypothesis, the null hypothesis (H_0) is rejected and it implies that functional value perception in terms of uniqueness value and price quality perception have a statistically significant effect on customer repurchase intention.

Hypothesis 3: In the third hypothesis, the null hypothesis (H_0) is rejected and it implies that personal value perception in terms of hedonism value and materialism value have a statistically significant effect on customer repurchase intention.

Hypothesis 4: There is a strong positive relationship between social influence and customer repurchase intention.

Hypothesis 5: There is a moderate positive relationship between emotional value and customer repurchase intention.

Hypothesis 6: There is a weak positive relationship between subjective norms and customer repurchase intention.

6.2 Discussion and Implications

For the demographic factors of the researcher, the results indicate that most of consumer of Louis Vuitton brand are female and the aged between 22-32 years old, most of them have Bachelor's degree. In other words, Louis Vuitton's customers who use Louis Vuitton brand are mainly educated female adults. From Louis Vuitton Company's prospective, managers or markets should consider more courtesy to this group of people. They need to analyze and understand their needs and wants in order to make them satisfied to keep more positive customer repurchase intention toward Louis Vuitton brand.

This study investigated about the customer repurchase intention towards Louis Vuitton brand in Bangkok, Thailand by considering attitude towards behavior, functional value perception in terms of uniqueness value and price quality perception, personal value perception in terms of hedonism value and materialism value, social influence, emotional value, subjective norms and customer repurchase intention towards Louis Vuitton brand. The following paragraphs will explain the conclusion for the research and also how it should be implied in the study results.

Hypothesis One (H₁): Based on the results of hypothesis one, there is a moderate relationship between attitude towards behavior towards Louis Vuitton. It is implied that attitude towards behavior is one of the important factors and affects the customers repurchase intention. Providing the information to customers about the product attributes may increase their favorable impression towards purchasing a Louis Vuitton product. The result of the study was similar to Xu et al. (2006) research; the researcher concluded that an increase in knowledge leads to a change in attitude, which will in turn influence behavior. Also, it was observed that customers who have a higher positive attitude level are more likely to purchase and do recommendation to others (Fornell et al., 1996). Besides, The result of this study was supported by Li et al. (2013), the Chinese consumers' repurchasing towards luxury brands and the researchers found that attitude towards behavior is positively affect with repurchase intention. Thus, the attitude towards behavior is identified as having a significant role to customer repurchase intention.

Hypothesis two (H₂): Based on the MLR analysis result of hypothesis two, the researcher finds out that there is a statistical significant impact on customers repurchase intention by functional value perception in terms of uniqueness value and price-quality perception. By considering the beta coefficient (β) value, the researcher regards that functional value perception in terms on uniqueness value and price-quality perception have a positive influence on customer repurchase intention of Louis Vuitton. Furthermore, the beta coefficients of regression for un-standardized data which really helps to understand the relative importance of independent variables in model. The beta coefficient values are: functional value perception in terms of uniqueness value has the highest beta value which is equal to 0.539 and it implies that customer repurchase intention is affected by functional value perception in terms of uniqueness value and functional value perception in terms of price quality perception has the lower beta value of 0.334 and it means that customer repurchase intention is also affected by functional value perception in terms of price quality

perception but the associated level is lesser than functional value perception in terms of uniqueness value.

The result of this study is supported by Frank *et al.* (2013) clarified that how the success factor driving repurchase intent differ between male and female customer and the result reveal that uniqueness affects repurchase intention directly. It was additionally implied by Fromkin (1967) and Synder (1977) individuals have an innate need to strongly differentiate themselves from other people. When the need is aroused people with a high need of uniqueness will be consistently motivated to seek ways in which to regain their sense-of-self by distinguishing themselves in some way.

As well as the statement of Shukla (2012) studied about the influence of value perceptions in developed and emerging markets. As the result, price-quality perceptions are strongly reflected consumer's repurchase intention in both markets. Also, Beverland (2005) conceptualized it is better to posit that measuring price – quality perceptions simultaneously as a single dimension because customer use price to judge quality more in expensive products.

Hypothesis Three (H₃): Based on the MLR analysis result of hypothesis three, the researcher discovers that there is a statistical significant impact on customers repurchase intention by personal value perception in terms of hedonism value and materialism value . By considering the beta coefficient (β) value, the researcher regards that personal value perception in terms on hedonism value and materialism value have a positive influence on customer repurchase intention of Louis Vuitton. Furthermore, the beta coefficients of regression for un-standardized data which really helps to understand the relative importance of independent variables in model. The beta coefficient values are: personal value perception in terms hedonism value which is equal to 0.419 and it implies that customer repurchase intention of Louis Vuitton is affected by personal value perception in terms materialism value and personal value perception in terms of materialism value has lower beta value of 0.353 and it means that customer repurchase intention of Louis Vuitton is least affected by personal value perception in terms of materialism value.

The result is supported by Sari and Kusuma (2014) investigated does luxury brand perception matter in repurchase intention: A comparison between a Japanese brand and a German brand. As the result, the researcher found that hedonic has a statistically significant and positive impact on customer repurchase intention. Greenwald and Banaji (1995) and

Voss et al. (2003) mentioned that hedonism is the introspectively unidentified traces of past experience that mediate favorable feeling, thought, or action toward products for which a consumer derives value based on the sensation elicited rather than the actual function.

As well as, Ahman (2013) studied about antecedents of repurchase intention for foreign apparel products among Pakistani University students. Then, the results revealed that materialism showed a strong association with repurchase intention. And Park *et al.* (2008) concluded that materialism and customer repurchase intention were significantly correlated.

Hypothesis four (H₄): Based on the results of hypothesis four, there is a strong relationship between social influence and customers repurchase intention. This result indicates that it could be inferred that the consumption of luxury brands (Louis Vuitton) will be likely to rise when the environment promotes such consumption and favors certain images. This finding was also supported by Peng *et al.* (2011) who studied about the antecedents of luxury brand purchase intention and the researcher found that social influence has a strong influence on customer repurchase intention. Beside, Zamri (2013) found that social influence affect consumer's repurchasing intention.

Hypothesis five (H₅): Based on the result of hypothesis five, there is a moderate relationship between emotional value and customers repurchase intention. It is also indicated that advertisement can feature the Louis Vuitton brand endorsed by reference groups such as peer group and aspiration group or who are important to Louis Vuitton target. When a user has positive emotions (happy, excited, or satisfied), they tend to pass on the information to other group members affecting their repurchase intentions (Dobele, Toleman, & Beverland, 2005). The result is also supported by Gunawan (2014) who studied about the influence of store atmosphere on emotional responses and repurchase intentions and the result revealed that emotional value is positively effect on repurchase intention.

Hypothesis six (H₆): The result from hypothesis six shows that there is weak positive relationship between subjective norms and customers repurchase intention. As Ajzen, 1985 indicated that subjective norms influence positively on customer repurchase intention. It indicates that subjective norms still influence on customer repurchase intention with a positive attitude. In addition, Xu et al. (2006) investigated an empirical study of study predicting purchase intention of a controversial luxury apparel product. Then, the result revealed that subjective norms have only a marginally significant direct influence on customer repurchase intention. Besides, the majority of respondent wanted their behavior to

fit their social status. However, few of the respondents agreed that their social status made them think of purchasing luxury brand (Louis Vuitton). This hesitation may have been related to respondents' uncertainty about the social acceptance of wearing luxury brand.

6.3 Conclusion

Since the global expansion of luxury brand has been largely related to the rising wealth in the emerging market of Asia, many European luxury brands are rapidly expanding their operations to cater to affluent Asian consumer who regard Western brands as a statement of good taste. Therefore, a number of Thai consumers are increasing with an incredible speed and how to attract consumers to repurchase is a huge question in the luxury industry. However with the swiftly increasing, the behavior of luxury brand consumers turns out to be unpredictable. Thus, identification of market segmentation, targeting and maintaining the customers play a more significant role in luxury brand market research.

For the demographic factors of the research, the results indicated that most of Louis Vuitton customers were female age 22 – 32 years and the majority of the respondents' income is 30,001 – 40,000 Thai Baht. In other words, Louis Vuitton customers were mainly young adult to middle age. Louis Vuitton marketers should pay more attention to this group of people. It is important to analyze and understand their needs and wants in order to make them more satisfied and keeping the positive attitude towards the brand among their customer. The researcher investigated (6) hypothesis using Pearson correlation and Multiple Linear Regression to understand the relationship between the variables.

For the necessity and feasibility study analysis, the researcher applies non-probability; convenience; judgmental; quota sampling and survey method to collect the primary data and the scaling system is five point Likert scale method. The researcher collected the primary data from the four selected shopping centers in Bangkok Thailand and the respondents are both male and female who are the existing customers of Louis Vuitton and have been purchasing the products before. The researcher applies five demographic factors; gender, , age, monthly income, highest education level and most recent purchased in this study. In total, 420 primary data are applied to explore the relationship of each variable based on the proposed five hypotheses accordingly. For the data analysis, the researcher relied heavily on the Pearson Correlation Coefficient (Bivariate) and Multiple Linear Regressions (MLR) in SPSS program to test the correlation of each hypothesis in this study.

After the analysis process, the researcher discovers that the majority of the respondents are female (68%). The commonest age level group is between 22 -32 years old (51.4%) and the commonest monthly income group is around 30,001 – 40,000 Baht (42.1%) and the commonest education level group is bachelor degree (58.6%). Most of the respondents recently purchased are bag (63.1%)

The researcher explores the relationship of six hypotheses and the result of each hypothesis shows that the tested variables are correlated each other at the significant level of 0.000. Thus, all of the null hypotheses are rejected. More precisely, within the six hypotheses, hypotheses four (H4) has strong relationship between customers repurchase intention. Also, the researcher explored that in the other (5) hypotheses, (H1) has a moderate relationship and it means that there is a moderate positive relationship between attitude towards behavior and customer repurchase intention. (H2) functional value perception in terms of uniqueness value and price-quality perception are positively associated with customers repurchase intention. (H3) personal value perception in terms of hedonism value and materialism value are positively correlated with customers repurchase intention. In (H5) has a moderate positive relationship between emotional value and customers repurchase intention. And (H6) has a weak relationship between subjective norms and customers repurchase intention.

According to the findings of this study, consumers proved that the following attributes are the most important factor in luxury industry. The researcher concludes that knowing how to increase consumers' repurchase intention through attitude towards behavior, functional value perception in terms of uniqueness value and price-quality perception, personal value perception in terms of hedonism value and materialism value, social influence, emotional value and subjective norms is an important issue to a business and the best effective method of obtaining customers repurchases intention.

6.4 Recommendations

According to the results from the statistical analysis employed in study can help marketers in understanding the Thai consumer's repurchase intention towards Louis Vuitton but also to gain more competitive advantage. Regarding to the research findings, the answers from the questionnaires of this research paper and based on the researcher's observation, the researcher would like to make some suggestion as follows;

According to the result of hypothesis one, there is a moderate positive relationship between attitude towards behavior and customer repurchase intention. In addition, the result indicated that the more favorable a respondent's attitude, the more likely she was to purchase. Thus, the researcher would like to suggest Louis Vuitton to focus on building brand awareness based on advertisement in order to provide new information once the product launched to market or the new arrival of each categories product. It may increase their favorable impressions toward purchasing a Louis Vuitton product. Also, the marketer of Louis Vuitton merchandise lines will need to provide information about the desirable characteristics of luxury products as well as provide care and maintenance recommendations. In addition, the customers may wish to structure their advertising campaigns to emphasize the prestige associated with owning and using Louis Vuitton products. This result was supported in the study about an empirical study of study predicting purchase intention of a controversial luxury apparel product which proved that improving customer attitude towards behavior will develop the repurchase intention of the product (Xu et al. 2006).

Based on the result of hypothesis two, there is a statistical significant effect of functional value in terms of uniqueness value and price-quality perception on customer repurchases intention towards Louis Vuitton. The result would imply that, the price-quality perception can play a significant role in achieving customer repurchase intention. Basically, Louis Vuitton has a good marketing strategy as it prices a premium price to give an aspirational image because the high price signals to consumers that the products is high in quality. Even though, the researcher would like to suggest that a luxury-lifestyle brand will quickly lose its luster if it strays from its particular heritage and identity. For example, if a brand is known for high-quality leather goods hand stitched by European artisans who have honed their skills over decades, it should not be manufacturing products for its new furniture line in factories in low-cost countries. Luxury lifestyle holds the promise of growth, but brands that aspire to drive and sustain growth must stay true to their roots and "keep it real." (Dauriz and Tochtermann, 2013). Furthermore, Louis Vuitton should design the bag which is useable because the researcher found that some design are unable to carry many belongings. As Wiedmann et al. (2009) mentioned that consumer expect a luxury product to be useable of good quality and unique enough to satisfy others to differentiate.

According to the result of hypothesis three, there is a statistical significant effect of personal value perception in terms of hedonism value and materialism value on customer repurchase intention towards Louis Vuitton. In addition, the finding would imply that the customers having tradition wearing brand-named product because they would like to exhibit their wealthy image due to customer's social pressure. Customers showed interest towards heterogeneous preferences for luxury brands. Also, customers have a strong perception that luxury products have a good quality and they feel proud of having it. Therefore, the researcher would like to suggest that the marketer of Louis Vuitton should focus on Thai customer aged 22- 32 years and hunt for appropriate marketing approach to cater this target. Besides, the brand marketer should plan to construct brand image integrate its brand with esteemed and idiosyncratic image and style. The result of this study supported by Sabir et al. (2013) studied about antecedents of purchase Intention for foreign apparel products among Pakistani.

Based on the result of hypothesis four, there is a strong relationship between social influence and customers repurchase intention towards Louis Vuitton. The result would imply that, the positive social influence can play a significant role in customer repurchase intention. When individuals' opinions differ from others in a group, these individuals often change their opinions to agree with the group or attempt to influence others to match their opinion (Festinger, 1950). Therefore, the researcher would like to suggest Louis Vuitton to use the social media in order to connect with its target with the right behavioral traits ,and propensity to influence others. The first benefit of social media is it can actively encourage social posting of the launch product. Also, it allows fans who are not physically at the show to interact with them; this involved live posting on Instagram and etc. (Sundaram, 2013). The finding result was supported by Peng et al. (2011) who studied about antecedents of luxury brand purchase intention and the result revealed that social influence impacts on customer repurchase intention.

According to hypothesis five, there is a moderate relationship between emotional value and customers repurchase intention towards Louis Vuitton. This implies that improving customer's emotional value can raise the customer satisfaction, and the customer repurchase intention towards the product will be high. Thus, the researcher would like to suggest Louis Vuitton to design the product to be more differentiated from other brands because well design

and style can build positive customers emotion. In addition, to participate in some event such as discussing a product, game or getting customer feedback which will grab the attention of customers. Furthermore, marketers should use celebrities to endorse their brand which in turn helps build an emotional connection between the brands and the customer. Finally, customers tend to pass on the information to their friends and affecting their repurchase intention once they have positive emotions such as excited, satisfied and happy (Dobele, Lindgreen, & Beverland, 2007)

Based on the result of hypothesis six, there is a weak relationship between subjective norms and customers repurchase intention towards Louis Vuitton. The researcher would like to suggest should put efforts into creating valuable product movements and campaigns. Such efforts may increase customers' interests in luxury product and let the customers know the benefits of using a luxury product; thus, individuals may be more aware of luxury products and give personal opinions or pressure to other relevant people when consuming luxury product. An additional suggestion is to use popular reference groups, such as celebrities or other influential individuals, in promotion strategies. Such activities will expedite an individual's perception of social pressure toward purchasing luxury product. Kang (2011) who studied about Purchase intention of Chinese consumers toward a US apparel brand: a test of an opposite behavior intention model and the result showed that subjective norms had a direct effect on customers repurchase intention.

6.5 Further research

This study was designed to understand the factors affecting repurchase intention of Louis Vuitton in Bangkok, Thailand. The following are the recommendations pointed out for future studies:

- (1) The researcher in this study focused only the six variables because of the limited timeframe and the cost. Further studies could focus on other variables which may be affect or have a greater influence on customer repurchase intention such as promotion, advertising, word of mouth, brand image and etc.

- (2) In this study, the researcher collected data from only three shopping malls in Bangkok, Thailand which may not apply the result to other geographic area in Thailand. Hence, future study can be done in other cities such as Chiang Mai , Phuket etc. This may provide a better and more precise analysis of the research and may get a different result in different area.
- (3) The researcher focuses on only one luxury-branded product, Louis Vuitton. So, further studies should involve exploring some representative domestic-branded product as well. Or a study should conduct examining how the customer's repurchase intention varies on Thai and foreign brands to get insight understanding of influencing factors.
- (4) Fourth, the researcher only utilized questionnaire survey in this study. Further studies may apply a different method to get a much deeper inside understanding and to explore the causal relationship among variables by using other research techniques such as observation, in-depth interviews and focus group. This will reduce the misunderstanding of the people when interpreting the questions in the questionnaire.
- (5) This researcher focused on customers' repurchase intention for luxury product towards Louis Vuitton brand based on the respondents who have experienced with the product. Future researchers can investigate about purchase intention toward Louis Vuitton brand that may help to understand of purchasing behaviors of respondents who never have an experience with the brand.

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APPENDIX A

QUESTIONNAIRE IN ENGLISH VERSION





Questionnaire of Repurchase Intention towards Louis Vuitton brand

This questionnaire is designed to obtain information for my researches about customers' repurchase intention towards Louis Vuitton in Bangkok, Thailand. The purpose of this research project is the completion of the Master of Business Administration at Assumption University. Please answer all the following questions in this questionnaire and thank you for your cooperation.

Part I: Screening question

1. Have you ever purchased product from Louis Vuitton brand?

() Yes

() No

(If your answer is "yes" please continue to do the second question. By contrast, if your answer is "no" please returns the questionnaire).

Part II: Attitude toward behavior

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
3) Louis Vuitton brand is very unique					
4) Louis Vuitton brand is more fashionable than other brands					

5) Louis Vuitton brand is very attractive					
6) Louis Vuitton brand is durable					

Part III: Functional Value perception

Uniqueness Value	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
7) Louis Vuitton brand creates a personal image that cannot be duplicated.					
8) I like to own new Louis Vuitton brand before others do.					
9) I always repurchase Limited edition of Louis Vuitton brand					
10) Louis Vuitton brand has a unique design					
Price – Quality perception	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
11) I believe Louis Vuitton products are superior quality.					
12) In my mind, the higher price charged by Louis Vuitton brand indicate higher quality.					
13) I always pay a little bit more for the best.					
14) I believe that Louis Vuitton brand has the best quality					

Part IV: Personal Value

Hedonism	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
15) While shopping for Louis Vuitton brand, I feel excitement of the hunt					
16) Shopping for Louis Vuitton brand, I am able to forget my problems					
17) Shopping for Louis Vuitton brand enhances my mood					
18) Shopping for Louis Vuitton brand makes me feel relax					
Materialism	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
19) Purchasing Louis Vuitton brand increases my happiness					
20) It is important to me to own really nice Louis Vuitton brand					
21) I buy many products from Louis Vuitton brand					
22) I place high emphasis on my appearance					

Part V: Social influence

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

23) Before repurchasing Louis Vuitton brand, it is important to know the good impression that make on others.					
24) My friends and I tend to buy same product of Louis Vuitton brand					
25) Before repurchasing Louis Vuitton brand, it is important to know what people style who buy Louis Vuitton brand which lead me to have the same that style					
26) Before repurchasing Louis Vuitton, it is important to know what others think of people who use certain brands such as high class and others that have a good impression to others					

Part VI: Emotion Value

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
27) Using Louis Vuitton brand makes me feel good.					
28) Using Louis Vuitton brand gives me pleasure					
29) Louis Vuitton brand makes me want to use it as unique person					
30) I feel comfortable using Louis Vuitton brand					

Part VII: Subjective norms

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

31) By buying the same brands as my friends, I achieve a sense of belonging					
32) I buy the latest fashion when I am sure my friends like them					
33) I buy Louis Vuitton brand because other expect me to buy					
34) I feel that Louis Vuitton brand makes me look good on others					
35) If I want to be like some celebrities, I try to buy same brands that they buy					

Part VIII: Repurchase intention

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
36) I have strong possibility to purchase Louis Vuitton brand					
37) I always follow a new product of Louis Vuitton brand that issue to the market					
38) I always say positive words of mouth about Louis Vuitton brand					
39) I always go to the Louis Vuitton shop					

Part XI: Demographic Factors

Please choose one among the below choices.

1. Gender:

() Male () Female

2. Age:

() 22 - 32

() 33 - 43

() 44 - 54

() 55 - 65

3. Top educational certificate:

() Bachelor's Degree or less

() Master's Degree

() Doctoral Degree

4. Income level

() 30,000 or less

() 30,001 - 40,000

() 40,001 - 50,000

() 50,001 or above

4. You most recently purchased products from Louis Vuitton were: (you can select more than one)

() Bag

() Belt

() Scarf

() Clothes

() Shoes



APPENDIX B

QUESTIONNAIRE IN THAI VERSION





แบบสอบถาม

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของการศึกษาระดับปริญญาโทบริหารธุรกิจ (MBA) วุดุประสงค์ของแบบสอบถามนี้จัดทำเพื่อการศึกษาความตั้งใจของลูกค้าที่จะกลับไปซื้อยี่ห้อ Louis Vuitton ในกรุงเทพมหานคร ประเทศไทย กรุณาตอบคำถามต่อไปนี้โดยเครื่องหมาย "/" ในพื้นที่ที่ได้รับด้านล่างและตอบตามความเป็นจริงและกรอกคำถามทุกข้อ ข้อมูลทั้งหมดที่ใช้เพียงเพื่อวัตถุประสงค์ทางวิชาการ ขอขอบคุณสำหรับเวลาและความร่วมมือของคุณ

ส่วนที่ 1: คำถามการตรวจคัดกรอง

1. คุณเคยซื้อสินค้าใดจากยี่ห้อ Louis Vuitton หรือไม่

() เคย

() ไม่เคย

(ถ้าคำตอบของคุณคือ “เคย” กรุณาทำข้อถัดไป แต่ถ้าคำตอบของคุณคือ “ไม่เคย” กรุณาสิ้นสุดแบบสอบถามค่ะ).

ส่วนที่ 2: ทรรศนคติที่มีผลต่อการกระทำ

	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ไม่แน่ใจ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
3) Louis Vuitton มีความเป็นเอกลักษณ์เฉพาะตัว					
4) Louis Vuitton มีความทันสมัยมากกว่ายี่ห้ออื่นๆ					

5) Louis Vuitton เป็นยี่ห้อที่มีเสน่ห์					
6) Louis Vuitton มีความทนทาน					

ส่วนที่ 3:

เอกลักษณ์	ไม่เห็น ด้วยอย่าง ยิ่ง	ไม่เห็น ด้วย	ไม่แน่ใจ	เห็น ด้วย	เห็นด้วย อย่างยิ่ง
7) Louis Vuitton สร้างบุคลิกส่วนตัวที่ไม่สามารถลอกเลียนแบบได้					
8) ฉันมักจะซื้อสินค้าตัวใหม่ของ Louis Vuitton ก่อนใคร					
9) ฉันมักจะซื้อสินค้าที่มีจำนวนจำกัดของ Louis Vuitton					
10) Louis Vuitton มีดีไซน์ที่เป็นเอกลักษณ์					
ราคาและคุณภาพ	ไม่เห็น ด้วยอย่าง ยิ่ง	ไม่เห็น ด้วย	ไม่แน่ใจ	เห็น ด้วย	เห็นด้วย อย่างยิ่ง
11) ฉันเชื่อว่าสินค้าของยี่ห้อ Louis Vuitton มีคุณภาพยอดเยี่ยม					
12) ฉันคิดว่าสินค้านี้มีราคาของยี่ห้อ Louis Vuitton ที่มีราคาสูงปงบอกถึง					

คุณภาพที่ยอดเยียม					
13) ฉันมักจะจ่ายแพงกว่าเพื่อสินค้าที่ดีที่สุด					
14) ฉันเชื่อว่า ยี่ห้อ Louis Vuitton มีคุณภาพที่ดีที่สุด					

ส่วนที่ 4: ส่วนบุคคล

ความชอบ	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ไม่แน่ใจ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
15) ฉันรู้สึกตื่นเต้นในขณะที่ยกซื้อสินค้าจากยี่ห้อ Louis Vuitton					
16) ฉันสามารถลืมปัญหาของฉันในขณะที่ยกซื้อสินค้าจากยี่ห้อ Louis Vuitton					
17) ฉันมีความสุขมากกว่าเดิมในขณะที่ยกซื้อสินค้าจาก Louis Vuitton					
18) ฉันรู้สึกผ่อนคลายในขณะที่ยกซื้อสินค้าจาก Louis Vuitton					
ทัศนียม	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ไม่แน่ใจ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
19) ซื้อสินค้าจาก Louis Vuitton ทำให้ฉันมีความสุข					
20) มันเป็นสิ่งสำคัญสำหรับฉันในการเป็นเจ้าของสินค้า Louis Vuitton					
21) ฉันซื้อสินค้าหลายชิ้นจาก Louis Vuitton					

22) ฉันให้ความสำคัญกับรูปลักษณ์ของฉัน					
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ส่วนที่ 5: อิทธิพลของสังคม

	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ไม่แน่ใจ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
23) ก่อนที่ฉันจะตัดสินใจซื้อสินค้าจาก Louis Vuitton มันสำคัญสำหรับฉันที่จะรู้ก่อนว่าสินค้าจาก Louis Vuitton จะทำให้ผู้อื่นประทับใจในตัวฉัน					
24) ฉันและเพื่อนๆ มักจะซื้อสินค้าชนิดเดียวกันจาก แบนด์ Louis Vuitton					
25) มันสำคัญกับฉันที่จะรู้ว่าคนกลุ่มไหนใช้ แบนด์ Louis Vuitton และจะทำให้ฉันมีบุคลิกภาพอย่างไรเมื่อใช้แบนด์นี้					
26) มันสำคัญสำหรับฉันที่จะรู้ว่าคิดเช่นไรกับการที่ฉันใช้สินค้าจากแบนด์ Louis Vuitton					

ส่วนที่ 6: อารมณ์

	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ไม่แน่ใจ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
27) ฉันรู้สึกดีเมื่อใช้สินค้าจาก แบนด์ Louis Vuitton brand					
28) ฉันรู้สึกมีความสุขเมื่อใช้สินค้าจาก แบนด์ Louis Vuitton					

29) ฉันอยากใช้สินค้าจาก Louis Vuitton เพราะมันทำให้ฉันมีเอกลักษณ์เฉพาะตัว					
30) ฉันรู้สึกสบายใจเมื่อใช้สินค้าจาก แบรนด์ Louis Vuitton					

ส่วนที่ 7: บรรทัดฐานอัตนัย

	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ไม่แน่ใจ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
31)จากการซื้อสินค้าี่ห้อยี่ห้อเดียวกับเพื่อนทำให้ฉันรู้สึกว่าเป็นส่วนหนึ่งของพวกเขา					
32) ฉันซื้อแฟชั่นล่าสุดเมื่อฉันมั่นใจว่าเพื่อนของฉันชอบมัน					
33) ฉันซื้อสินค้าจาก แบรนด์ Louis Vuitton เพราะคนอื่นคาดหวังให้ฉันซื้อ					
34) ฉันรู้สึกว่าการที่ฉันใช้สินค้าแบรนด์ Louis Vuitton ทำให้ฉันมีภาพลักษณ์ที่ดีต่อคนอื่น					
35) ถ้าฉันต้องการที่จะมีภาพลักษณ์เหมือนดารานั้นจะพยายามซื้อสินค้านี้ห้อยี่ห้อเดียวกับที่พวกเขาซื้อ					

ส่วนที่ 8: ความตั้งใจในการกลับมาซื้อ

	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ไม่แน่ใจ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
36) มีความเป็นไปได้ที่ฉันจะซื้อสินค้าจาก แบรินด์ Louis Vuitton					
37) ฉันมักจะติดตามสินค้าใหม่ของแบรินด์ Louis Vuitton ที่ออกสู่ตลาด					
38) ฉันมักจะพูดถึงแบรินด์ Louis Vuitton ในเชิงบวก					
39) ฉันไปที่ร้าน แบรินด์ของ Louis Vuitton เป็นประจำ					

ส่วนที่ 9: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

กรุณาเลือกข้อใดข้อหนึ่ง

1. เพศ:

() ชาย () หญิง

2. อายุ:

() 22- 33 () 34-44

() 45-55 () 56-66

3. ระดับการศึกษาสูงสุด:

() ปริญญาตรีหรือต่ำกว่า

() ปริญญาโท () ปริญญาเอก

4. รายได้

() 30,000 หรือน้อยกว่า () 30,001 – 40,000

() 40,001 – 50,000 () 50,001 or above

4. สินค้าที่คุณเพิ่งซื้อจากแบรนด์ Louis Vuitton: (สามารถเลือกมากกว่า1อย่าง)

() กระเป๋า

() เข็มขัด

() ผ้าพันคอ

() เสื้อผ้า

() รองเท้า



APPENDIX C

DATA ANALYSIS



Reliability

Scale: Attitude towards behavior

Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.700	4

Scale: Functional Value Perception: Uniqueness Value

Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.686	4

Scale: Functional Value Perception: Price-Quality Value

Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.707	4

Scale: Personal Value Perception: Hedonism

Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.717	4

Scale: Personal Value Perception: Materialism

Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.745	4

Scale: Social Influence

Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.717	4

Scale: Emotional Value

Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.781	6

Scale: Subjective Norms

Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.728	4

Descriptive Analysis of Demographic Factors

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	134	32.0	32.0
	Female	286	68.0	68.0
	Total	420	100.0	100.0

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Age category

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
22-32	216	51.4	51.4	51.4
33-43	80	19.0	19.0	70.5
Valid 44-54	65	15.5	15.5	86.0
55-65	59	14.0	14.0	100.0
Total	420	100.0	100.0	

Highest education level

Education Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Bachelor's Degree or less	246	58.6	58.6	58.6
Master's Degree	121	28.8	28.8	87.4
Valid Doctoral Degree	51	12.1	12.1	99.5
				100.0
Total	420	100.9	100.0	

Monthly income

Income Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 30,000 or less	129	30.7	30.7	30.7

30,001-40,000	177	42.1	42.1	72.9
40,001-50,000	55	13.1	13.1	86.0
50,001 or above	59	14.0	14.0	100.0
Total	420	100.0	100.0	

Most recently purchased products

Most recently purchased products from Louis Vuitton				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bag	265	63.1	63.1	63.1
Belt	118	28.1	28.1	91.2
Scarf	10	2.4	2.4	93.6
Clothes	27	6.4	6.4	100.0
Total	420	100.0	100.0	

Descriptive Analysis of Variables

Attitude towards Behavior

Descriptive Statistics			
	N	Mean	Std. Deviation
Louis Vuitton is very unique	420	3.94	.315
Louis Vuitton is more fashionable	420	3.79	.407
Louis Vuitton is very attractive	420	3.93	.250
Louis Vuitton is durable	420	3.86	.556
Valid N (listwise)	420		

Functional value perception in terms of uniqueness

Descriptive Statistics

	N	Mean	Std. Deviation
Louis Vuitton brand creates a personal image that cannot be duplicated.	419	3.70	.464
I like to own new Louis Vuitton brand before others do.	419	3.68	.465
I always buy Limited edition of Louis Vuitton brand	419	3.63	.488
Louis Vuitton brand has a unique design	419	3.65	.534
Valid N (listwise)	419		

Functional value perception in terms of price quality

Descriptive Statistics

	N	Mean	Std. Deviation
I believe Louis Vuitton products are superior quality	420	3.93	.588
In my mind, the higher price charged by Louis Vuitton brand indicate higher quality	420	3.56	.845
I always pay a little bit more for the best.	420	3.70	.775
I believe that Louis Vuitton brand has the best quality	420	3.58	.741
Valid N (listwise)	420		

Personal value perception in terms of hedonism value

Descriptive Statistics

	N	Mean	Std. Deviation
While shopping for Louis Vuitton brand, I feel excitement of the hunt	420	3.68	.582
shopping for Louis Vuitton brand, I am able to forget my problems	420	3.59	.694

shopping for Louis Vuitton brand enhances my mood	420	3.60	.689
Shopping for Louis Vuitton brand makes me feel relax	420	3.62	.592
Valid N (listwise)	420		

Personal value perception in terms of materialism value

	N	Mean	Std. Deviation
Repurchasing Louis Vuitton brand increases my happiness	420	3.82	.579
It is important to me to own really nice Louis Vuitton brand	420	3.75	.617
I buy many products from Louis Vuitton brand	420	3.72	.448
I place high emphasis on my appearance	420	3.71	.474
Valid N (listwise)	420		

Social influence

	N	Mean	Std. Deviation
Before repurchasing Louis Vuitton brand, it is important to know the good impression that make on others.	420	3.58	.579
My friends and I tend to buy same product of Louis Vuitton brand	420	3.59	.568
Before repurchasing Louis Vuitton, it is important to know what people style who buy Louis Vuitton brand which lead me to have the same that style	420	3.48	.519

Before repurchasing Louis Vuitton, it is important to know what others think of people who use certain brands such as high class and others that have a good impression to others	420	3.82	.383
Valid N (listwise)	420		

Emotional value

	N	Mean	Std. Deviation
Using Louis Vuitton brand makes me feel good	420	3.67	.475
Using Louis Vuitton brand gives me pleasure	419	3.66	.476
Louis Vuitton brand makes me want to use it as unique person	420	3.60	.494
I feel comfortable using Louis Vuitton brand	420	3.63	.539
Valid N (listwise)	419		

Subjective norms

	N	Mean	Std. Deviation
By buying the same brands as my friends, I achieve a sense of belonging	420	3.46	.663
I buy the latest fashion when I am sure my friends like them	420	3.20	.807
I buy Louis Vuitton brand because other expect me to buy	420	3.20	.841
I feel that Louis Vuitton brand make me look good on others	420	3.36	.696
If I want to be like some celebrities, I try to buy same brands that they buy	420	3.50	.584

Valid N (listwise)	420		
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Repurchase intention

	N	Mean	Std. Deviation
I have strong possibility to repurchase Louis Vuitton brand in the future	420	3.71	.514
I always follow a new product of Louis Vuitton that issue to the market	420	3.55	.503
I always recommend about Louis Vuitton brand to others	420	3.61	.488
I always go to Louis Vuitton shop	420	3.66	.490
Valid N (listwise)	420		

Inferential Statics of Hypothesis Testing

Hypothesis 1

Correlations

	MeanATB	MeanRI
Pearson Correlation	1	.408**
Sig. (2-tailed)		.000
N	420	420
Pearson Correlation	.408**	1
Sig. (2-tailed)	.000	
N	420	420

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 2

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.457	2	5.228	58.270	.000 ^b
Residual	37.327	416	.090		
Total	47.783	418			

- a. Dependent Variable: MeanRI
- b. Predictors: (Constant), MeanPQ, MeanUV

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.468 ^a	.219	.215	.29955

- a. Predictors: (Constant), MeanPQ, MeanUV

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.619	.210	7.725	.000	
	MEANUV	.539	.043	.170	3.919	.000
	MeanPQ	.353	.037	.434	10.004	.000

- a. Dependent Variable: MeanRI

Hypothesis 3

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.794	2	5.397	59.626	.000 ^b
	Residual	37.744	417	.091		
	Total	48.537	419			

- a. Dependent Variable: MeanRI
- b. Predictors: (Constant), MeanMV, MeanHV

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 ^a	.222	.219	.30085

- a. Predictors: (Constant), MeanMV, MeanHV

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.827	.171	10.703	.000	
	MeanHV	.419	.031	.172	3.966	.000
	MeanMV	.353	.037	.419	9.636	.000

- a. Dependent Variable: MeanRI

Hypothesis 4

Correlations

	MeanRI	MeanSI
Pearson Correlation	1	.602
MeanRI Sig. (2-tailed)		.000
N	420	420
Pearson Correlation	.602	1
MeanSI Sig. (2-tailed)	.000	
N	420	420

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 5

Correlations

	MeanEV	MeanRI
Pearson Correlation	1	.597**
MeanEV Sig. (2-tailed)		.000
N	420	420
Pearson Correlation	.597**	1
MeanRI Sig. (2-tailed)	.000	
N	420	420

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 6

Correlations

	MeanSN	MeanRI
Pearson Correlation	1	.306**
MeanSN Sig. (2-tailed)		.000
N	420	420
Pearson Correlation	.306**	1
MeanRI Sig. (2-tailed)	.000	
N	420	420

** . Correlation is significant at the 0.01 level (2-tailed).

