

# **The Analysis of Consumer Decision-Making Styles and Buying Behaviour of Grey Luxury Fashion Goods in the Thai Market**

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## ABSTRACT

The rapid growth of the grey luxury fashion market in Thailand creates a need to understand consumers' behaviour towards the grey luxury fashion goods because the grey market affects many players in Thailand ranging from the luxury brand's authorized retailers, Thai government, Thai fashion brands, and Thai consumers. This thesis addresses the lack of research in consumers' buying behaviour in the grey market by investigating Thai consumers' decision-making styles for grey luxury fashion goods. Furthermore, it also determines the relationships of consumers' demographic differences including gender, age, education, occupation, and income, and the consumers' decision-making styles for grey luxury fashion goods.

The findings of this thesis summarize the results from a sequential mixed-method data collection: online-survey questionnaires and semi-structured interviews of Thai grey luxury fashion consumers. The outcomes reveal that there are eleven consumers' decision-making styles dimensions that can be seen in Thai consumers when purchasing luxury fashion goods from the grey market which are Perfectionist, Brand Conscious, Novelty-fashion Conscious, Recreational-Hedonistic Conscious, Price Conscious, Impulsive and Careless, Confused by Overchoice, Habitual and Brand Loyal, Conspicuous Conscious, Reliance on Celebrities, and Exclusivity Conscious. The differences in these decision-making styles are strongly related to the differences of consumers' gender and age. While the differences of consumers' occupation and income are moderately related, and education is weakly related to the differences in consumers' decision-making styles of Thai consumers towards the grey luxury fashion goods.

This thesis makes an original theoretical contribution by filling the gap in research on consumers' decision-making styles for specific category products, the grey luxury fashion goods. Furthermore, it validates the applicability of the Consumer Style Inventory (CSI) model for Thai consumers while developing three additional decision-making style dimensions, Conspicuous Conscious, Reliance on Celebrities, and Exclusivity Conscious, to explain Thai consumers' grey luxury fashion consumption. In addition, it also makes managerial contributions by utilizing the research result to develop an approach for the Thai government to deal with this emerging grey market issue.

**Keywords:** consumers' decision-making styles, Consumer Style Inventory, buying behaviour, grey market, luxury consumption, grey luxury fashion goods, Thailand.

## DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of the University of Gloucestershire and is original except where indicated by specific reference in the text. No part of the thesis has been submitted as part of any other academic award. The thesis has not been presented to any other education institution in the United Kingdom or overseas.

Any views expressed in the thesis are those of the author and in no way represent those of the University.

Name: Marisa Rojanasingsawad

Signed . ..... Date 1<sup>st</sup> March 2019 .....

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## TABLE OF CONTENTS

<b>ABSTRACT</b>	
<b>DECLARATION</b>	<b>ii</b>
<b>ACKNOWLEDGEMENTS</b>	<b>iii</b>
<b>TABLE OF CONTENTS</b>	<b>iv</b>
<b>LIST OF TABLES</b>	<b>x</b>
<b>LIST OF FIGURES</b>	<b>xii</b>
<b>CHAPTER 1: INTRODUCTION</b>	<b>1</b>
1.1 Introduction	1
1.2 Research Context	1
1.3 Motivations of the Research	3
1.4 Research Aims	5
1.5 Research Contributions	5
1.5.1 Theoretical Contributions	5
1.5.2 Managerial Contributions	6
1.6 Structure of the Thesis	6
<b>CHAPTER 2: LUXURY FASHION AND GREY LUXURY FASHION</b>	<b>9</b>
2.1 Introduction	9
2.2 Luxury Fashion Goods	9
2.2.1 An Overview of Luxury Concepts	9
2.2.2 Luxury Fashion Goods in the Global Market	14
2.3 Luxury Fashion Segment in Thailand	19
2.3.1 Size of Luxury Fashion Goods in Thailand	19
2.3.2 Thai Luxury Fashion Consumer Overview	20
2.3.3 PESTEL Analysis of Luxury Fashion Goods Sector in Thailand	23
2.4 Luxury Fashion Goods and the Role of Fashion	28
2.5 The Introduction of Grey Luxury Fashion Goods Concept	29
2.5.1 Defining the term Grey Luxury Fashion Goods	29
2.5.2 The Process of Grey Luxury Fashion Trade in Thailand	32
2.5.3 The Significance of Grey Luxury Goods in Thailand	35
2.5.4 The Emergence of Grey Luxury Fashion Goods in Thailand	36

2.6 Chapter Summary	40
<b>CHAPTER 3: CONSUMER BEHAVIOUR TOWARDS LUXURY CONSUMPTION</b>	<b>41</b>
3.1 Introduction	41
3.2 Consumer Decision-Making Theoretical Foundation	41
3.3 Consumer Decision-Making in Relation to Luxury Consumption	45
3.3.1 Brand Luxury Index Model	45
3.3.2 Consumers' Luxury Value Perceptions Model	48
3.4 Cultural Differences and Luxury Goods Consumption	55
3.5 Asian Consumers Luxury Fashion Goods Consumption Behaviour	58
3.5.1 Financial Dimension	59
3.5.2 Functional Dimension	60
3.5.3 Individual Dimension	64
3.5.4 Social Dimension	67
3.5.5 Summary of Asian Consumers Luxury Fashion Goods Consumption Behaviour	70
3.6 Chapter Summary	71
<b>CHAPTER 4: CONSUMER SEGMENTATION ON DECISION-MAKING STYLES AND DEMOGRAPHIC DIFFERENCES</b>	<b>72</b>
4.1 Introduction	72
4.2 Consumer Decision-Making Styles	72
4.2.1 Consumer Style Inventory Model	75
4.3 Consumer Decision-Making Styles in Relation to Grey Luxury Fashion Goods	78
4.3.1 Perfectionistic	79
4.3.2 Brand Conscious	80
4.3.3 Novelty-fashion Conscious	80
4.3.4 Recreational-Hedonistic Conscious	81
4.3.5 Price Conscious	81
4.3.6 Impulsive and Careless	82
4.3.7 Confused by Overchoice	82
4.3.8 Habitual and Brand-Loyal	83
4.3.9 Conspicuous Conscious	83

4.3.10 Reliance on Celebrities	84
4.3.11 Exclusivity Conscious	85
4.3.12 Summary of Consumer Decision-Making Styles for Grey Luxury Fashion Goods	85
4.4 Consumers' Demographic Differences and Decision-Making Styles	86
4.4.1 Gender	87
4.4.2 Age	88
4.4.3 Education	89
4.4.4 Occupation	89
4.4.5 Income	90
4.4.6 Summary of Consumer's Demographic Differences and Decision-Making Styles	91
4.5 Chapter Summary	92
<b>CHAPTER 5: RESEARCH METHODOLOGY</b>	<b>96</b>
5.1 Introduction	96
5.2 An Overview of Research Methodology	96
5.2.1 Research Philosophy	96
5.2.2 Research Methodology	98
5.3 Sample Selection Process	101
5.4 Mixed-Method Research Design: Quantitative Research Methods	105
5.4.1 Chosen Quantitative Data Collection Method: Online Survey Questionnaire	105
5.4.2 Questionnaire Design	107
5.4.3 Decide Layout, Flow, and Design	111
5.4.4 Pilot Questionnaire	112
5.4.5 Quantitative Data Analysis	117
5.5 Mixed-Method Research Design: Qualitative Research Methods	121
5.5.1 Chosen Qualitative Data Collection Method: Semi-Structured Interview	121
5.5.2 Interview Procedure	123
5.5.3 Qualitative Data Analysis: Thematic Analysis	124
5.6 The Role of the Researcher	129

5.7 Ethical Considerations	130
5.8 Chapter Summary	132
<b>CHAPTER 6: DATA ANALYSIS AND FINDINGS</b>	<b>133</b>
6.1 Introduction	133
6.2 Quantitative Findings	133
6.2.1 Descriptive Analysis	133
6.2.2 Exploratory Factor Analysis	137
6.2.3 Reliability Analysis of Scale Items	140
6.2.4 Analysis of Thai Consumers' Decision-Making Styles for Grey Luxury Fashion Goods	141
6.2.5 Effect of Demographic Differences on Consumers' Decision-making Style Dimensions	142
6.3 Qualitative Findings	161
6.3.1 Theme1: Consumers' Attitude towards the Grey Luxury Fashion Goods	162
6.3.2 Theme2: Pros of Purchasing Luxury Fashion Goods from the Grey Market	165
6.3.3 Theme3: Cons of Purchasing Luxury Fashion Goods from the Grey Market	168
6.3.4 Theme4: Motivations for Grey Luxury Fashion Consumption	171
6.4 Chapter Summary	183
<b>CHAPTER 7: DISCUSSION OF FINDINGS</b>	<b>186</b>
7.1 Introduction	186
7.2 Thai Consumers' Decision-Making Styles for Grey Luxury Fashion Goods	186
7.2.1 Perfectionist	187
7.2.2 Brand Conscious	187
7.2.3 Novelty-fashion Conscious	188
7.2.4 Recreational-Hedonistic Conscious	189
7.2.5 Price Conscious	189
7.2.6 Impulsive and Careless	190
7.2.7 Confused by Overchoice	191
7.2.8 Habitual and Brand Loyal	192



7.2.9 Conspicuous Conscious	192
7.2.10 Reliance on Celebrities	193
7.2.11 Exclusivity Conscious	194
7.3 Effects of Differences in Demographic Variables on Thai Consumer Decision-Making Styles for Grey Luxury Fashion Goods	195
7.3.1 Gender	195
7.3.2 Age	196
7.3.3 Education	196
7.3.4 Occupation	197
7.3.5 Income	197
7.4 Thai Consumers' Attitude towards the Grey Luxury Fashion Goods and Motivations for Grey Luxury Fashion Consumption	198
7.5 Chapter Summary	201
<b>CHAPTER 8: CONCLUSION AND RECOMMENDATION</b>	<b>203</b>
8.1 Introduction	203
8.2 Research Conclusion	203
8.2.1 Research Question 1: What are the Thai consumer decision-making styles for grey luxury fashion goods?	203
8.2.2 Research Question 2: How is Thai consumer decision making style influenced by demographic variables?	207
8.2.3 Research Question 3: What are Thai consumers' attitudes towards grey luxury fashion goods and underlying motivations to purchase luxury fashion goods from the grey market?	209
8.2.4 Discussion on the Aim of the Research and Answering the Research Questions	213
8.3 Theoretical Contributions	215
8.4 Managerial Implications	216
8.4.1 Thai Economic Implication	217
8.4.2 Thai Social Implication	218
8.5 Research Limitations	220
8.6 Suggestion for Future Research	221
<b>APPENDICES</b>	<b>223</b>
<b>APPENDIX A: Pilot Questionnaire</b>	<b>223</b>

<b>APPENDIX B: Survey Questionnaire (English Version)</b>	<b>228</b>
<b>APPENDIX C: Survey Questionnaire (Thai Version)</b>	<b>231</b>
<b>APPENDIX D: Interview Guideline (English)</b>	<b>234</b>
<b>APPENDIX E: Interview Guideline (Thai)</b>	<b>237</b>
<b>APPENDIX F: Participant Informed Consent Form</b>	<b>240</b>
<b>APPENDIX G: Quantitative Data Analysis</b>	<b>242</b>
<b>APPENDIX H: Interview Transcript Extract</b>	<b>275</b>
<b>APPENDIX I: Thematic Analysis</b>	<b>277</b>
<b>REFERENCES</b>	<b>278</b>

## LIST OF TABLES

Table 1: Thai Market Profile adapted from The Economist Intelligence Unit (2013) and HKTDC Research (2017) and National Statistics of Thailand (2015)	21
Table 2: PESTEL Analysis of Luxury Fashion Goods Sector in Thailand	27
Table 3: Cognitive Models of Consumer Decision-Making (Abley, 2000)	42
Table 4: Consumers' Luxury Dimension	54
Table 5: Lifestyle Dimensions (Plummer, 1974: 34)	74
Table 6: Eight Consumers' Decision-Making Styles Dimensions	76
Table 7: Summarization of mixed-method research to achieve the research questions	99
Table 8: Sample size of Asian Luxury Consumption studies	103
Table 9: The Original Version of Consumers' Decision-Making Style Dimensions and Measurement Variables (Sproles and Kendall, 1986)	108
Table 10: Adopted Consumers' Decision-Making Style Dimensions and Measurement Variables	111
Table 11: Revised Measurement Scale Items	116
Table 12: Qualitative Data Analysis Processes	125
Table 13: Data Display Theme	128
Table 14: Gender Characteristics of the Respondents	134
Table 15: Age Characteristics of the Respondents	135
Table 16: Education Characteristics of the Respondents	135
Table 17: Occupation Characteristics of the Respondents	136
Table 18: Income Characteristics of the Respondents	136
Table 19: Thai Consumers' Decision-making Styles for Grey Luxury Fashion Goods	138
Table 20: Reliability Analysis	140
Table 21: Statistical Analysis of Consumers' Decision-Making Styles Dimensions	142
Table 22: Measurement Level of the Selected Demographic Variables	144
Table 23: Significant Differences of Means for Each Dimension in Different Gender	145
Table 24: Significant Differences of Means for Each Dimension in Different Age Groups	149
Table 25: Significant Differences of Means for Each Dimension in Different Education Level	153
Table 26: Significant Differences of Means for Each Dimension in Different Occupation Level	155
Table 27: Significant Differences of Means for Each Dimension for Different Average Monthly Income	159

Table 28: Participants' Profile	162
Table 29: Comparison of Asian Consumers' Decision-Making Styles	207
Table 30: Summarization of motivations for grey luxury fashion goods vs luxury fashion goods	212

## LIST OF FIGURES

Figure 1: Global Market Value of Personal Luxury Goods	17
Figure 2: Worldwide Luxury Goods Consumption by Area (2015-2016)	18
Figure 3: Thai Population Age Structure	21
Figure 4: Instant purchase process for grey luxury fashion goods	33
Figure 5: Pre-order process for grey luxury fashion goods	34
Figure 6: Brand Luxury Index Model (Vigneron and Johnson, 2004: 488)	46
Figure 7: Consumers' Luxury Value Perception Model (Wiedmann et al, 2007, p. 5)	53
Figure 8: Empirical Studies of Consumer Decision-Making Styles in Asian Countries and the USA (Yeung, 2007: 136)	77
Figure 9: Sample Selection Process	101
Figure 10: Components of Data Analysis: Interactive Model (Miles and Huberman, 1994a: 12)	126

## CHAPTER 1: INTRODUCTION

### 1.1 Introduction

The purpose of this thesis is to provide an in-depth analysis of Thai consumers' decision-making styles and their buying behaviour of grey luxury fashion goods. The aim of this chapter is to provide an overview of the thesis. It will briefly discuss research context and the researcher's motivations for this study, clearly identify the research problem and gaps within the consumer behaviour literature; followed by the overall research aims and research questions for the study. Furthermore, the research contributions will be outlined, and the structure of the thesis will be presented in the last section of this chapter.

### 1.2 Research Context

Consumer decision-making for luxury fashion consumption has become more complex because consumers are exposed to new and wider ranges of products in the market. Global expansion of luxury brands and their e-commerce strategies make it easier for consumers to consume luxury goods (Kapferer, 2015). As evidenced by the success of many major online luxury retail companies without physical stores such as Net-a-Porter and Farfetch, the luxury fashion segment is another industry that benefits from globalization and technology advancements as it utilizes technology to spread brand awareness and reach a higher volume of targeted customers. Its growth is also driven by an increasing number of consumers, ranging from middle to upper class, who desire luxury products (Chan, 2012). Thailand is one of the emerging consumer markets for luxury consumption where there is strong demand for luxury goods (Euromonitor, 2016). Luxury goods are widely consumed among Thai society but for many consumers they are out of reach financially because the price of luxury goods in Thailand is approximately 30% more expensive than European countries due to luxury brand pricing policy, import duty, transportation cost and other expenses (Demetriou, 2014). Consequently, many Thai consumers do not hesitate to take advantage of the global online trading platform and choose to acquire luxury goods from an unauthorized trading channel called the "grey market".

Grey market or parallel importing refers to a distribution of products outside an authorized channel (Autrey and Bova, 2012). Grey market goods are genuine items as they are manufactured and licensed by the authorized brands before being traded in unauthorized grey channel (Menon, 2016). The existence of the grey market is mainly driven by price

discrimination when similar products or services are charged differently across the markets (Berman and Dong, 2016). Grey sellers perceive this price disparity as an opportunity to gain profits- buying the goods from countries where the selling price is lower and reselling them at a higher price, yet lower than the authorised channel, in other countries (Autrey and Bova, 2012).

The growth of the grey market directly impacts the Thai government's revenue on import tax (Barraclough et al. 2006; Pantong, 2013) because the grey sellers usually avoid declaring and paying for import duty to be able to offer products at competitive prices. Furthermore, it affects the sales of luxury fashion retailers, particularly since the recession has contributed to an increase in price-sensitive consumers (Thompson, 2009). On the other hand, the grey sellers might not be able to provide full product warranty, shopping experience and some after sales services to customers; this is considered a trade-off that many consumers are willing to take for many reasons and will be explained as a part of the outcome of the research.

This study particularly focuses on the grey market because it is a significantly growing industry in Thailand (Pantong, 2013). The information of the grey market segment in Thailand is rarely seen because the grey market is, to some extent, involved with illegal transactions, for example, the import procedure. Although the grey market presents as a threat to Thai's government revenue on import tax (Pantong, 2013) and luxury retailers (Myers and Griffith, 2000), very few studies on the grey market provide knowledge on consumer cognitive behaviour especially in the luxury fashion segment. The outcome of this study will explain Thai consumer shopping characteristics in regard to grey luxury fashion consumption. In addition, it will not only provide an understanding on Thai consumer behaviour but also other similar consumer cultures where the grey luxury fashion market has emerged such as Chinese consumers. As a collectivist consumer culture, the Chinese are also drawn to the grey luxury fashion market often referred to as 'Daigou' (Chitrakorn, 2016).

This research will identify consumer shopping orientation using the Consumer Style Inventory (CSI) model by Sproles and Kendall (1986) to explain the approach Thai consumers adopt when purchasing grey luxury fashion goods. The CSI framework has been used to examine behavioural styles in cross cultural studies (e.g. Cowart and Goldsmith, 2007; Neelam, and Venkatachalam, 2014; Tai, 2005) and this study will form an additional country of analysis which will further contribute to a much wider literature. In addition, the effects of differences in demographic variables including gender, age,

education, occupation and income on consumers' decision-making styles will also be investigated because they can interestingly supplement and enhance the cognitive outcome of the research (Blackwell, Miniard, and Engel, 2001; Meyer-Levy and Strenthal, 1991; Wells, 1975). It is important for the Thai government and global luxury retailers to understand consumers' decision-making styles for grey luxury fashion goods because it is a growing trading channel that has an impact on their ends. The Thai government lost at least a billion pounds on import revenue to the grey market while grey sellers often fail to declare their income and pay income tax (Pantong, 2013). On the other hand, luxury retailers such as Chanel, Gucci and Louis Vuitton try to prevent grey market trade with various strategies such as reducing the price gap and limiting purchasing (Marsh, 2016).

### 1.3 Motivations of the Research

The researcher has been a part of the grey luxury fashion market as both a seller and buyer since 2004 and has always been fascinated by the benefits of the grey luxury fashion market to its participating parties, especially the grey consumers. Accordingly, it is quite fair to say that the motivations of this research emerge from the researcher's professional and personal experiences of the Thai grey luxury fashion market.

Professionally, the lack of research on this particular industry intensely motivates the researcher to further explore this area. The researcher wants to conduct research to identify consumers' cognitive perspective towards the grey luxury fashion goods to gain an in-depth understanding on Thai consumers. With extensive knowledge and experiences as a seller and a buyer in the grey luxury fashion market, the researcher decided to utilize this asset by conducting academic research on the grey luxury fashion market as part of her Master degree dissertation while studying MA in Fashion Management and Entrepreneurship at Northumbria University in 2011. The researcher's dissertation "Pre-order culture of luxury brands in Thailand, Is it an innocent crime?" successfully reconfirmed that the grey market negatively affected the global luxury fashion brand/investors who want to expand their market in Thailand as pointed out by many researchers (e.g. Myers and Griffith, 2000; Nolan-Haley, 1984; Thompson, 2009). Furthermore, it proved the researcher's hypothesis that the Thai government, Thai luxury fashion brand industry and grey sellers are also negatively affected by the fast-growing grey luxury fashion market.



Based on the outcome of the research, the researcher is quite certain that the impact of the grey market is significant in Thailand while the information of the grey market segment in Thailand is very limited. Therefore, the researcher is determined to further study and conduct research in the grey market context in Thailand within the consumer's decision-making aspect because a better understanding of consumption behaviour would provide new knowledge to marketers and academics who are as interested in this area as the researcher. Furthermore, it can be a guideline to marketers who want to improve competitive strategies with a view to re-capturing some of the grey consumers.

On a personal level, the researcher has always been associated with the grey market. The researcher started trading in the grey luxury fashion market when it was not as solid as today because back then, in 2004, the use of the internet and online shopping was not widespread in Thailand. The experiences in the grey luxury fashion market urged the researcher to learn more about the market until it became a passion. The researcher wants to find out about the grey luxury fashion market thoroughly to see the direction it is going to take the affected parties to. However, this research mainly focuses on one of the most important party of the grey luxury fashion market which is consumers because the researcher perceives consumers as the core of the grey luxury fashion market in Thailand.

With strong motivations and experiences on the grey luxury fashion market, the researcher decided to conduct the research under a post-positivist epistemological paradigm using a mixed-method research approach in order to minimize the researcher's bias and personal involvement as much as possible. The quantitative method helps the researcher in identifying the consumer's decision-making styles for grey luxury fashion goods and the effects of the differences in demographic variables on each decision-making style. The researcher's personal value and experiences are detached from the quantitative data collection and analysis process. On the other hand, the qualitative approach aims to further explain consumers' decision-making styles for grey luxury fashion goods and to add some valuable insight that might not be covered by the quantitative technique. The researcher's experiences can also be beneficial during the interview and data analysis because the researcher can understand and interact with the interviewee when they use specific terms that are used in the grey luxury fashion market such as "pre" (which means pre-order, one category of grey market transactions).

## 1.4 Research Aims

The grey luxury fashion market in Thailand is growing continuously but the understanding of Thai consumer behaviour on grey luxury fashion goods has not yet been established through any literature; the impact of the grey luxury fashion market in Thailand tends to increase as the market expands. Therefore, this research aims to identify and explain Thai consumers' decision-making style for grey luxury fashion goods by adopting, validating and extending the Consumer Style Inventory (CSI) developed by Sproles and Kendall (1986) as a behavioural framework to categorize Thai consumers with similar shopping orientation into the same decision-making style.

To achieve the research aims, the following research questions need to be addressed:

1. What are the Thai consumer decision-making styles for grey luxury fashion goods?
2. How is Thai consumer decision making style influenced by demographic variables?
3. What are Thai consumers' attitudes towards grey luxury fashion goods and underlying motivations to purchase luxury fashion goods from the grey market?

## 1.5 Research Contributions

### 1.5.1 Theoretical Contributions

This research will make a contribution to the emerging market consumer behaviour literature, specifically in the area of consumers' decision-making style by extending an understanding of Thai consumers' decision-making styles for grey luxury fashion goods. The main contribution of the thesis is to bridge the gap in research on Thais' grey luxury fashion consumption behaviour. It will evaluate consumers' decision-making style on grey luxury fashion goods and investigate the effect of consumers' demographic variables, including gender, age, education, occupation and income, on decision-making styles. The findings of this research are considered to be a new contribution to knowledge as they will provide a cognitive analysis of consumer decision-making style on a specific product category, grey luxury fashion goods which have not previously been studied in the consumer behaviour literature. Moreover, it would provide a better understanding on the execution of the CSI model (Sproles and Kendall, 1986) in a new market setting, the Thai grey luxury fashion market, to marketing academics. In addition, it extends the

applicability of the CSI to Thai grey luxury fashion consumers instead of the student population. A thorough discussion on the theoretical contributions can be found in Chapter8 section 8.3.

### 1.5.2 Managerial Contributions

This research will also be beneficial to the Thai government and business organizations which are greatly affected by the grey luxury fashion market. The outcome of this research will supply insight about Thai consumers' decision-making styles and demonstrate how this information is useful to the real-world setting. It will clarify Thai consumers' psychographic profile in relation to their demographic characteristics, which will help with segmenting consumers into groups based on their decision-making style. Although psychographic profiling is a powerful tool to explain consumers' cognitive process (Knowles and Castillo, 2011), Blackwell, Miniard, and Engel (2001) suggest that it should be used together with other traditional segmentation methods such as demographic segmentation to develop a better in-depth understanding of market segments. The Thai government can refer to the outcome of this study as a basic strategy to deal with the grey market. The key managerial contributions for this study are divided into two aspects: economic and social implications which can be found in Chapter8 section 8.4.

### 1.6 Structure of the Thesis

This thesis consists of eight chapters: Introduction, Luxury Fashion and Grey Luxury Fashion, Consumer Behaviour towards Luxury Consumption, Consumer Segmentation on Decision-making Styles and Demographic Differences, Research Methodology, Data Analysis and Findings, Discussion of Findings, and Conclusion and Recommendation.

**Chapter1: Introduction** contains the overview of the research topic, consumer behaviour regarding the luxury grey market. The research aims and questions of the study are also identified while research contributions are briefly discussed.

**Chapter2: Luxury Fashion and Grey Luxury Fashion** provides an overview of luxury fashion goods by exploring the definition of luxury fashion goods and discussing the global luxury fashion market. Then, the luxury fashion segment in Thailand including size, Political Economy Social Technology Ecological and Legal analysis (PESTEL), and Thai luxury fashion consumer is discussed. Lastly, the definition of the term grey luxury

fashion goods, the significance of grey luxury goods in Thailand and the emergence of grey luxury fashion goods in Thailand will be investigated.

**Chapter3: Consumer Behaviour towards Luxury Consumption** involves the review of literature on consumer behaviour theories specifically for luxury consumption. It tends to provide essential background information of consumers' decision-making process and identify motives for luxury consumption as well as highlight the significant differences between consumers' cultural orientation on luxury consumption.

**Chapter4: Consumer Segmentation on Decision-making Styles and Demographic Differences** provides a discussion on consumer segmentation through internal (decision-making styles) and external (demographic characteristics) attributes. First, the Consumer Style Inventory model will be reviewed and justified as a research instrument for this thesis. Then, the effects of differences in demographic characteristics including gender, age, education, occupation, and income on decision-making styles for luxury fashion consumption are demonstrated.

**Chapter5: Research Methodology** discusses the research philosophy and the research techniques used in this thesis. Then, the process of data collection and sampling techniques are examined. Additionally, the data analysis tools are identified.

**Chapter6: Data Analysis and Findings** presents the results from the quantitative approach and qualitative approach. The responses from the online survey questionnaire will be analysed using SPSS in the quantitative findings section. On the other hand, the qualitative findings section will provide an interpretation of the transcripts from semi-structured interviews.

**Chapter7: Discussion of Findings** provides a discussion on the quantitative and qualitative outcomes in reference to the relevant literature review regarding three main topics of this research: the Thai consumer's decision-making styles for grey luxury fashion goods, effects of differences in demographic variables on Thai consumer decision-making styles for grey luxury fashion goods and Thai consumers' attitude towards the grey luxury fashion goods and motivations for grey luxury fashion consumption.

**Chapter8: Conclusion and Recommendation** presents a summary of the overall findings in the study. In addition, the theoretical contributions and managerial implication

are identified to highlight the key value of this research. Furthermore, it recognizes research limitations and provides suggestions for future research.

## CHAPTER 2: LUXURY FASHION AND GREY LUXURY FASHION

### 2.1 Introduction

This chapter aims to provide an overview of luxury fashion goods, the luxury fashion segment in Thailand and the concept of grey luxury fashion goods. The first section begins with the definition of luxury fashion goods and the overall global market outlook in order to demonstrate a macro view of global luxury fashion goods. The macro exploration of the global luxury market intends to provide background information of the current luxury market. Then, the luxury fashion segment in Thailand including size, Political Economy Social Technology Ecological and Legal analysis (PESTEL), and Thai luxury fashion consumer culture will be intensely discussed to illustrate a deeper understanding of the luxury fashion market in Thailand. In addition, the role of fashion on luxury goods will be discussed to highlight how luxury goods relate to the changing fashion trends. Lastly, the concept of grey luxury fashion goods, starting with the definition of the term grey luxury fashion goods to be used in this study, the process of grey luxury fashion trade in Thailand, the significance of grey luxury goods in Thailand and the emergence of grey luxury fashion goods in Thailand, will be introduced to provide insightful knowledge and a micro view of the Thai grey luxury fashion market.

### 2.2 Luxury Fashion Goods

#### 2.2.1 An Overview of Luxury Concepts

Oxford Dictionary (2017) defines the word 'luxury' as "an inessential, desirable item which is expensive or difficult to obtain". Chevalier and Gutsatz (2012) also express that luxury goods is an expensive, exclusive and unnecessary item. It is viewed as something that is "out of reach of mass consumption" (Berry, 1994: 32). However, globalization and democratization has shifted the meaning of luxury away from its original value of scarcity and accessibility (Kapferer and Bastien, 2012).

Accordingly, Kapferer and Bastien (2012) identify six core characteristics to define luxury:

- linked to heritage and tradition
- provide high quality product and service
- premium pricing
- controlled in distribution

- offered personalized services
- indulge self-pleasure

Nevertheless, these six luxury characteristics identified by Kapferer and Bastien (2012) might not be comprehensive enough to define luxury. For instance, brand heritage and tradition are used to convince consumers that it has more value or is more special than non-luxury products (Okwonko, 2007). In contrast, the reality suggests that brand heritage is no longer a key description of every luxury brand as evidenced by lots of new luxury brands successfully emerging in the market such as Jimmy Choo (founded in 1996) and Proenza Schouler (founded in 2002) (Cavender and Kincade, 2014).

Furthermore, rapid growth of worldwide luxury consumers leads to an expansion of new luxury market segments such as affordable luxury and mass luxury (Thomas, 2008), which make the term ‘luxury’ even more complex to define. Truong, McColl, and Kitchen (2009) explain that masstige luxury is the strategy that combines prestige positioning with premium pricing to reach a larger group of consumers. As a result, luxury goods are no longer about rarity or prestige price but a part of affluent lifestyle (Chadha and Husband, 2006).

On the other hand, many literatures relating to luxury consumption (e.g. Vigneron and Johnson, 2004; Wiedmann, Hennigs, and Siebels, 2009) reveal that personal value also relates to the definition of luxury. Chadha and Husband (2006) describe luxury as goods that are more superior in providing emotional value to consumers compared with non-luxury goods. While Mosca and Gallo (2016: 267) define luxury as goods that are *“linked to perceptions of comfort, beauty and a sumptuous lifestyle: at a symbolic level, consumers can interpret luxury as the prestige symbol of the brand”*.

Many marketing researchers (e.g. Smith and Colgate, 2007; Tynan, McKechnie and Chhuon, 2010; Vigneron and Johnson, 2004; Wiedmann, Hennigs and Siebels, 2007) attempt to define the term ‘luxury’ through multidimensional constructs from both personal and interpersonal effects. Vigneron and Johnson (2004) explain that interpersonal effects such as quality value and usability value are recognized as key motives for luxury consumption. In addition, personal effects such as self-identity value and conspicuous value are also important motives for consumers to consume luxury goods (Wiedmann, Hennigs and Siebels, 2007).

Based on the above discussion on the definition of luxury, it is obvious that luxury is not something which can be simply explained as it is basically an elusive concept that is

subjective and constantly changing over time (Duma, Hallier-Willi, and Steinmann, 2015; Kapferer and Bastien, 2012; Vecchi and Buckley, 2016). Although almost everyone can recognize luxury products, their perception towards luxury is different because it is also depended on their personal experiences (Hoffmann and Coste-Maniere, 2012). Accordingly, this research views the concept of luxury goods through four dimensions: financial dimension (premium price value), functional dimension (usability value, quality value, uniqueness value), individual dimension (self-identity value, Hedonic value, materialistic value) and social dimension (conspicuousness value, prestige value) as suggested by Wiedmann, Hennigs and Siebels, (2007) to cover most aspects of the luxury concept which will be discussed in the following sub-section.

#### 2.2.1.1 Defining the Luxury Fashion Goods Concepts

This section aims to conceptualize the meaning of luxury through the review of recent literatures on four luxury dimensions (Wiedmann, et al, 2007): financial, functional, individual and social. This is to provide a contemporary understanding of current consumer's perception of luxury.

##### Financial Dimension

A premium price is one of the main characteristics of luxury products (Liang, Ghosh, and Oe, 2017). However, excessive price alone cannot be used to justify a concept of luxury as consumers always associate expensive price with other benefits and prestige attached to the product, such as brand equity, quality, achievement-signalling, social recognition, symbolic status and etc, to define the meaning luxury (Kapferer, Klippert, and Leproux, 2014; Liang, Ghosh, and Oe, 2017; Siu, Kwan, Zeng, 2016; Sreejesh, Sarkar, and Roy, 2016). Kapferer and Valette-Florence (2016) explain that the value of luxury goods is not only derived from tangible benefits such as function and quality but also intangible benefits such as emotion, self-concept and social status. Accordingly, consumers are willing to pay for premium price as long as they gain consumption benefits they are looking for from luxury goods (Kapferer and Valette-Florence, 2016).

Nevertheless, a pricing strategy of luxury goods is no longer limited to out-of-reach price tags as before as many well-known luxury brands adjust their entry prices to become more affordable to reach larger group of customers (Seo and Buchanan-Oliver, 2015). Additionally, many of them create a secondary-line with lower price than the traditional product line such as D & G (from Dolce & Gabbana) and McQ (from Alexander



McQueen) (Canziani, Watchravesringkan, and Yurchisin, 2016). The affordable luxury has become successful because consumers see the linkage between price and other luxury consumption benefits (Cavender and Kincade, 2014). Consumers can still enjoy the glimpse of luxury consumption through affordable luxury goods as they embed the brand's symbolic value (Canziani, Watchravesringkan, and Yurchisin, 2016). Wu, Chen, and Nguyen (2015) argue that some group of consumers such as Taiwanese, who are collectivist in nature, are indifferent to affordable luxury as they are drawn to the more prestige luxury brand with premium pricing. Thus, it is important for brands to maintain their equity and status to be perceived as luxury brands (Wu, Chen, and Nguyen, 2015).

### Functional Dimension

Consumer's perception regarding functional of luxury goods includes utility, quality, durability, innovative design concept, and aesthetic value (Roncha, and Montecchi, 2017). Timperio, Tan, Fratocchi, and Pace, 2016) explain that luxury goods are often well-manufactured and gone through innovative design process to maintain the uniqueness and communicate the brand's identity. For this reason, consumer always associate functional characteristics of luxury goods with superior quality (Timperio, Tan, Fratocchi, and Pace, 2016). However, these superiority features alone are no longer enough to attain the status of luxury goods as brand equity also plays an important role in the industrialized luxury market (Shaikh, Malik, Akram, and Chakrabarti, 2017).

Vijaranakorn and Shannon (2017) assert that it requires a mixture of value such functional, consumption experience and emotional to differentiate luxury goods from non-luxury goods because consumer expects luxury goods to perform their utility function as well as satisfying their psychological requirements. Accordingly, luxury goods are not only about function of the goods but a pleasurable consumption experience (Cavender and Kincade, 2014). For example, a recognizable design does not only demonstrate design quality but also provide emotional benefits in personal level (hedonism) and/or interpersonal level (conspicuous consumption) (Rod, Rais, and Schwarz, 2015).

### Individual Dimension

The individual luxury value perception concerns with personal orientation towards luxury consumption (Loureiro, and Araújo, 2014). It is subjective and vary among each person as the satisfaction of luxury consumption depends on personal characteristics such as age,

gender, and lifestyle (Brun, and Castelli, 2013). Sreejesh, Sarkar, and Roy (2016) illustrate that individual luxury dimension usually involves with identity signalling, self-esteem, and achievement signalling. Roncha, and Montecchi (2017) explain that luxury goods often link with consumers' self-concept because they carry strong symbolic value and uniqueness which is communicative by nature. In addition, luxury goods also provide more hedonic benefits than non-luxury products (Kapferer, and Valette-Florence, 2016).

Nevertheless, the individual value cannot solely define a definition of luxury though it is one of motivations for luxury consumption (Roncha, and Montecchi, 2017). Timperio, Tan, Fratocchi, and Pace (2016), explain that individual's level of self such as feeling, actions and personality, is a reflection of external context that drives behaviour. Vijaranakorn and Shannon (2017) assert that luxury consumptions is not only driven by personal factors but interpersonal factors. A study of Hennigs, Wiedmann, Klarmann, and Behrens (2015) reveals that individual value of luxury goods is significantly influenced by financial, functional, and social dimensions which implies that consumers also take other dimensions besides individual dimension into account when they consider what is luxury.

### Social Dimension

Social dimension is strongly related to luxury perception as consumers see luxury goods as a symbolic object which is used to communicate their status within the social group (Timperio, Tan, Fratocchi, and Pace, 2016). It is highly evidenced that social influence has a significant impact on consumers' willingness to purchase luxury goods (Cheah, Phau, Chong, and Shimul, 2015). Brun, and Castelli (2013) elaborate that many people consume luxury goods to facilitate "a satisfactory social life" whether to blend-in with their reference group or signal their social status. Consequently, luxury goods that are highly-expressive are more favourable than luxury goods that are not highly-expressive as they are more recognizable (Sreejesh, Sarkar, and Roy, 2016). Sreejesh, Sarkar, and Roy (2016) also highlight that it is mainly the emotional benefits gain from social recognition that differentiate luxury brands from non-luxury brands.

Luxury brand's that has distinctive image symbolize social classifications and strengthen individual's social image (Roncha, and Montecchi, 2017). Ahmad, Ashraf, and Shaikh (2014) explain that the symbolic value of luxury goods derives from many factors such as price (financial dimension), uniqueness, quality (functional dimension) and brand image. Accordingly, it is not possible to define luxury based on the social and

psychological needs without considering other luxury dimensions and vice versa (Seo and Buchanan-Oliver, 2015).

In summary, the above discussion demonstrates that luxury is a subjective and complex concept that cannot be defined through unidimensional method as it can be seen that the four luxury dimensions: financial, functional, individual, and social are not independent but linked to each other (Wiedmann, et al, 2007). Accordingly, it is better to conceptualize the meaning of luxury through the multidimension models such as Consumers' Luxury Value Perceptions Model (Wiedmann et al, 2007). This model will be discussed and referred to in the later parts of this thesis e.g. section 3.3 and 3.3.2. Even though luxury products can be classified into many categories such as, fragrances and cosmetics, hard luxury such as watches, jewellery, and pens, accessories and apparel, the term 'luxury fashion goods' to be used in this research would include only personal luxury goods; luxury fashion accessories and apparel sections, as it is the "core of the core", of the luxury market in terms of revenue (Bain and Company, 2016).

The next section will explore the luxury fashion goods market to provide an outlook of the luxury fashion goods segment before the concept 'grey luxury fashion goods', which is the main focus of this thesis, will be introduced in the subsequent section.

## 2.2.2 Luxury Fashion Goods in the Global Market

### 2.2.2.1 Luxury Fashion Goods Distribution System

Product distribution system refers to channels that are utilized to make products and services available to customers (Riguad-Lacresse, 2017). It is one of the key elements that distinguishes luxury goods from ordinary consumer goods (Scholz, 2013). As Kapferer and Bastain (2012) explain, luxury brands communicate with customers through their distribution system. Exclusive distribution creates an impression of rarity, which is one of the main characteristics of luxury products and enhances the status of the brand (Kapferer, 2015). On the other hand, a wide distribution of luxury goods through franchises and licenses can interfere with the exclusiveness and position of the luxury brands (Mosca and Gallo, 2016). Thus, it is vital for luxury brands to carefully select their choice of distribution channel (Scholz, 2013).

Luxury brands usually manage their product distribution through a mixture of four main channels: Directly Owned Stores (DOS), license operation through third parties, internet and off-price distribution channel (Okwonko, 2007; Scholz, 2013). Directly Owned Store

refers to a stand-alone store, flagship store, or retail space within high-end department stores (Donze, and Fujioka, 2017). It is the most appropriate distribution channel for luxury goods because it can preserve exclusivity and the prestige image of the brands (Kapferer and Bastien, 2012). Moreover, it also allows luxury brands to centralize their supply chain, which makes it easier for the brands to monitor their sales and inventory as well as systematic deliveries (Chevalier and Gutsatz, 2012). However, a study by Bain and Company (2016) reveals that there is a declined growth rate in new luxury brands DOS opening as luxury brands move their attention to a more flexible temporary store like pop-up stores and the booming trend of online stores.

License operation through third parties refers to franchise dealers and/or multi-brand distributors which establish a contractual relationship with luxury brands (Scholz, 2013). The main distinction between directly owned stores and licensed third parties is in the operation system (Riguad-Lacresse, 2017). Luxury brands need to work with a local partner on sales targets, marketing plans and product assortment (Chevalier and Gutsatz, 2012). This distribution approach allows luxury brands to gain a better understanding of the local market as they work alongside local partners (Scholz, 2013). It is best used when luxury brands enter new developing markets with low level of experience (Chevalier and Gutsatz, 2012). However, the downside of this distribution channel is that it can interfere with the brand premium status as luxury brands have limited control over pricing decision and distribution (Okwonko, 2007).

The internet has become one of the most powerful channels of product distribution; however, the online market for luxury products is not growing as fast as other sectors because it is not suitable with the luxury concept of luxury brands (Kapferer and Bastien, 2012). The internet weakens the exclusivity of the brands and reduces the one-to-one interaction, which is a crucial part for building a relationship and loyalty between customers and luxury brands (Kapferer, 2015). It even damages the luxury value of the brands (Okwonko, 2007). Accordingly, some of the long-established luxury brands, like Chanel, are still sceptical about adopting the internet as their distribution channel (Scholz, 2013). However, this trend tends to change as many big players in the luxury industry such as Louis Vuitton and Gucci fully implement an e-commerce strategy to their brands in specific countries such as the UK and the USA. This is evidenced by the growth of global online luxury sales of 13%, accounting for 8% of global luxury sales in 2016 (Bain and Company, 2016).

Lastly, off-priced distribution channel refers to a factory outlet or outlet store where the luxury goods are sold at a lower or discounted price compared to ordinary retail stores (Okwonko, 2007). The product ranges for outlet stores are usually slightly damaged or second-season rather than the same products available for sale in retail stores (Scholz, 2013). Off-priced outlets for luxury goods are very popular shopping destinations because they offer customers a chance to get a bargain (Kapferer, 2015). A study by Bain and Company (2016) reveals that the off-priced market for luxury goods accounted for 11% of global luxury sales in 2016, worth £24.7 billion. Though the off-priced distribution channel can improve stock liquidity and overall sales of luxury brands (Mosca and Gallo, 2016), it is neglected by many major luxury brands like Louis Vuitton or Hermes. Scholz (2013) explains that the existence of discount outlets contributes to a decline of long-term sales. It also contradicts with luxury brand attributes like exclusivity and high-price tags (Chevalier and Gutsatz, 2012). In addition, it might dilute the prestige image and status of the brand (Donze, and Fujioka, 2017).

#### 2.2.2.2 Size of Luxury Fashion Goods Segment on the Global Scale

Luxury fashion goods is one of the industries that has shown an instant growth rate during the past decade (Bain and Company, 2016). According to a study of Bain and Company (2016), the trend of luxury fashion goods consumption has tended to continuously increase from the year 2006 onwards. However, it faced a slightly declined growth rate in the period 2008-2009 due to worldwide economic situation, subprime and financial crisis. In 2016, the 1% decline in growth rate resulted from lower consumer confidence caused by numerous terror attacks around the world, the UK Brexit and the US presidential election. The report shows that the global market value of personal luxury goods was worth around £224.1 billion (€1≈£0.9) in 2016.

The European Union is reported to be the biggest multi-countries market for luxury goods with overall sales value of approximately £74 billion in 2016 (Bain and Company, 2016). This is an unsurprising outcome considering that more than 70% of global luxury brands are European (Frontier Economics, 2012). The sales of luxury goods in European countries are mainly driven by tourists. Bain and Company (2016) reports that tourist spending accounts for more than 55% of luxury goods sales in Europe. Accordingly, the growth rate of the luxury market in the EU declined by 1% in 2016 as tourist flow declined due to the threat of terrorist incidents (Bain and Company, 2016).

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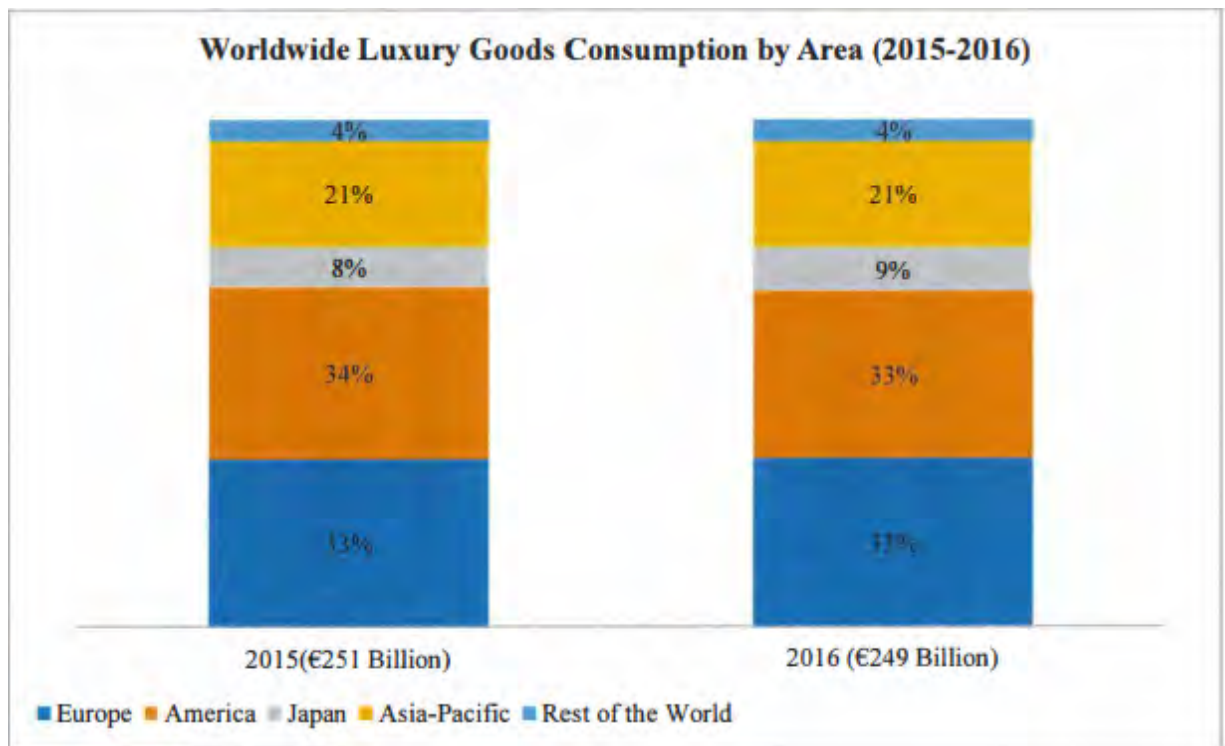
## Global Market Value of Personal Luxury Goods



**Figure 1: Global Market Value of Personal Luxury Goods (Source: Bain and Company, 2016)**

The United States of America is also recognized to be one of the largest markets for luxury fashion goods in the world with approximately £73.7 billion sales in 2016 (Bain and Company, 2016). The sales of luxury fashion goods in New York, its fashion capital city, alone outweighed the sales of luxury fashion goods across Japan by £4.5 billion (£24.3 billion versus £19.8 billion) in 2015 (Bain and Company, 2015). However, the growth rate of the USA luxury industry might continue to slow down as the strong dollar discourages tourists from purchasing luxury goods in the USA (Danziger, 2017).

Japan is another country that plays a significant role in the global luxury fashion industry. Its luxury market value is around £19.8 billion (Bain and Company, 2016). The luxury fashion industry in Japan showed an impressive growth rate of 10% in 2016 (Bain and Company, 2016). The luxury fashion consumption rate in Japan mainly depends on local consumers rather than tourists as the Japanese hold a value of Western materialism and remain the largest market for international luxury brands in Asia (2<sup>nd</sup> in the world behind the United States of America) (Bain and Company, 2017).



**Figure 2: Worldwide Luxury Goods Consumption by Area (2015-2016) (Source: Bain and Company, 2015, 2016)**

Meanwhile, China is regarded as the most tempting market for luxury brands, worth around £15.3 billion in 2016 (Bain and Company, 2016). In fact, the Chinese are the biggest group of high-end fashion spenders in the world if the amount of overseas luxury purchases is taken into account; Bain and Company (2016) reports that Chinese consumers represent around 30% of global luxury purchases. Hancock (2017) supports that the Chinese are ranked first in the world when it comes to overseas luxury purchases. Demetriou (2014) further explains that Chinese prefer to make a purchase of luxury goods when they travel abroad because there is a huge price gap between the selling price of luxury goods in Asia and other regions, especially Europe.

On the other hand, South East Asia is likely to continue to grow with moderate growth rate as Singapore, a major focus of luxury consumption in South East Asia, is more cautious on luxury consumption (Bain and Company, 2017). Research by InsideRetailAsia (2016) points out that Indonesia is recognized to be the leader in online luxury purchases in this region based on Asia Luxury Index. Thailand and Malaysia illustrate a high potential for luxury market but still rely on Chinese tourist luxury spending (Bain and Company, 2016).

## 2.3 Luxury Fashion Segment in Thailand

### 2.3.1 Size of Luxury Fashion Goods in Thailand

Thailand is regarded as one of the largest luxury fashion markets in South East Asia ahead of its neighbouring countries Indonesia, Malaysia and Philippine (Oxford Business Group, 2016). It demonstrated strong luxury sales of £1.3 billion (\$1≈£0.8) in 2016 (Euromonitor, 2016).

Bangkok, the capital city of Thailand, is the most visited city in the world with roughly 21.5 million visitors in 2016 according to Global Destination Cities Index by Mastercard (2016). It also offers great potential for luxury retail expansion as there are many new commercial buildings to accommodate incoming luxury brands (Ipsos, 2013). The luxury retail business operators in Thailand are led by two companies: The Mall Group and Central Group (Euromonitor, 2013). The mall group gained huge success by opening Siam Paragon, one of the biggest luxury malls in Asia (Ipsos, 2013). On the other hand, Central Group opened an ultra-luxury lifestyle shopping complex with £400,000 in investment (1 THB≈£0.02) (Jitpleecheep, 2014), the Central Embassy, to be a house of international luxury brands that are well-established in Thailand such as Gucci, Chanel, Louis Vuitton and Hermes in 2014 (Ono, 2015). Intense competition between these two companies provides a great opportunity for luxury brands to penetrate the luxury market in Thailand and capture sales for both local and tourist consumers. Thai consumers are more familiar with luxury spending as they experienced rapid luxury retail expansion in Thailand during the past few years (Euromonitor, 2013). Moreover, the rise of the upper and middle class in Thailand is mainly responsible for the domestic demand of luxury consumption (Ledbury, 2012).

Tourists, especially Chinese, are another core dynamic to the growth of the luxury fashion goods market in Thailand, accounting for approximately 40% of luxury fashion sales each year (Bain, 2015). Accordingly, Bangkok is ranked 4<sup>th</sup> in global visitor spending with £11.84 billion (Mastercard, 2016). Ipsos (2013) reveals that 73% of Asian tourists see luxury shopping as the main purpose of travelling abroad. The Thai government saw an opportunity in tourist shopping and decided to create some policies to attract more tourists to Thailand. For example, the Thai government announced to waiver visa fees for Chinese and Taiwanese tourists for three months during August-October 2014 (Chinmaneevong, 2014) while visa-free privilege between Thai and Chinese tourists is in the discussion process (Chimprabha, 2014). The Thai government also considered to reduce import duty



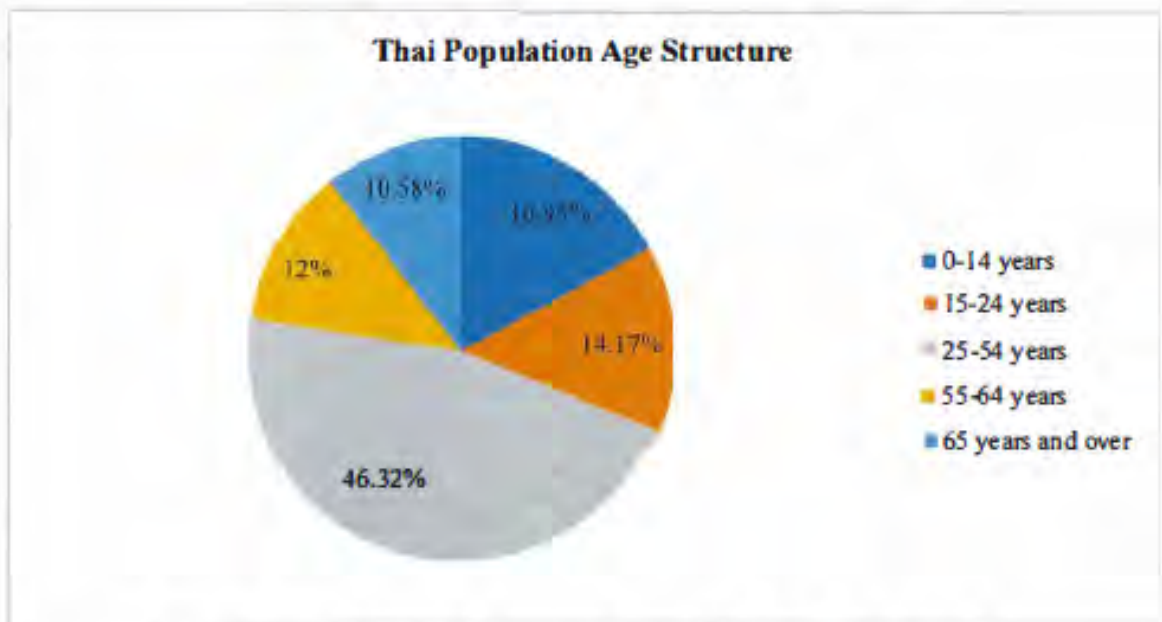
for luxury goods from 30% to 0% in order to compete against Hong Kong and Singapore (Yuvejwattana and Nguyen, 2013). The import tax reduction will also draw the attention of Thai consumers from the grey luxury market and luxury shopping while they are abroad (Rotkanok, 2013). Unfortunately, this tax reduction policy will not be executed as the Thai government explained that the price cut of luxury products from a lower import tax can hurt local businesses (The Economist, 2013). However, the plan to reduce import tax for luxury goods has been raised again in 2016 but no action has been taken (Fernquest, 2016).

### 2.3.2 Thai Luxury Fashion Consumer Overview

Thailand has a population of 68.4 million of which around 9.27 million are situated in Bangkok, the capital city of Thailand and a hub for luxury fashion brands (The World Factbook, 2017). The age structure of the Thai population published by The World Factbook (2017) implies that the majority of the population are working age (between 25-54 years) while 47% of the population are male and 53% are female (Figure 3).

According to Thai consumer market profile as shown in Table 1, the average annual household income of Thais is around £6,459 (National Statistics of Thailand, 2015). National Statistics of Thailand (2015) pointed out that Bangkok and three neighbouring provinces: Nonthaburi, Pathum Thani, and Samut Prakan, earn a lot more than Thailand's average annual household income of around £9,840. Although the average annual household income seems to be too low for Thais to afford luxury goods (considering Louis Vuitton handbags start from £400), it is important to keep in mind that Thailand has a large gap between the rich and the poor (Winn, 2013).

A study by Oxford Business Group (2016) reveals that Thailand's largest working age group (30-34 years old) earn annual income of £120,000 or more. Currently, there are around 340 high-net-worth individuals with more than £40 million and around 91,000 millionaires with more than £1 million investable assets in Thailand (Robinson, 2016). According to the Economist Intelligence Unit (2013), Thailand will face rapid economic expansion which will boost average annual household income of Thais to £14,878.8 in 2030. Based on the statistical data of Thai consumer profiles, the number of Thai luxury fashion consumers tends to grow as Thais have more purchasing power due to an increase in GDP per capita and annual household income (The Economist Intelligence Unit, 2013).



*Figure 3: Thai Population Age Structure (Source: The World Factbook, 2017)*

	2012	2016	2017	2030
Population (m)	67.6	68.2	68.4	71.9
GDP per capita (US\$)	\$ 5,319	\$ 5,970	\$ 6,290	\$ 24,106
Median household income (US\$)	\$ 6,342	N/A	\$ 8,746	\$ 24,798
Number of over- US\$ 50,000 households (000's)	215	N/A	468	4,006
Number of over- US\$ 150,000 households (000's)	12	N/A	12	441

*Table 1: Thai Market Profile adapted from The Economist Intelligence Unit (2013) and HKTDC Research (2017) and National Statistics of Thailand (2015)*

The next section will discuss Thai luxury fashion consumer culture to provide a better understanding of the Thai luxury fashion consumers and highlight the significance of Thai luxury fashion consumer culture.

### 2.3.2.1 Thai Luxury Fashion Consumer Culture

Most luxury consumers are likely to be situated in Bangkok and nearby areas because luxury brand expansions are concentrated in Bangkok (Oxford Business Group, 2016). Urbanised Thai consumers are more aware of luxury fashion brands and familiar with luxury brands and luxury consumption (Oxford Business Group, 2016). In addition, they also have more spending power than other regions of the country (National Statistics of Thailand, 2015).

Social influence is considered to be the main motive for Thais to consume luxury products (Oe, Yamaoka, Liang, and Sunpakit, 2015). McAleer and Mao (2017) explain that Thais value social hierarchy and social class when it comes to luxury consumption. Owning luxury goods is compulsory and quite common among urban Thai culture as Thais tend to signal their social status and conform with their social group through luxury consumption (McAleer and Mao, 2017). Luxury consumption can be seen as a social presence builder because Thais value wealth (Ipsos, 2017). The rich are more favoured than the poor in Thai society; that is why social class has a significant impact on purchasing intention of luxury goods in Thailand (Oe, Yamaoka, Liang, and Sunpakit, 2015). Nevertheless, actual economic position cannot be evaluated by luxury goods as luxury consumption is widespread in Thailand ranging from high-income to low-income consumers such as student and young consumers (Tjiptono, Arli, and Winit, 2017). In addition, income is not a barrier to luxury consumption in Thailand as Thais are willing to sacrifice for luxury goods (Srichamroen, 2012)

Celebrity is known to be the centre of Thai culture and can greatly influence Thai consumers to consume products (The Nation, 2015). However, research by Oe, Yamaoka, Liang, and Sunpakit (2015) points out that the direct impact of celebrity endorsement in Thailand is not as solid as before because Thai consumers are more aware that it is a part of marketing strategy. Boonpradub and Thechatakerng (2015) further clarify that celebrities may not always be able to boost sales for every product, but they can certainly create massive brand awareness among Thai consumers and can be beneficial for the brands in the long run. Consequently, social influence based on celebrity tends to be a more effective strategy than traditional celebrity endorsement in Thailand (Oe, Yamaoka, Liang, and Sunpakit, 2015).

It is also not a surprise to see the entry age group of Thais to luxury fashion consumption to be younger than before as young Thai consumers have become more materialistic than the past (Likitapiwat, Sereetrakul, and Wichadee, 2015). According to Srichamroen (2012), it is common for Thai teenagers as young as 14 years old to wear luxury goods while the luxury handbag has become a new necessity among Thai college students. As evidenced, there is an increasing amount of luxury consumption research on young Thai consumers (less than 25 years old) (e.g. Lekprayura, 2012; Tovikkai, and Jirawattananukool, 2010; Wattanasuwan, 1999) to study on this emerging trend. However, the dark side of this story is that Thai youths, who cannot afford to buy luxury

goods, do illegal things such as stealing and prostitution to get money to purchase these high price-tag products (Percy, 2009; Srichamroen, 2012).

On the other hand, the difference in population between genders for luxury consumption in Thailand is narrower as the metrosexual trend is swiftly growing in Thailand (Euromonitor, 2013). Euromonitor (2013) reports that Thai men are consuming more luxury goods than ever. However, the gap between the number of male and female luxury consumers is still noticeable because women are still the main target consumers for the luxury fashion product category (Euromonitor, 2015). Leather goods and accessories, which is the main focus of luxury fashion goods, relies heavily on women by approximately 65% (Bain and Company, 2013, 2015). Handbags are recognized to be the largest proportion of luxury fashion goods (Bain and Company, 2016). Consequently, the luxury fashion segment for men is not as developed as women's (Euromonitor, 2015).

Thai consumers, who associate with modern media communication such as social media and the internet, are seen as the main luxury consumers for the next decade as luxury brands enter the e-communication era (Whiteman, 2015). Deloitte (2016) reports that Thailand is one of the most attractive markets for e-commerce in South East Asia. Thais spend a significant amount of time on the internet and social media, such as Instagram and Facebook with the mobile adoption rate reaching 150 percent (Euromonitor, 2016; Whiteman, 2015). The main reason for the rapid expansion of social media in Thailand is because Thai consumers' happiness relies on the perception of others towards themselves (Ipsos, 2017). For example, the number of likes and comments on their social media can be an indication of how amazing their lifestyles are (Ipsos, 2017). Research on luxury consumption in Thailand by Quach and Thaichon (2017) further clarifies that Thai luxury consumers are highly interactive with their social group through social media as they can conveniently share their luxury consumption and seek status on online platforms. This research also exhibits that sharing luxury goods through social networks makes Thais 'feel even more special' (Quach and Thaichon, 2017). Accordingly, Thailand is acknowledged to be a potential market for luxury e-commerce expansion (Whiteman, 2015).

### 2.3.3 PESTEL Analysis of Luxury Fashion Goods Sector in Thailand

This section aims to analyse potential changes: Political, Economic, Social, Technological, Ecological and Legal (also known as PESTEL analysis) of the luxury

PESTEL Analysis	Factors
Political	<ul style="list-style-type: none"> <li>• <b>Reduce import tax rate on luxury goods:</b> Thai government considered to promote Thailand as a tax-free shopping destination to attract more tourists (Fernquest, 2016; Yuvejwattana and Nguyen, 2013). This policy will not only increase luxury fashion sales from tourists but also Thais as the price of luxury goods can be reduced to up to 30% (Fernquest, 2016). Although it has not yet been approved by the Thai government, there is a high possibility that this policy will be executed in the near future as the European Union wants to relaunch free trade negotiations with Thailand to cutdown import duty on luxury goods and wine (Chaitrong, 2018).</li> <li>• <b>Reduction of personal income tax:</b> Thai government restructured personal income tax rate in 2017 by expanding the previous five tax brackets to seven; 5%, 10%, 15%, 20%, 25%, 30%, and 35%, from existing rates of 5%, 10%, 20%, 30% and 37% with the aim to benefit low to middle income tax payers (Theparat, and Chantanusornsiri, 2016). This change in tax structure leads to lower tax payment which aims to boost consumption rate, including luxury goods, among Thais (Theparat, and Chantanusornsiri, 2016). This tax structure remains the same in 2018 (Sherrings, 2018).</li> <li>• <b>Unstable political situation:</b> Thailand has been under serious political issues from the military coup and the loss of the late King Bhumibol Adulyadej which has shaken Thais consumer confidence index to fall to the lowest point of 72.3 in November 2016 (Pratruangkrai, 2017). At the moment, Thailand is in the “Era of Uncertainty” in which clear direction of the country is in doubted (Head, 2018). As a consequence, Thai consumers are more concerned about their spending and they try to cut their expenses as much as possible. Moreover, tourists have been warned about safety issues when travelling to Thailand as there have been a series of bombings in the past couple of years (Craggs, 2017). Thus, impacts of unstable political situation in Thailand have a huge effect on sales of luxury goods in Thailand from both Thais and foreigners.</li> </ul>
Economic	<ul style="list-style-type: none"> <li>• <b>Thai economic recession:</b> Thailand is in an economic recession due to an unstable political situation (Thai PBS, 2014). Thai consumer confidence index is very low as Thais feel uncertain about the country’s financial situation (Pratruangkrai, 2017). Therefore, the decreased purchasing power of Thais can also affect the growth of overall luxury sector in Thailand.</li> </ul>

PESTEL Analysis	Factors
Economic	<ul style="list-style-type: none"> <li>● <b>Changes in foreign exchange rate:</b> Luxury fashion brands in Thailand are imported brands, which are reflected by exchange rates (Bain, 2016). Exchange rate fluctuation can attract foreign consumers to purchase in other countries where the currency is weak, for example, the depreciation of British Pound Sterling lured tourists to travel and purchase luxury goods in the UK in 2016 as evidenced by 8% growth rate in sales of luxury goods, whereas sales of luxury goods in other EU countries declined (Bain, 2016).</li> <li>● <b>Decrease in interest rate:</b> Thailand's interest rate has been set at the very low point of 1.5% since 2015 (Wells, 2016). Bank of Thailand continue to hold to this interest rate with the aim to encourage consumers to spend more as the benefit of the savings and the cost of borrowing are low (Yuvejwattana, 2018). This change in interest rate may boost the growth of luxury fashion goods in Thailand as consumers are persuaded to consume rather than save.</li> <li>● <b>Low unemployment rate and higher minimum wages:</b> Thailand unemployment rate was as low as 1% in June 2016 (Bank of Thailand, 2017). The minimum wages have been increased from £6 to £6.2 per day in 2017 (Erdenebileg, 2016). The low unemployment rate and higher minimum wages indicate some level of economic growth in Thailand, which is related to consumer purchasing power.</li> </ul>
Social	<ul style="list-style-type: none"> <li>● <b>Conspicuous consumption:</b> Thais are known to be a conspicuous consumption consumer because social hierarchy and wealth display is significant in Thai culture (King, 2016). This social culture is a factor that drives the growth of the luxury fashion sector in Thailand as it is directly related to the demand of luxury goods.</li> <li>● <b>Celebrity Influence:</b> Celebrities have great impact on Thai consumers because they are the most effective influencers that lead consumers to product consumption (The Nation, 2015). Thus, it can be said that the influence of celebrity is one of the reasons behind the demand of luxury fashion goods in Thailand as it greatly influences the consumption behaviour of Thais (Euromonitor, 2016).</li> <li>● <b>Rising number of Thai youths on luxury consumption:</b> Luxury consumption in Thailand is widespread in younger generations as symbolic consumption is highly valued in Thai culture (Tangsupwattana, and Liu, 2017). Srichamroen (2012) reported that Thai youths as young as 14 years old start to consume and demand luxury fashion goods while college students see luxury goods as a mandatory part of their daily life. This changing culture of Thai youths on luxury consumption has contributed to the growth of the luxury fashion market in Thailand.</li> </ul>

PESTEL Analysis	Factors
Social	<ul style="list-style-type: none"> <li>• <b>Increase in metrosexual trend among Thai men:</b> The metrosexual habit among Thai men is driving the growth of Thai economy in several sectors including luxury fashion as Thai men have become fashion-conscious and concerned about their appearances (Ipsos, 2017). Consequently, the demand of men’s luxury fashion is a significant factor of the sales of luxury goods in Thailand (Euromonitor, 2018).</li> <li>• <b>Social media addict:</b> Thais are known to be an active or even addicted social media user (Fredrickson, 2017). Thailand is ranked 9<sup>th</sup> in terms of number of Facebook users in the world in 2017 while Bangkok is regarded as a city with most Facebook users (Fredrickson, 2017). Sakawee (2013) reported that more than 90% of web users use social media. Social media plays a huge role in luxury fashion goods consumption among Thais (Euromonitor, 2018). It helps increase the demand of luxury goods as luxury brands use social media as a tool to communicate with their customers (Euromonitor, 2018). Moreover, it assists Thais in consuming luxury products publicly via an online setting.</li> </ul>
Technological	<ul style="list-style-type: none"> <li>• <b>Impact of the internet:</b> The internet has a major impact on global luxury business as it changes the way of communication between brands and customers as well as product distribution (Scholz, 2013). It also produces several effects to the luxury fashion goods sector in Thailand, especially on the Thai consumer side, such as the following: <ul style="list-style-type: none"> <li>i) Easy access to luxury: Most luxury brands established their own websites as well as online communication methods, making it easier for Thai consumers to get connected with luxury brands (Euromonitor, 2018). Although official luxury e-shopping is unavailable in Thailand, Thais can browse for products and get product information from the website before they make a purchase in the retail store. In addition, luxury brands are exposed to wider group of Thai consumers as it is no longer restricted to Bangkok but nationwide via the internet. The wider awareness and easier access of luxury brands can affect the brand expansion rate and the growth of the luxury fashion market in Thailand.</li> <li>ii) Social media: As explained in the previous section, social media has a great impact on the demand of luxury products among Thais (Euromonitor, 2018). Thus, an increasing trend of social media should boost the sales of luxury fashion goods in Thailand.</li> </ul> </li> </ul>

PESTEL Analysis	Factors
Technological	<p>iii) Grey market: The internet is recognized as a factor that assists grey market transactions as it allows buyers and sellers to trade freely online (Goel and Gupta, 2014). Additionally, in the case of luxury market in Thailand, it creates an opportunity for Thai consumers to spot a huge difference in prices between luxury brand websites and Thai retail stores, forcing them to consider an alternative grey luxury market. Therefore, the impact of the internet on the grey market interferes with the growth of the luxury fashion industry in Thailand as some Thais are tempted to buy luxury goods at a cheaper price from the grey market.</p>
Ecological	<ul style="list-style-type: none"> <li>• <b>Sustainable fashion awareness:</b> Worldwide consumers are more concerned about the negative impact of fast fashion trend on the environment. Some of them slow down the fashion turnover rate by turning to good quality products with higher prices. In Thailand, sustainable fashion awareness has been raised through many channels e.g. News, T.V programme called ‘Torfah-PhaThai’, which encourages Thais to see the value of Thai garments as their production is environmental friendly. Although the strong demand of sustainable fashion in Thailand is hardly seen, the increasing sustainable awareness of Thais might affect luxury fashion in two ways: <ul style="list-style-type: none"> <li>i)luxury fashion consumption rate might slow down</li> <li>ii) it is possible that more Thais might start to purchase luxury goods as they are better in quality.</li> </ul> </li> </ul>
Legal	<ul style="list-style-type: none"> <li>• <b>Protection of Intellectual Property Rights:</b> Thailand is one of the major counterfeit luxury goods manufacturing countries and is on the priority watch list of the international protection of Intellectual Property Rights (IPR) (Ehrlich, 2015). As a member of the World Trade Organization, Thailand is forced to improve its trademark protection law in order to meet international standards (Thailand Law, 2013). The new trademark law should prevent the growth of counterfeit trading in Thailand and improve the financial performance of luxury brands in Thailand as well as recall the strong identity of the brands.</li> <li>• <b>Thai custom law:</b> According to Thai custom department, inbound passengers to Thailand, who carry products over £400, need to pay for customs duty for those goods (Thai PBS, 2015). The 30% import duty will be applied to the value of luxury goods while the passengers who fail to declare the excess limit item will be fined up to four times of the original value including the duty (Bangkok Post, 2014). This law aims to limit the amount of overseas purchases as well as grey market trading (Bangkok Post, 2014). Luxury fashion segment in Thailand also benefits from this regulation as it discourages Thai consumers from purchasing luxury goods overseas and encourages them to buy luxury goods from retail stores in Thailand.</li> </ul>

Table 2: PESTEL Analysis of Luxury Fashion Goods Sector in Thailand



The next section will discuss luxury fashion goods and the role of fashion to further clarify the meaning of luxury fashion goods to be used in this thesis.

## 2.4 Luxury Fashion Goods and the Role of Fashion

The transformation of luxury fashion goods begins when luxury is no longer belong to home-made family business but industrial production (Hoffmann and Coste-Maniere, 2012). Traditional Haute Couture has been transformed to be a part of global luxury groups such as Moët Hennessy Louis Vuitton (LVMH) and Kering (Hoffmann and Coste-Maniere, 2012). This capitalism approach takes luxury to a wider group of consumers globally and also creates constant change in the luxury fashion cycle (Gardetti and Torres, 2015).

With these changes, there is an overlap between the term luxury and fashion (Kapferer, 2015). Luxury has shifted from a be-spoke or tailor-made to 'fashionable' (Kapferer and Bastien, 2012). Fashion drives the barometer of change in the new age of luxury industry (Duma, Hallier-Willi, and Steinmann, 2015). Luxury brands are known to be leaders and fashion trend setters (Choi, 2014). Though, the fashion trend is fluid and will emerge and fade over time (Clark, 2015). The swift change in the luxury fashion trend is also one of many factors that reduces barriers to luxury consumption as target consumers for luxury are more diverse (Hoffmann and Coste-Maniere, 2012). Fashion diversity and increasing in wealthy consumers make luxury goods more accessible as consumers can have them as long as they can afford them (Duma, Hallier-Willi, and Steinmann, 2015). Luxury consumers are no longer limited to those who purely consume luxury goods, they may portray mix-consumption between high-street and luxury clothes based on their fashion preference (Hoffmann and Coste-Maniere, 2012).

Based on a recent global luxury market study by Bain and Company (2016), luxury fashion trends are more focused on casual products. Denim, sneakers, jackets, and backpacks, which were once perceived as casual rather than luxury, were worth around €9 billion in sales of luxury fashion goods in 2016 and tend to grow continuously (Bain and Company, 2016). Furthermore, collaborations between luxury brands and streetwear brands are commonly seen to address the changing role of luxury goods based on new trends of fashion (Lebeau, 2017). The latest shocking collaboration is between Louis Vuitton, a well-known luxury brand as part of LVMH group, and Supreme, a New York skate-wear brand, in the Autumn/Winter 2017 collection (Johnston and Lee, 2017). The products are co-designed by Supreme and Louis Vuitton with both visibly noticeable

logos while production, quality and prices remain to Louis Vuitton (Johnston and Lee, 2017). Though the price of products in this collection is expensive, ranging from a £ 350 t-shirt to £ 3,250 backpack, the main consumers are young adults (between 18-25 years old) (Heardman, 2017). This collaboration is very successful as it creates hype among consumers; there are long queues of up to 7 hours wait on the street in front of Louis Vuitton pop-up stores and stocks run out very quickly (Heardman, 2017).

As luxury goods turn into an individual's fashion expression, it can be used to further express self-identity or social conformity (Gardetti and Torres, 2015). Accordingly, the distinction between luxury fashion goods and non-luxury fashion goods is slighter than ever but can be obviously identified by the brand status (e.g. high-status fashion house) and price (Gardetti and Torres, 2015). In Thailand, luxury fashion brands are regarded as those from overseas with superior status while luxury goods are recognized by brand symbolic value such as logo or brand name and expensive price tags that can be highly expressive when consumed (Lekprayura, 2012). According to Lekprayura (2012), Louis Vuitton is the most famous luxury brand among Thai consumers followed by Dior, Gucci, Chanel, Marc Jacobs and Prada respectively. The popularity of luxury goods/brands is highly influenced by Thai celebrities as they are known to be the fashion trend setters in Thailand (The Nation, 2015). Furthermore, social group and mass consumption is another factor that affects Thais' fashion preference as Thais prefer to own luxury products that are widely recognized to blend into society and make it easier to communicate their status to other people (Quach and Thaichon, 2017). For example, if you are having what others are having then you are in-the-trend in Thailand.

## 2.5 The Introduction of Grey Luxury Fashion Goods Concept

### 2.5.1 Defining the term Grey Luxury Fashion Goods

As briefly explained in section 1.2, the grey market is an unauthorized trading channel (Autrey and Bova, 2012). Similar products sold at lower prices through the grey channel directly affect the sales of luxury fashion retailers as well as their prestigious image as Jean-Claude Biver (as cited in Koltrowitz, 2017), head of LVMH's watch division, defines the grey market as "industry's cancer". In addition, the emergence of the grey market also interferes with the contractual relationship between authorized distributors and brands when an exclusive supply is concurred (Myers and Griffith, 2000).

For consumers, luxury fashion goods are not only cheaper in the grey market but less complicated to purchase than a luxury brand's own website from abroad (Schindler,

2016). Luxury brands limit an online purchase to one item per transaction while custom controls are very strict on imported luxury goods; in some cases, they return the parcel to overseas luxury retailers without notifying consumers (Schindler, 2016). In contrast, the grey luxury fashion sellers try to make the whole shopping process as easy as possible while trying to provide a unique shopping experience to customers. The grey sellers are very active in responding to customers' queries and they are often in service most of the time. Furthermore, they deliver grey luxury fashion goods in beautiful original packaging including box, bag and dust bag as well as receipt as though the customers bought those items from the brand's own store by themselves. Additionally, product personalization, which is offered by luxury brands, is also available upon request. For example, grey luxury consumers can ask the grey sellers to get personalized hot stamping on their Louis Vuitton purchase from the Louis Vuitton store.

Grey luxury fashion goods can provide full benefits of luxury consumption as they hold characteristics of luxury goods such as quality, originality, symbolic and brand equity. The only thing missing from obtaining luxury fashion goods from the grey market is luxury brand in-store shopping experience. Luxury brands are known to provide a memorable shopping experience to their customers (Scholz, 2013). Additionally, stores are used to confirm the brand's DNA and reinforce brand perception (Solca, 2017). However, the in-store shopping experience does not seem to have an impact on the decision-making process of some luxury consumers in the globalization era as nowadays many consumers put their interests on products rather than service (Adams, 2013; Thomas, 2008). Thomas (2008) explains that nowadays many customers see no difference between luxury shopping experience and other kinds of product shopping experience except for the price. Adams (2013) asserts that the new luxury experience is in the ownership of luxury goods not luxury service.

The solid growth of luxury e-commerce platforms such as Net-a-Porter, Farfetch, Yoox or the brand's own online-store is evidence of the changing role of the in-store shopping experience (McKinsey, 2015). The role of in-store shopping experience is far less significant than before as many luxury consumers browse for luxury products on their smartphone when they are making purchasing decisions, whether the actual purchase is made online or offline (McKinsey, 2015). According to Boston Consultant Group (Abtan et al, 2016), 41% of luxury consumers research luxury goods online before making a purchase in-store; while 9% of luxury consumers browse for luxury fashion goods in-store and make a purchase online as they want to make a comparison between price

(Abtan et al, 2016). Both types of consumers reflect that they consider product and monetary value rather than shopping experience. Currently, it is not a surprise to see people buying a £16,200 Gucci dress from Net-a-Porter without visiting Gucci retail store as luxury consumption experience and convenience are the main focus of luxury consumers when they make a luxury purchasing decision (Adams, 2013).

In comparison, it can be said that luxury fashion goods purchasing from online platforms and the grey market are not quite distinct for many consumers as they are not getting to experience the brand's in-store purchasing experience such as store-ambience or services. On the other hand, they get to consume genuine luxury brand items. Although the product acquisition process differs from traditional luxury purchases, luxury fashion goods purchased from the grey market can still be called luxury fashion goods in relation to price as they are still expensive and are highly expressive products as they carry the brand's symbolic value (Gardetti and Torres, 2015). For example, a Louis Vuitton handbag purchased from the grey market would still be recognized as a luxury Louis Vuitton handbag as it carries the brand's logo/trademark, quality and design while communicating prestigious status.

The definition of luxury fashion goods, an overview of Thai luxury fashion consumer culture and the role of luxury fashion explained in sections 2.2.1 2.3.2.1 and 2.4 respectively combine with the above discussion of grey luxury fashion market to capture the description of grey luxury fashion goods to be used in this thesis. First of all, the meaning of luxury goods as well as the product category of luxury goods included in this study is clearly identified. Secondly, Thai luxury fashion consumer culture is reviewed to portray the meaning of luxury consumption in Thai culture. Then, the role of fashion draws the boundary on the perception of luxury fashion goods and the use of luxury goods in Thailand. Lastly, the concept of grey market trading explains a specific trading system that is the main focus of the research. As a synthesis of aforementioned discussions, the definition of the term 'grey luxury fashion goods' used in this thesis is described as:

“This study recognizes grey luxury fashion goods as luxury leather goods, handbags, shoes, small accessories, and clothes, that are traded outside an authorized distribution channel. They are authentic goods which are mass-produced by high-status fashion brands and fairly expensive in price. Moreover, they are highly expressive as they still carry symbolic value of luxury brands without involving the consumer's personal output such as be-spoke or made-to-order.”

The next section will describe the process of grey luxury fashion trade in Thailand to provide a clear description of the grey luxury fashion mechanism in Thailand.

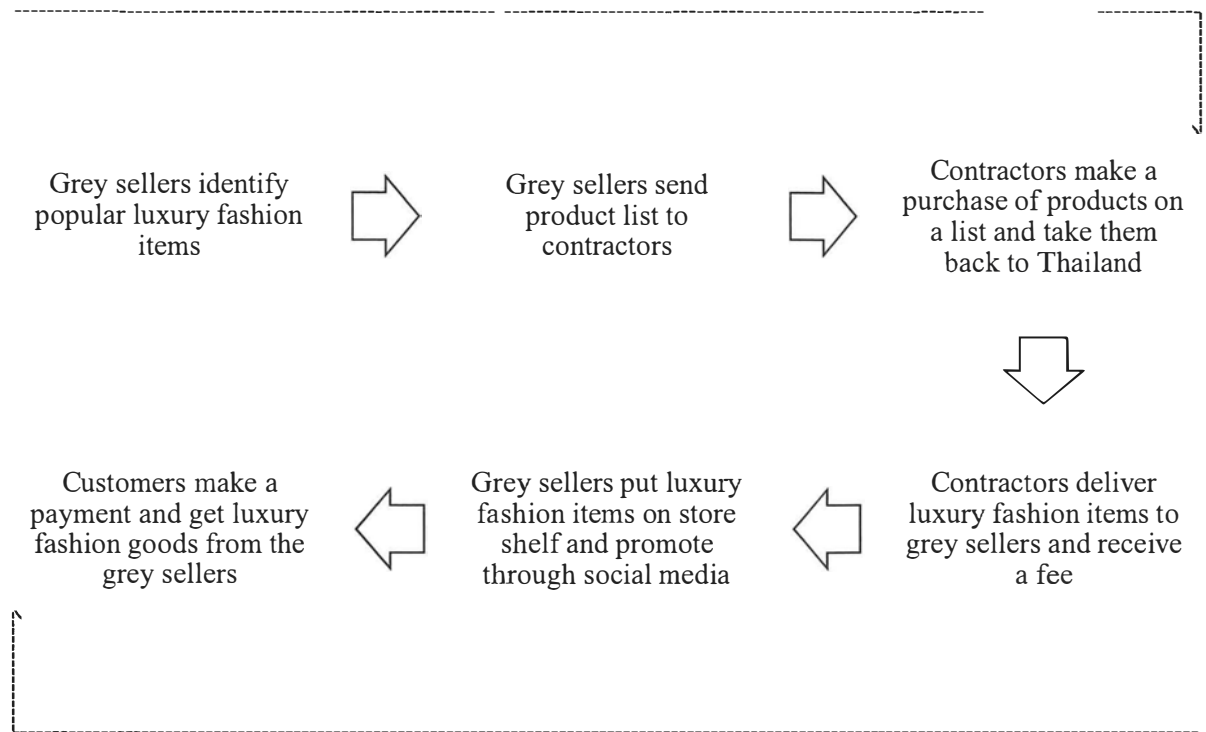
### 2.5.2 The Process of Grey Luxury Fashion Trade in Thailand

Since there is no referenceable material to make an expansion on the process of grey luxury fashion trade in Thailand, it is reliant on the researcher's own experience as a professional and consumer to demonstrate how the grey market actually operates. In Thailand, the grey luxury fashion market can be classified into two main categories: in-store and online. The concept of in-store grey luxury fashion market is quite straightforward like a general retail store, located in public areas such as shopping mall or city centre. The store environment is as simple as a retail store can be. Numerous luxury handbags are wrapped and stuffed on the shelf while luxury clothes are hung on a basic clothes rack. On the other hand, an online store can range from public websites, store owned websites to social media, such as Facebook or Instagram or Line applications. Photos of luxury fashion goods along with its packaging are posted and promoted on the internet along with the terms and conditions of grey sellers. Many grey sellers hesitate to declare the price on the internet as the grey luxury fashion market in Thailand is very competitive in price. Within these grey markets, there are two different methods of purchase: instant purchase and pre-order purchase.

An instant purchase occurs when the imported luxury fashion goods are in Thailand allowing consumers to get the goods instantly after the money has been paid for in-store transaction. For on-line instant purchase, buyers have two options to get the goods: schedule an appointment with sellers to deliver the goods or receive them by post. Most consumers prefer to get the goods in person with sellers because they can see an actual product before they pay and avoid the risk of products lost by the courier. The process of an instant purchase of grey luxury fashion goods in Thailand is described as follows:

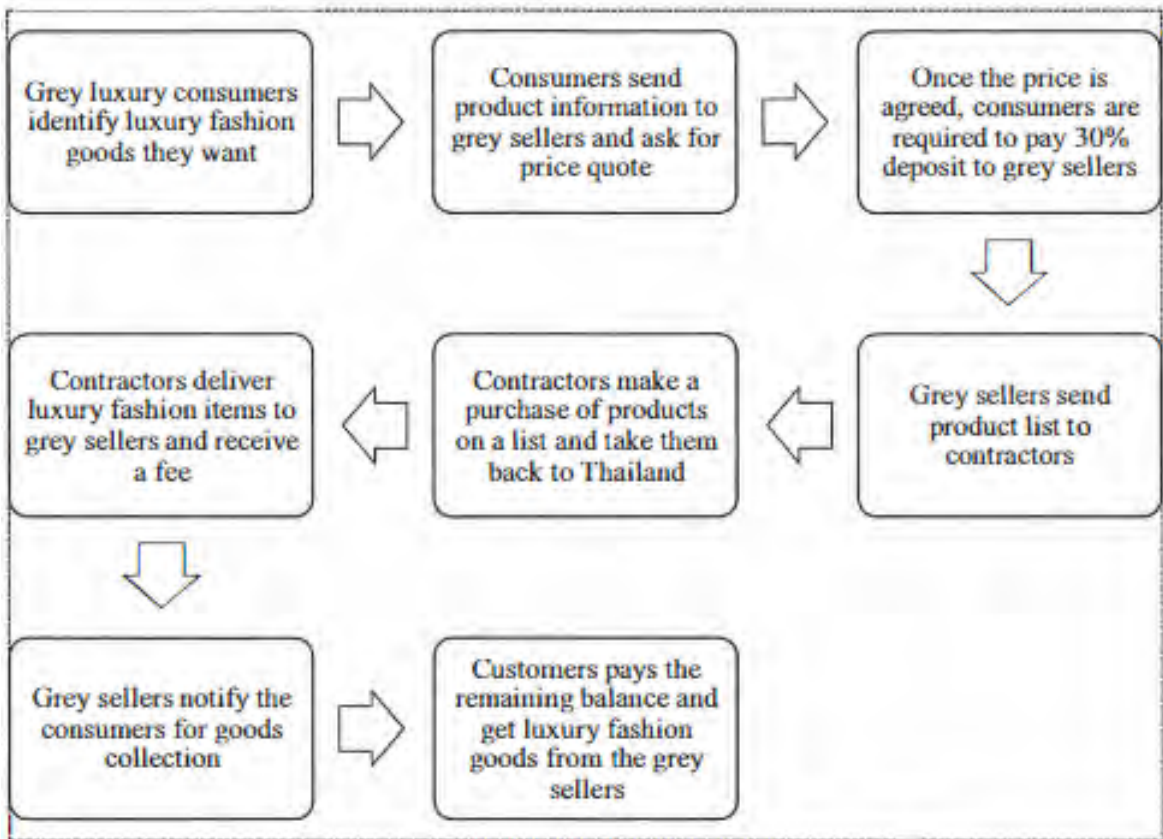
Firstly, the owners of grey luxury fashion stores search for popular or in-high-demand luxury fashion items, mostly it would be luxury fashion goods worn by Thai celebrities. Then, they would ask their contractors, who are travelling to European countries to purchase and take those items back to Thailand for them for a fee ranging from £20-£1,000 per transaction (based on the number of items and the rarity of products). The contractors are mostly cabin crews as they are travelling every day but occasionally it can be travellers who wants to earn extra money by taking this job. In some cases, the store owners make a trip to get those items by themselves. Once the goods arrive in Thailand,

the store owners put them on a store shelf or on-line store and promote the item through social media to let customers know that they have that desirable item in stock. Lastly, customers make a payment and get the item in-person or by post.



**Figure 4: Instant purchase process for grey luxury fashion goods**

On the other hand, pre-order purchase of luxury fashion goods is very popular among Thais. It describes the situation where the luxury fashion goods are not yet acquired by the sellers (Asia street fashion, 2014). The sellers will purchase the goods once the customer places an order and makes a deposit (Asia street fashion, 2014). Lead time between order placement and product delivery varies from 1-20 days (Asia street fashion, 2014). The goods collection process is the same as instant purchase for both in-store and online orders. Pre-order trading benefits both sellers and buyers. For example, sellers are not required to invest their money before they know that the products will sell while buyers are exposed to a wider range of products, basically almost everything available on the internet, and they can choose the exact goods they desire. The process of a pre-order purchase of grey luxury fashion goods in Thailand is described as follows:



**Figure 5: Pre-order process for grey luxury fashion goods**

Firstly, the grey luxury consumers search for information of the luxury goods they want. Secondly, they send product information such as brand, product reference, size, and colour to the grey seller and ask for a price quote. If they agree to make a deal, then buyers are required to make a deposit, at least 30% of the price quote. After the deposit has been made, the grey sellers will contact their contractors to purchase and deliver that particular item for a fee (usually £10 for a small item such as a wallet and £20 per medium item like a handbag but can be as high as £100 for a rare item). Consumers will be notified as soon as the goods arrive in Thailand and an appointment will be made for goods collection. Consumers are required to pay the rest upon collection or before the goods are dispatched by post.

Besides price differences of luxury fashion goods between European countries and Thailand, the grey sellers also make profits from tax-free shopping, obtain a refund of the sales tax charged by foreign retailers, and avoid Thailand's 30% luxury import tax. However, it is important to note that grey luxury fashion transactions are not possible with fully-legal import method because the grey sellers would not make a profit if they had to pay import tax (Chitrakorn, 2016). Consequently, the grey sellers are avoiding import tax through different ways such as bribery and under-declared value of goods.

### 2.5.3 The Significance of Grey Luxury Goods in Thailand

The value of the grey industry around the world amounts to billions of dollars and tends to grow consecutively each year (Xiao, Palekar and Liu, 2011). Research conducted by Deloitte Touche as cited in Iravani, Dasu, and Ahmadi (2016) reveals that grey trading caused the U.S. retail industries to lose profits of around £50.4 billion per year. The value of the grey luxury fashion market in China alone is worth approximately £5.2 billion (Chitrakorn, 2016).

Previous studies (Barraclough et al. 2006; Bain and Company, 2016) suggest that the largest grey market is situated in Asia. Thailand, for example, has witnessed grey market trading across many industries, ranging from automobile to technology devices. Mercedes Benz Thailand reported that the Thai government lost around £909 million import duty to grey Mercedes Benz importers in 2012 (Pantong, 2013). The grey luxury fashion business is another popular sector in Thailand mainly because Thais are collectivists who use luxury products to express their superiority and secure their social status (Chadha and Husband, 2006; Oe, Yamaoka, Liang, and Sunpakit, 2015). Furthermore, luxury goods have become one of the basic needs in Thailand as they represent a desired form of cultural self-expression (Oe, Yamaoka, Liang, and Sunpakit, 2015) and the grey channel offers consumers a cheaper alternative to purchasing in flagship stores.

The growth of the grey luxury fashion market in Asia and its impact is highly significant that luxury brands cannot afford to ignore (Marsh, 2016). LVMH, one of the world's leading luxury goods companies that owns many famous luxury brands such as Louis Vuitton and Christian Dior, puts on a retail restriction to limit the amount of luxury products a consumer can buy with the aim of preventing grey market transactions (Robertson, 2016). While Kering, an international luxury group that owns successful fashion houses such as Gucci and Balenciaga, along with Chanel, a privately-owned luxury fashion brand, try to beat the grey luxury fashion market in Asia by reducing the price gap between Asia and Europe (Chitrakorn, 2016). Furthermore, Bain and Company (2016) suggests that strict customs borders can also help slowing down the growth of the grey market and boost domestic consumption. However, the aforementioned strategies do not seem to work well as the grey market keeps growing in Asia (Chitrakorn, 2016).

Grey luxury fashion goods are a solid market in Thailand that seems to grow continuously. The growth of the grey market will significantly affect the sales of luxury brands in the countries where luxury grey trading exists (Bain and Company, 2016). The



slow growth sales rate of authorized luxury brands in Thailand will discourage luxury goods store expansion and product ranges available in Thailand because luxury brands may perceive that it is not worth investing in a poor sales country. Furthermore, the grey market also negatively affects the brand image and brand equity of authorized brands (Berman and Dong, 2016) as the grey market makes luxury fashion goods to be less exclusive, widely available and easy to obtain, from the Thai point of view. In addition, it also hurts the import tax revenue of Thailand as Schindler (2016) explains that the grey luxury fashion goods are often imported with under-valued declaration or no declaration at all.

The next section will discuss the reasons why the grey luxury fashion market is growing well in Thailand.

#### 2.5.4 The Emergence of Grey Luxury Fashion Goods in Thailand

Grey marketing practice has been a serious concern to international manufacturers and has become a mature business that is widespread in a global scale ranging from less-developed markets to well-developed markets (Fletcher and Crawford, 2014). This section aims to discuss the driving factors of the emergence of the grey luxury fashion market in Thailand including price discrimination, exchange rate fluctuation, scarcity, technology, and Thai environmental factors.

##### 2.5.4.1 Price Discrimination

Price discrimination refers to a situation where the sellers charge the same products at different prices in different markets (Fisher and Waschik, 2002). However, differences in pricing occurring from differences in operation cost, such as transportation and storage cost, are not considered as price discrimination because this involves a difference in marginal cost (Wilkinson, 2005). Price discrimination is evidenced to encourage arbitrage transactions and is also regarded as a main factor for international grey trading (Berman and Dong, 2016).

Selling prices of luxury fashion products in Asia are usually higher than Western at around 20-40%. These differences in price tags of luxury goods in Asia and the West can be regarded as price discrimination because they are not reflected in the operational cost (Wilkinson, 2005). It was once true that most luxury products were produced in their country of origin forcing luxury brands to charge higher prices in other countries other than the manufacturing country to respond to the extra selling cost in other markets.

Nowadays, many luxury brands move their production plants to Asia in order to minimize the cost by taking advantage of lower wages and gaining more profit. However, Asians still face excess charges from luxury brands, thus, it is not so unexpected that many Asians react to price discrimination by turning to luxury fashion grey trading.

#### 2.5.4.2 Exchange Rate Fluctuation

Changes in exchange rate are a factor that directly impact the selling prices of imported and exported luxury products (Booker, 2015). According to Deloitte (2017), the growth of the luxury industry as well as grey luxury market in 2016 is fuelled by changes in exchange rate. Exchange rate fluctuation stimulates the grey market although price discrimination is seen as the most powerful dynamic of the grey market (Fletcher and Crawford, 2014). Changes in exchange rate also pose a problem to manufacturing companies as most firms are not actively adjusting their selling price in response to the exchange rate, resulting in a significant profit loss (Eagles et al., 2003). However, Booker (2015) suggests that price adjustment based on currency evaluation might not be able to prevent grey market trading in Asia as Asian consumers still prefer to purchase luxury goods from abroad.

Based on the discussion above, it is evidenced that exchange rate fluctuation also affects consumer demand for the grey luxury fashion goods because it creates a gap in selling prices between countries (Deloitte, 2017; Fletcher and Crawford, 2014). Therefore, it can be concluded that exchange rate fluctuation is also a part of the emergence of the grey luxury fashion market in Thailand as most of the luxury fashion products in Thailand are imported from foreign countries such as the United Kingdom, France, and Italy.

#### 2.5.4.3 Scarcity

Consumer perception of fashion products, in terms of supply and demand, can be illustrated as *“Items that are in limited supply have high value, while those readily available are less desirable. Rare items command respect and prestige”* (Solomon, Bamossy, Askegaard, and Hogg, 2006: 545). Most luxury brands usually preserve their niche positions by restricting their product distribution to selected markets. Moreover, they also create scarcity of luxury products, which is known in the form of ‘limited edition’ items. Luxury brands adopt limited edition schemes as their marketing strategies to promote exclusivity of their brands (Okonkwo, 2007).

On the other hand, an enthusiasm to maintain exclusivity of the brands also initiates an imbalance of supply and demand, which is an opportunity for the existence of a grey market (Chen, 2007). Goel and Gupta (2014) explain that scarcity relates to the emergence of a grey market because the authorized retailers could not synchronize consumers' demand and supply due to lack of supply or restricted product distribution, forcing consumers to grey sellers who supply the products they need at even a lower price. However, the marketing week journal written by Mitchell in 1988 (Eagle et al., 2003: 1337) suggests that *"marketers who want to protect a brand's name and exclusivity should restrict production rather than distribution"* to avoid loss to the grey market.

Selections of luxury fashion products in Thailand are sometimes limited and scarce as Thais are not one of the main Asian consumer targets for luxury brands like the Chinese or Japanese. Undoubtedly, scarcity is one of the reasons for the existence of the grey luxury fashion market in Thailand because Thais, who wants to own a limited-edition item, are forced to seek those items from the grey market.

#### 2.5.4.4 Technology

Technology has become a necessity for a modern lifestyle because it is a free and convenient way to communicate and get access to information. It also reduces international barriers in information exchange and business trading (Wotten, 2003). Technology advancement has been widely adopted by luxury brands via the use of e-retail, mobile shopping, etc., in order to connect with consumers around the world and become a 'globalization brand' (Okwonko, 2007). Luxury brands allow consumers in certain countries to buy luxury products from their websites while allowing international consumers to learn about the brands and browse for product information such as product description and prices (McKinsey, 2015). Furthermore, technology also helps luxury brands to maintain relationships with their customers and improve their direct marketing method (Okwonko, 2007).

Although technology seems to offer great benefits, it has not been widely adopted by traditional luxury brands (Abtan et al, 2016). On the other hand, the internet highly facilitates parallel import transactions, especially for high-value products (Thompson, 2009). The internet creates an opportunity for buyers and sellers to trade via an online unauthorized distribution platform such as Amazon, Ebay and social media (Goel and Gupta, 2014). Moreover, it allows customers to reach foreign sources of supply like the grey market and make a comparison before buying (Abtan et al, 2016). The trend of grey

market trading tends to be positively related to the growth of technology as consumers are more familiar with the use of technology, which is an important medium for the grey market. For example, the grey market is widespread through social media such as Facebook or Instagram as many consumers are using it to connect and communicate within their network.

Based on the discussion above, it is clear that technology is another factor driving the emergence of the grey market. This conclusion can also apply to Thailand, where luxury e-shopping services provided by authorized sellers are rarely seen. As the Thai market for luxury fashion goods is narrow, being mostly in Bangkok where luxury retail stores are located, it forces Thais to obtain luxury fashion products from the grey market using technology. Furthermore, the development of the grey luxury fashion market in Thailand is also positively related to technology advancement as the Thai grey market is widely seen online and Thailand is proven to be the global social media country (NYdailynews, 2013).

#### 2.5.4.5 Thai Environmental Factors

Apart from high demand for grey luxury fashion goods due to price (price discrimination and exchange rate fluctuation) and scarcity, technology is seen as a tool which does not only connect the grey buyers and sellers but also expand the grey market to wider group of consumers in Thailand. However, there are Thai environmental factors: independent importers and corruption which facilitate the growth of grey luxury fashion market.

As previously discussed in section 2.5.2, the process of grey luxury fashion goods trade involves third party 'importers' who also gain benefits from the grey market. Most grey luxury fashion importers are independent individuals who frequently travel between countries such as cabin crew or travellers. The entrance barrier to become the grey importers is very low as there are a high demand for grey luxury fashion goods while the grey sellers are open to pay anyone who can deliver those goods when they need. Based on this win-win scenario, the number of importers is limitless as lots of people want to be involved with the grey market and get some extra income. As the number of importers is growing, it is not possible for all importers to avoid facing the custom charges on imported goods. Accordingly, many importers are required to associate with corruption during the import process.

Corruption is deep-rooted problem in the Thai bureaucracy (Bangkok Post, 2018). It can be found in many business sectors in Thailand including the grey market. Corruption

plays an important role in the grey luxury fashion market as it allows the grey sellers to import luxury fashion goods with a small bribery instead of paying 30% import tax. Gan Integrity's report (2017) reveals that there is a high rate of corruption in Thailand's customs administration as custom officers accept bribe from the grey dealers in exchange for import duty. According to Transparency International (2017), Thailand is the 3<sup>rd</sup> most corrupt countries, based on bribery rate, in Asia. The corruption makes it possible for the grey sellers to sell luxury fashion goods at a competitive price to attract consumers because they do not have to pay for import tax. It can be said that the grey market cannot grow or even exist without the corruption.

## 2.6 Chapter Summary

This chapter defined the concept of luxury and explored luxury fashion goods in the current global market. The global luxury fashion goods market tends to grow continuously as luxury consumers, especially in developing markets, expand. It also explores the luxury fashion goods segment in Thailand and the significance of Thai cultural differences towards luxury fashion consumption to provide more understanding of the Thai luxury fashion market, which is the main focus of this study. In addition, it also introduces the grey luxury fashion goods concept including definitions, process, significance, and how it emerges and grows in Thailand. The background information in this chapter demonstrates the fundamental concept of this thesis involving the grey luxury fashion goods in Thailand. The next chapter will review the literature of consumer behaviour models.

## **CHAPTER 3: CONSUMER BEHAVIOUR TOWARDS LUXURY CONSUMPTION**

### **3.1 Introduction**

Chapter 2 depicted the current market data of global luxury fashion goods, the luxury fashion market in Thailand, identified cultural aspects of Thai consumers towards the consumption of luxury goods and highlighted the significance of the grey luxury fashion segment in Thailand. It is evidenced that grey traders caused the Thai government to lose millions in import duty each year and it will continue to grow as more Thai consumers turn to the grey market (Pantong, 2013; Thompson, 2009). However, an investigation of the causes and effects of the Thai grey luxury fashion market is lagging behind because the grey market in Thailand is not fully legal, making its information difficult to pinpoint.

In this view, an appropriate research strategy for Thai consumers' decision-making styles for grey luxury fashion goods requires a comprehensive and reliable knowledge of consumer behaviour not only from superficial factors, like financial, but from a more complex cognitive perspective. The review of literature on consumer behaviour theories will provide essential background information on consumers' decision-making process, which will form a research strategy for this study. Firstly, it will provide a discussion of consumer decision-making theory in order to illustrate foundation knowledge of consumer behaviour. Secondly, it will explore consumer decision-making in relation to luxury consumption. This section will emphasize on motives for luxury consumption, which is greatly important to the consumer decision-making process for grey luxury fashion goods. Then, significant differences between consumers' cultural orientation on luxury consumption will be highlighted. Lastly, motives for luxury purchases of Asian consumers will be identified.

### **3.2 Consumer Decision-Making Theoretical Foundation**

The purpose of reviewing consumer decision-making theory in this section is to provide a theoretical background on the decision-making process, which is relevant to consumer buying behaviour.

The consumer decision-making model is regarded as a conceptual basis for explaining consumer behaviour (Foxall, 1990; Hunt, 2010; Knox, 1996). It is initially developed from a cognitive perspective with the aim to identify and measure a consumer's cognitive

process during a pre-purchase stage (Abley, 2000). It is believed that consumers' pre-purchase cognitive processes will lead to an understanding of consumer brand choice (Foxall, 1990). The cognitive perspective was introduced to psychology research by Edwards (1954, 1961). His research on decision making behaviour reveals that human judgement and decisions are drawn from cognitive perspectives rather than mathematical probability (Edwards, 1954, 1961). This concept has been widely studied within psychological science, such as cognitive therapy for the treatment of emotional disorders (Beck, 1976; Segal, Williams and Teasdale, 2013) as well as consumer behaviour in regards to affective and emotional appeal and purchase intention (Batkoska and Koseska, 2012; Seaman and Koenig, 1974).

The consumer cognitive decision-making models were widely developed during the 1960-1970s as summarized by Abley (2000) in Table 3.

Author(s)	Year	Sequence
Lionberger Rogers	1960 1962	Seeing → Reading → Believing → Remembering → Acting
Colley	1961	Unawareness → Awareness → Comprehension → Conviction → Action
Lavidge and Steiner	1961	Awareness → Knowledge → Liking → Preference → Conviction → Action
Niscosia	1968	Attributes → Attitude → Information Search → Motivation → Decision → Experience → Attributes
McGuire	1969	Exposure → Attention → Comprehension → Conviction → Action
Howard and Sheth	1969	Attention → Brand Comprehension → Attitude → Intention → Purchase
Engel, Kollat and Blackwell	1970	Stimuli (need) → Motive → Information Search → Evaluation → Decision
Rogers and Shoemaker	1971	Knowledge → Persuasion → Decision → Confirmation
McGuire	1976	Exposure → Perception → Comprehension → Agreement → Retention → Retrieval → Decision Making → Action
Engel, Blackwell and Kollat	1978	Perceived Information → Problem Recognition → Search → Evaluation of Alternatives → Beliefs → Attitudes → Intentions → Choice
Britt	1978	Exposing → Attending → Perceiving → Learning and Remembering → Motivating → Persuading → Desired Action

*Table 3: Cognitive Models of Consumer Decision-Making (Abley, 2000)*

Cognitive philosophy focuses on internal psychological processes (Solomon, Bamossy, Askegaard and Hogg, 2006). Abley (2000) exhibits that these consumer decision-making models involve cognitive philosophical stances, which are difficult to measure but they

do exist. The cognitive process reveals the underlying motivations which lead to consumers' response (Batkoska and Koseska, 2012). As Howard and Sheth (1969) explain, the outputs are the responses that consumers may react to the inputs.

Inputs or stimulus is recognized when consumers are aware of their needs (Engel, Kollat and Blackwell, 1982). Stimulus is highly relevant to luxury purchasing decision. For example, quality is one of the main motives for luxury consumption as consumers link superior quality with luxury goods (Husic and Cicic, 2009). Moreover, it also increases consumers' purchasing intention (Ho et al, 2012). However, cognitive theorists (Payne, Bettman and Johnson, 1993) explain that consumers do not instantly respond to stimuli but they also take their beliefs, perceptions and motivations into account when making decisions. It can be said that cognitive perspective enhances understanding on how consumers process information rather than focusing on a relationship between stimulus and response (Solomon et al, 2006).

From the cognitive point of view, consumers are seen as problem solvers who use available information to make the best out of a situation (Solomon et al, 2006). After needs are recognized, consumers will search for information in relation to the needs through an internal (memory) and/or external (e.g. marketing media) source (Engel et al, 1982). Howard and Sheth (1969) assert that buying behaviour is a cycle of brand choice decision as consumers refer to relevant information stored in their memory when they make decisions.

Consumers process information of the products in relation to their expectation from the purchase against their evaluation criteria (Brady, Robertson, and Cronin, 2001; Cronin, Brady, and Hult, 2000). Engel et al (1982) believe that consumers' evaluation process is an on-going procedure. Consumers may re-evaluate their choice until the post-purchase and even product consumption stage (Cronin et al, 2000). The final evaluation is reflected as the outcome where the consumer evaluates whether they are satisfied or dissatisfied with their decision (Brady et al, 2001). It can affect consumers' future purchasing behaviour as the decision outcome is linked with consumers' belief and attitude (Engel et al, 1982). Consumers' attitude is positively related to purchasing intention (Engel et al, 1982) while purchasing satisfaction can affect consumers' attitude (Howard and Sheth, 1969). Consumer satisfaction will lead to positive attitude and re-purchase intention while consumer dissatisfaction might lead to a search for alternatives (Brady et al, 2001).



It is also important to note that consumers' cognition does not purely represent an individual's perspective as it can be affected by cultural influence (Carley, 1986). The social interaction and exchange of information impact consumers' cognition through the social context in which they belong (Panzarasa and Jennings, 2002). Carley (1986) clarifies that the social structure also plays an important role on consumers' cognition as it may restrict or facilitate interaction among members, which affects the level of information and knowledge of an individual. Many studies on luxury consumption (e.g. Truong, Simmons, McColl, and Kitchen, 2008; Vigneron and Johnson, 1999, 2004) also confirm that social influence is an important factor that motivates consumers to purchase luxury goods.

However, there are many criticisms on the applicability of consumer cognitive decision-making process (e.g. Brinberg and Lutz, 1986; Horton, 1984). Brinberg and Lutz (1986) point out that these consumers' decision-making processes are developed as a series of linear stages. Many researchers (Ehrenberg, 1988; Phillips and Bradshaw, 1993) argue that, in reality, consumers may not follow a series of decision-making sequences outlined by the models when they make a decision as the decision-making variables may occur concurrently. Moreover, these traditional decision-making models assume that consumers always have the capacity to make a rational judgement in an evaluation process (Brinberg and Lutz, 1986).

In addition, these models do not show any concern about unplanned buying behaviour such as an impulsive purchase (Kang, 2013). Researchers (e.g. Dibb, Simpinkin, Pride and Ferrell, 1994; Kang, 2013) point out that impulse buying becomes more important to marketers as well as academics as more consumers associate shopping with leisure rather than logical activity. Kang (2013) describes that impulse purchase involves short decision-making, unnecessary at the moment, and being unplanned prior to purchase. Though, Kang (2013) notes that impulse buying does not always have to be an unplanned action. Furthermore, Meyer-Levy and Strenthal (1991) suggest that the difference in demographic characteristics, for instance gender, also influence consumers' decision-making process, thus, it should be integrated in these models as well.

In sum, a review of decision-making theory in this section has provided a concrete foundation of the decision-making process. It has highlighted the importance of motives (e.g. Engel, Kollat and Blackwell, 1982; Husic and Cicic, 2009) while underlining the influence of personal (e.g. Brady, Robertson, and Cronin, 2001; Engel et al, 1982) and interpersonal (e.g. Panzarasa and Jennings, 2002; Vigneron and Johnson, 1999, 2004)

factors towards the decision-making process. Accordingly, the next section will discuss influencing factors, specifically, on luxury consumption to determine a consumer's motives on luxury fashion goods as these elements are part of a consumer's decision-making styles.

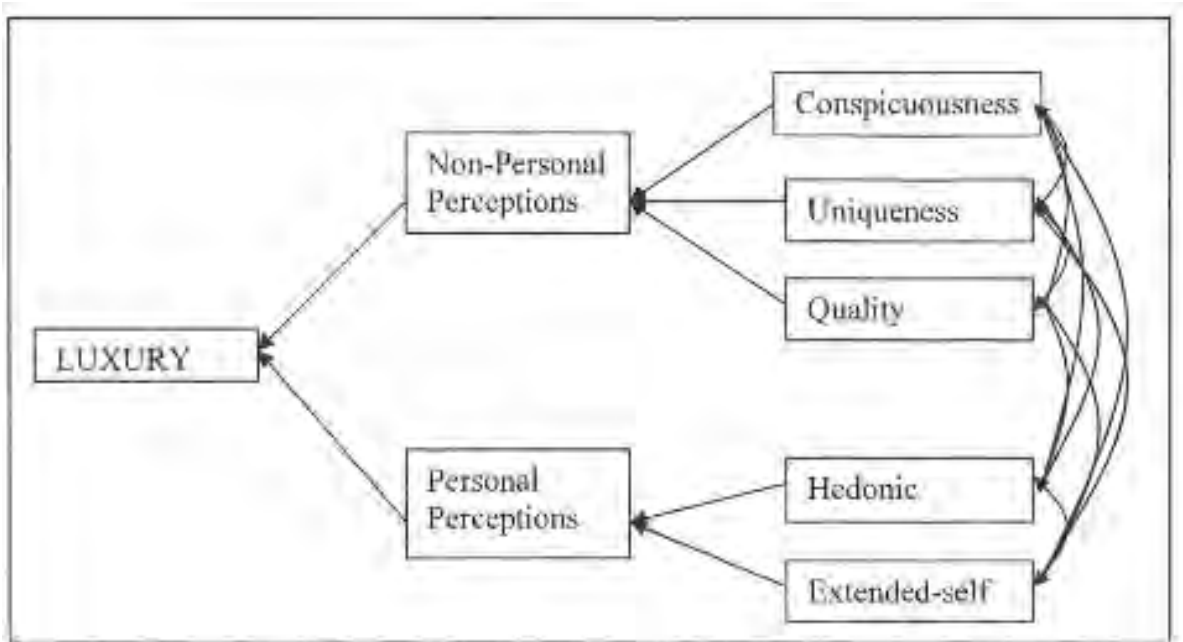
### 3.3 Consumer Decision-Making in Relation to Luxury Consumption

Consumer behaviour on luxury consumption has been widely studied by many scholars in the past (e.g. Chadha and Husband, 2006; Veblen, 1899; Vigneron and Johnson, 1999, 2004). As previously discussed in section 3.2, personal and interpersonal motives are important elements that influence the decision-making process (Engel et al, 1982; Panzarasa and Jennings, 2002). They are also recognized as a significant element in driving consumers to consume prestige products (Leibenstein, 1950; Wong and Ahuvia, 1998). Personal and interpersonal perceptions of luxury consumption are integrated and developed by Vigneron and Johnson (2004), known as the brand luxury index model or BLI which will be discussed in the following sub-section.

#### 3.3.1 Brand Luxury Index Model

Brand luxury index model is a consumer's perception of the luxury brand measurement tool (Figure 6) (Vigneron and Johnson, 2004). Vigneron and Johnson (2004) developed this model by extending the research of Kapferer (1998), Vigneron and Johnson (1999), and Dubois and Laurent (1994) on consumers' attitudes towards luxury brands. Vigneron and Johnson (2004) utilize the luxury-seeking consumer behaviour framework (Vigneron and Johnson, 1999) to derive five luxury dimensions: perceived conspicuousness, perceived uniqueness, perceived quality, perceived hedonism and perceived extended self.

These five factors are consistent with previous research that luxury consumers' motives involve interpersonal effects: conspicuousness (Veblen effect), uniqueness (Snob effect) and conformity (Bandwagon effect) (Leibenstein, 1950; Mason, 1992; Vigneron and Johnson, 1999) and personal effects: emotional benefits (Hedonist effect) and quality reassurance (Perfectionist effect) (Dubois and Laurent, 1994; Tsai, 2005; Vigneron and Johnson, 1999). In addition, Vigneron and Johnson (2004) also adopted a luxury scale proposed by Dubois and Laurent (1994) as a luxury perceptions measurement tool for this model.



*Figure 6: Brand Luxury Index Model (Vigneron and Johnson, 2004: 488)*

### *Interpersonal Perceptions*

Perceived conspicuousness is illustrated by Leibenstein (1950) as a conspicuous consumption when consumers prefer to consume luxury products publicly because they are more expensive than others. Lewis, and Moital (2016) explain that price has an impact on conspicuous consumption as they found that more expensive luxury goods are more preferable than less expensive luxury goods. Recent researches on luxury consumption (e.g. Giovannini, Xu, and Thomas, 2015; Shaikh, Malik, Akram, and Chakrabarti, 2017) exhibit that conspicuous consumption is positively related to luxury purchasing intention as consumers use luxury goods to signal their wealth and social status through public consumption. Conspicuous consumers use luxury goods to conform with their reference group and differentiate from others (Rod, Rais, and Schwarz, 2015). Liang, Ghosh, and Oe (2017) assert that consuming luxury goods in public is one of main motivations for luxury consumption.

Perceived uniqueness occurs when consumers purchase certain products for exclusivity (Leibenstein, 1950). A recent study by Tak, and Pareek (2016) reveal that uniqueness has a positive influence towards luxury brands especially to consumers who express high level of individuality. Hennigs, Wiedmann, Klarmann, and Behrens (2015) point out that scarcity and exclusivity are mandatory to maintain the status of luxury as consumers see these elements as fundamental characteristics of luxury. It also implies that a product which is scarce or exclusive can fulfil consumers' need for uniqueness and enhances desire for the brand (Shaikh, Malik, Akram, and Chakrabarti, 2017). Consistently, Jain,

Khan and Mishra, (2015) establish that exclusivity and exceptional quality features of luxury products has a great impact on consumers' demand as it seems to be more valuable to customers.

Consumers believe that luxury brands offer superior quality compared to non-luxury products (Hennigs, Wiedmann, Klarmann, and Behrens, 2015). For this reason, excellence in quality is often associated with perception of luxury and considered to be one of motivations for luxury consumption (Jain, Khan and Mishra, 2015). However, Vijaranakorn and Shannon (2017) argue that quality alone might not be able to influence consumer's purchasing decision for luxury goods as consumers also incorporate other characteristics of luxury into consideration before making a decision.

### *Personal Perceptions*

Perceived hedonism is the state in which consumers buy luxury products for their emotional/personal benefits such as reward and self-fulfilment rather than functional or other interpersonal factors (Jiang and Shan, 2018). Apart from functional benefits, luxury goods are known to attach with intangible benefits such as sensory pleasure and excitement (Stepien, Lima, Sagbansua, and Hinner, 2016). A study of Liang, Ghosh, and Oe (2017) reveals that these emotional benefits play an important role in luxury consumption as many consumers willing to spend money on luxury for indulgence, relaxation and enjoyment. However, Chen and Lamberti (2015) further express that the impact of emotional benefits can be differ among consumer cultures for example, individualist consumer culture put greater emphasis on hedonism than collectivist consumers.

Perceived extended self is another key aspect for luxury consumption as many consumers associate luxury goods with their self-perception (Sreejesh, Sarkar, and Roy, 2016). Consumers may express their self-identity or ideal-self through identity of luxury brand (Chen and Lamberti, 2015). Timperio, Tan, Fratocchi, and Pace (2016) explain that this symbolic integration through luxury consumption occurs because consumers want to enhance their self-concept into a particular identity. However, a recent study by Wu, Chen, and Nguyen (2015) demonstrate that Asian consumers tend to develop their self-identity through luxury goods more than Western consumers because maintaining one's face is so important in Asian culture.

Although the Brand Luxury Index model proposed by Vigeron and Johnson (2004) integrated important factors such as interpersonal and personal value to measure

consumer's perception of luxury, many scholars (e.g. Duma, Hallier-Willi, and Steinmann, 2015; Vecchi and Buckley, 2016) argue that the decision-making process of luxury-seeking consumers is not only affected by personal and interpersonal effects but also a consumer's perceptions of luxury goods which can be subjective and varied among consumers. Additionally, recent researches on luxury consumption exhibit that perception of luxury can be derived from other factors such as price (Siu, Kwan, and Zeng, 2016), innovative design (usability) (Roncha, and Montecchi, 2017) materialism (Wang, 2016), and prestige value (Lee, Chen, and Wang, 2015), which are not included in the BLI model. Many researchers (e.g. Liang, Ghosh, and Oe, 2017; Siu, Kwan, and Zeng, 2016; Sreejesh, Sarkar, and Roy, 2016) establish that price is an important characteristic of luxury goods that have an impact on consumer's purchasing decision. Furthermore, usability features such as design, practicality and function of luxury product can also influence luxury consumption (Roncha, and Montecchi, 2017; Vijaranakorn and Shannon, 2017). On the other hand, materialism has a great effect on demand of luxury goods (Wang, 2016) while prestige value is another significant aspect of social dimension apart from conspicuous consumption (Chen and Lamberti, 2015; Young and Combs, 2015).

Based on this notion, it is crucial for this research to further explore other luxury value model that take these luxury values into consideration called Consumer's luxury value perception model proposed by Wiedmann et al (2007). Wiedmann et al (2007) further extended the five-dimensional framework of Vigneron and Johnson (2004) by integrate all relevant values of luxury perceptions and developed them into a multidimensional model in order to enhance an understanding of consumers' luxury consumption behaviour as previously discussed in section 2.2.1.1. Consumers' luxury value model proposed by Wiedmann et al (2007) considered four key dimensions: financial, functional, individual and social. They include other four luxury values that were omitted from Vigneron and Johnson's (2004) framework which are price value, usability value, materialism value and prestige value. These elements will be discussed in the next sub-section.

### 3.3.2 Consumers' Luxury Value Perceptions Model

Consumers' luxury value perceptions framework (shown in Figure 7) is constructed from an integration of luxury value concepts from previous literature such as economic, cultural and social capital (Bourdieu, 1984) as well as personal and interpersonal factors (Vigneron and Johnson, 2004). By taking all relevant luxury value perceptions into account, Wiedmann et al, (2007) aim to enhance the understanding of luxury consumption

dimensions through this model. The nine luxury values included in the model are categorized into four primary dimensions: financial (price value), functional (usability value, quality value, and uniqueness value), individual (self-identity value, hedonic value, and materialism value) and social (conspicuousness value, and prestige value in social network). These key dimensions and sub-dimensions will be discussed in detail as follows:

#### *Financial Dimension of Luxury Value Perceptions*

The financial dimension refers to the use of monetary unit to express value of the products as well as the sacrifice made by consumers in order to obtain them (Wiedmann et al, 2007). This dimension was not included in the BLI model by Vigneron and Johnson (2004) though many luxury consumption literatures (e.g. Kapferer, Klippert, and Leproux, 2014; Siu, Kwan, Zeng, 2016) demonstrate that price of luxury goods are important element to consider when it comes to luxury as follow:

*Price Value:* Expensive price is considered to be a characteristic of luxury goods (Kapferer, Klippert, and Leproux, 2014; Siu, Kwan, Zeng, 2016). Kapferer and Valette-Florence (2016) assert that many consumers see price as an indication of quality though the high price of luxury may not be justified by a gap in product quality. However, expensive price makes luxury goods more desirable because it enhance exclusivity as not everyone can afford to pay such price (Wu, Chen, and Nguyen, 2015).

#### *Functional Dimension of Luxury Value Perceptions*

The functional dimension mainly concerns the benefits and utilities of the luxury products such as usability, quality and uniqueness (Wiedmann et al, 2007). In the BLI model by Vigneron and Johnson (2004), two dimensions: quality and uniqueness are categorized as interpersonal perceptions (external factors) which also includes conspicuous conscious. On the other hand, Wiedmann et al (2007) layout a more detailing framework by distinguished quality and uniqueness apart from conspicuous conscious and put them into functional dimension of luxury. Wiedmann et al (2007) also add usability value which was excluded from the BLI model (Vigneron and Johnson, 2004) but deem to be related to the perception of luxury as follow:

*Usability value:* Usability is the core benefit of luxury products which is measured by features, design, and ease of use to address consumers' need (Roncha, and Montecchi, 2017). Luxury brands normally design their products to facilitate the basic usage and

consumers' desire such as aesthetic, functionality and durability in order to maintain their reputations (Timperio, Tan, Fratocchi, and Pace, 2016). Many researchers (e.g. Cavender and Kincade, 2014; Rod, Rais, and Schwarz, 2015) illustrate that innovative aesthetic and well-manufactured luxury goods are not only provide functional benefits but also emotional benefits to consumers.

*Quality value:* A superior quality is a fundamental characteristic of luxury goods that consumers expect from luxury brands (Hennigs, Wiedmann, Klarmann, and Behrens, 2015). It is considered to be one of the reasons for luxury consumption (Jain, Khan and Mishra, 2015). However, for luxury brands, an excellence in quality might not be limited to products but also service such as pleasant packaging or shopping experiences (Kapferer and Valette-Florence, 2016).

*Uniqueness value:* Uniqueness involves the relationship between personal and society's demand of a certain product, accordingly, it is common for luxury products to embed some level of uniqueness through its premium price or distribution channel that cannot be reach by everyone (Hennigs, Wiedmann, Klarmann, and Behrens, 2015). Jain, Khan and Mishra (2015) assert that consumers' desire can be enhanced by the rarity and exclusivity of the products or brands. Nevertheless, some consumers may perceive limited-edition item as an indication of prestige price (Sjostrom, Corsi, and Lockshin, 2016).

#### *Individual Dimension of Luxury Value Perceptions*

The individual dimension represents the personal orientation of consumers regarding the consumption of luxury goods including the perceived level of self-identity, hedonism and materialism (Wiedmann et al, 2007). This dimension shares some similarities with the BLI model by Vigneron and Johnson (2004) that it focuses on personal level and contains self-identity and hedonism. However, Wiedmann et al (2007) also include materialism value into the framework as many researchers (e.g. Sharda and Bhat , 2018; Wang, 2016) suggest that materialism is significantly related to luxury consumption.

*Self-identity value:* Self-identity refers to an internal aspect of how an individual perceives him/herself (Wu, Chen, and Nguyen, 2015). It play a significant role in luxury consumption as many consumers associate their self-identity with luxury brands' identity (Chen and Lamberti, 2015). Additionally, consumers may strengthen their self-concept by integrating the identity of luxury brands into their self-concept (Sreejesh, Sarkar, and Roy, 2016).

*Hedonic value:* Hedonism describes emotional benefits and intrinsic pleasure gained from the purchase of products or services (Stepien, Lima, Sagbansua, and Hinner, 2016). Many studies (e.g. Chen and Lamberti, 2015; Jiang and Shan, 2018) illustrate that the subjective intangible benefits such as sensory pleasure or self-fulfilment are often associated with luxury consumption. The hedonic luxury consumers depend on their individual fulfilment and are unlikely to be susceptible to interpersonal influence (Liang, Ghosh, and Oe, 2017).

*Materialistic value:* Materialism involves a significant degree of possession in one's life (Belk, 1985). It is related to luxury consumption as highly materialistic individuals prefer possession of expensive items (Wang, 2016). From materialistic consumers' point of view, possessions of goods are communication tools to express their social status which facilitates conspicuous consumption. (Salman and Warraich, 2016). Nevertheless, highly materialistic consumers are not only heavily rely on external influences and public consumption but also emotion benefits and quality of luxury goods (Sun, Wang, Cheng, Li, and Chen, 2017).

#### *Social Dimension of Luxury Value Perceptions*

The social dimension focuses on the perceived utility gained by consumers when they consume luxury products that are recognized within their social groups such as conspicuousness and prestige value (Wiedmann et al, 2007). In the BLI model, Vigneron and Johnson (2004) only consider interpersonal and personal perceptions which focus on the significances of external and internal factors. Vigneron and Johnson (2004) categorize conspicuous consumption into interpersonal perception along with quality and uniqueness. On the other hand, Wiedmann et al (2007) put great attention on the social factors by isolating conspicuous value and include prestige value into their social dimension. Wiedmann et al (2007) explain that conspicuous value concentrate on public consumption to show wealth while prestige value emphasis on the use of luxury goods to conform with social group. Many researchers (Cheah et al, 2015; Sreejesh, Sarkar, and Roy, 2016) agree that social influence has great impact on luxury consumption as follow:

*Conspicuousness value:* Conspicuous consumption refers to the use of expensive products in a public context to display an individual's economic power and wealth (Timperio, Tan, Fratocchi, and Pace, 2016). The perceived status of the brands or products in the society can also influence conspicuous consumption as consumers associate the status of the brand with their social position (Giovannini, Xu, and Thomas, 2015). Shaikh et al (2017)



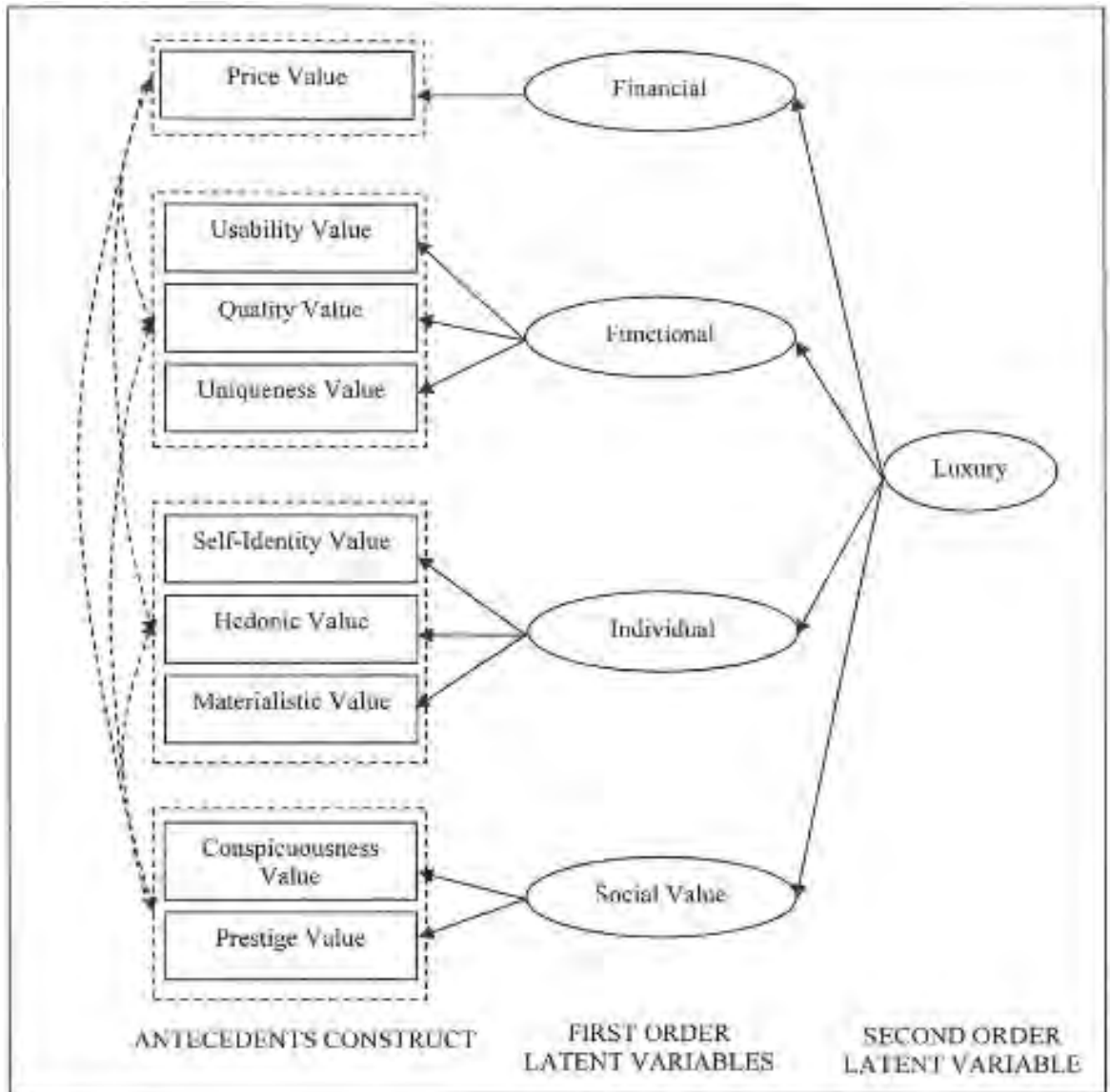
explain that conspicuous consumption is one of the main motivations for luxury consumption as many consumers use luxury products to establish their social status.

*Prestige value in social network:* Prestige value in social network emphasises the use of luxury products to communicate superior social relationships (Wiedmann et al, 2007). Liang, Ghosh, and Oe (2017) explain that social referencing is one of the main motivations for luxury consumption as consumers are influenced by majority opinion of the reference groups which they belong or want to belong to. Accordingly, consumers may use luxury products as a symbolic sign of group membership in order to conform to their social reference groups and/or distinguish themselves from those who hold a different value or social position (Rod, Rais, and Schwarz, 2015).

Wiedmann et al (2007) assert that these value dimensions are strongly correlated but identical. Their influences and weight on an individual may be varied, thus, it can be used as a framework to further identify luxury consumers and classify them into appropriate segments (Widmann et al, 2007). A study by Hennigs, Wiedmann, Klarmann, and Behrens (2015) also confirm that all four dimensions are related as they reveal that financial, functional, and social dimensions have a great influence on individual dimension, which leads to purchasing intention. Many studies (e.g. Hennigs et al, 2015; Teimourpour et al, 2013; Timperio et al, 2016) illustrate that this framework can be replicated and employed in a cross-cultural context as it integrates all primary sub-dimensions that influence consumers' motives and value on luxury consumption from different perspectives. Additionally, Chen and Lamberti (2015) suggest that, apart from these four dimensions, brand value dimension should also be considered as it can motivate consumers to purchase luxury. However, Chen and Lamberti (2015) only focuses on upper-class consumers while Wiedmann et al (2007) emphasis on general luxury consumers.

Shukla, Singh, and Banejee (2015) argue that luxury dimension should consist of three components which are functional, experiential, and symbolic value. They combine self-directed (individual) and other-directed (social) symbolism into single dimension called symbolic value. Nevertheless, they disregard the financial aspect, which is an important element of luxury products (Wu, Chen, and Nguyen, 2015). On the other hand, Sreejesh and Roy (2016) suggest that there are four dimensions for luxury perception which are identity signalling, social recognition, self-esteem, and achievement signalling. Additionally, they demonstrate that brand attachment can play important role in influencing consumer to pay a premium price. Although Sreejesha and Roy's (2016)

luxury framework captures personal and interpersonal, they exclude functional aspect of luxury goods which are important motives for luxury consumption (Roncha, and Montecchi, 2017). Meanwhile, Liang, Ghosh, and Oe (2017) only concentrate on two perceptions: self and society. They associate uniqueness with self-perception though many scholars (e.g.) view that uniqueness is a characteristic of luxury not individual's perception.



*Figure 7: Consumers' Luxury Value Perception Model (Wiedmann et al, 2007, p. 5)*

Table 4 below presents a summary of luxury dimensions identified in the BLI model (Vigenron and Johnson, 2004), Consumer luxury value perception model (Wiedmann et al, 2007) and recent literatures on luxury consumption (Chen and Lamberti, 2015; Hennigs, Wiedmann, Klarmann, and Behrens, 2015; Liang, Ghosh, and Oe, 2017; Shukla, Singh, and Banejee, 2015; Sreejesh an Roy, 2016) discussed in this section.

Authors	Luxury Dimensions									
	Price Value	Usability Value	Quality Value	Uniqueness Value	Self-Identity Value	Hedonic Value	Materialistic Value	Conspicuousness Value	Prestige Value	Other Luxury Value
Chen and Lambertl (2015)	Actual price and perceived price are high	Functional	Excellent quality	Exclusive product	Enhance individual concept	Emotional benefits	Possession of luxury	Vanity and showing off	Conform with social group	Brand heritage value
Hennigs, Wiedmann, Klarmann, and Behrens (2015)	More expensive, more desirable	Good function	Best quality	Need for uniqueness	Enhance individual concept	Self-fulfilment	Materialism	Conspicuous consumption	Reference group	
Liang, Ghosh, and Oe (2017)	Indication of social status		Exquisite quality and craftsmanship	Exclusive		Positive experiential value		Social Status	Conformity Value	Face saving
Shukla, Singh, and Banerjee (2015)	Price indicates quality		Exceptional quality	Distinction from others	Self-directed symbolism	Experiential benefits		Social status	Symbol of prestige	
Sreejesh an Roy (2016)		Utilitarian	Outstanding craftsmanship	Scarcity	Identity signalling	Enhance self-esteem		Social recognition		Brand attachment
Vigneron and Johnson (1999, 2004)			Premium quality	Consume for exclusivity	Symbolic maker Conformity	Emotional benefits reward and self-fulfillment		Consume luxury products publicly		
Wiedmann, Hennigs and Siehels (2007)	Associated with high price	Product features Perform basic function	Superior quality of product and service	Exclusive and unique	Integrate the identity of luxury brand into their self-concept	Emotional benefits Intrinsic pleasant	Significant degree of possession Prefer expensive item	Consume luxury goods in public	Communicate superior social status and relationship	

Table 4: Consumers' Luxury Dimension

Quality, Uniqueness, Hedonism, and Conspicuous consumption are relevant to consumer luxury purchasing decision across the research, which emphasizes that luxury consumption behaviour can be influenced by many factors including, functional, personal and interpersonal dimensions as discussed in the beginning of this section. However, the differences in luxury value across studies are also reflected from the differences in consumer culture (Hofsted, 1991). As evidenced in luxury consumption studies (e.g. Shukla, Singh, and Banejee, 2015; Stepien, Lima, Sagbansua, and Hinner, 2016), perception of luxury can be differed from culture to culture. Accordingly, cultural influence in relation to luxury consumption will be discussed in the next section.

### 3.4 Cultural Differences and Luxury Goods Consumption

Culture refers to an accumulation of shared value, attitude and belief among people in the same environment (Hofsted, 1991). Value is at the heart of culture as it leads to attitude and belief, which affects behaviour (Hofstede, 2001). As previously discussed in section 3.2, a consumer's cognitive process leads to action and then turns to behaviour which can be influenced by culture (Carley, 1986; Engel et al, 1982). Culture injects value, attitude and belief into a consumer's cognitive process and that is why people from different cultures interpret things differently in reference to their culture (Kotler, 1994). As evidenced, people from different cultures may consume products for different reasons because the social meaning attached to products is different (Wong and Ahuvia, 1998).

The differences and similarities of consumer culture can be identified through individualism/collectivism dimension, which is a major root within culture (Hofstede, 1991, 2001; Triandis, 1995). Individualists are known to be independent of others as they prefer to be viewed as individual rather than a part of a group (Hofstede, 1991). They are insensitive to social influence but greatly value self-expression and uniqueness (Triandis, 1995). In addition, individualists put emphasis on their attitude more than social norm while personal goal is more important than community goal (Watkins and Liu, 1996). On the contrary, collectivists strongly pertain to society as they feel secure to be in a group (Hofstede, 2001). They highly value the role of community; consequently, priority is always given to group goals over personal goal (Watkins and Liu, 1996). Social influence has a great impact on collectivists because they prefer to be connected and conform with the reference group (Triandis, 1988).

However, it is important to acknowledge that cultural orientation seeks to explain consumer characteristic in a society scale (e.g. group of countries, country or cities). It is possible that not every individual in the society shares the same value as the collectivist or individualist in accordance with their culture. As many researchers (Kapoor, Hughes, Baldwin, and Blue, 2003; Triandis, 1995) explain that a level of individualism and collectivism can be seen within every culture but one of them always predominant. In addition, the differences within individualist cultures or collectivist cultures also exist as each culture has its own meaning (Triandis, 1995).

Previous research (Wong and Ahuvia, 1998) exhibits that differences in individualism-collectivism cultural orientation greatly influence luxury consumption behaviour due to the differences in the perception of luxury. Many scholars (e.g. Li and Su, 2007; Shukla and purani, 2012; Wong and Ahuvia, 1998) conduct research to study the impact of differences in culture between individualism and collectivism on luxury consumption by using Western samples to represent individualists and Asian samples to represent collectivists. Wang and Waller (2006) illustrate that individualism is predominant among Western consumers while collectivism is a principal culture in Asia. As supported by Kim (1997), Westerners mainly consider their personal value while Asians are collectivism oriented as they view social norms as a guideline for their behaviour.

A study by Wong and Ahuvia (1998) reveals that motivations for luxury consumption between individualists and collectivists are completely different. Westerners and Asians have dissimilar views on the meaning of luxury goods consumption and ownership of luxury goods (Phau and Prendergast, 2000). Personal factors are the main drive for luxury consumption among individualists (Li and Su, 2007). Western consumers, as individualists, are self-directed and indifferent to social value (Wang and Waller, 2006). Luxury consumption is perceived as a reward to personal achievement among individualists (Shukla and Purani, 2012). They focus on their own pleasure from the luxury consumption experience rather than to please others (Wong and Ahuvia, 1998).

Product uniqueness and exclusivity are important to individualists (Shavitt and Cho, 2016) as they consume luxury goods mainly to enhance their self-concept. However, Shukla and Purani (2012) argue that luxury individualism consumers are struggling to express their self-identity through exclusiveness of luxury goods. This is due to the decrease in exclusivity of luxury goods when the availability of products is increasing

globally in the luxury industrialization era (Thomas, 2008). Moreover, functional of luxury goods are significant for individualist consumers' purchasing decisions (Shukla and Purani, 2012). They see exceptional quality as a requirement of luxury goods (Wong and Ahuvia, 1998).

On the contrary, Asian consumers, as collectivists, put great emphasis on interpersonal factors (Chadha and Husband, 2006). Luxury consumption is not fully reflected by materialism in consumers as it is more related to social influence (Schutte and Ciarlante, 1999). In a collectivist culture, public consumption is one of the main influences of luxury purchases because Asians consume luxury goods to conform and gain acceptance from their social group (Phau and Prendergast, 2000). They prefer to consume luxury brands that are well-known and highly expressive as they value social reference over their personal taste (Kim, 1997).

Luxury goods are used as a symbol of wealth to communicate collectivists' social position (Wong and Ahuvia, 1998). In addition, collectivists emphasise the importance of regarding others which is also known as 'face' (Schutte and Ciarlante, 1999). Asians prefer to use luxury goods that are widely accepted in their society over their preference to avoid losing face and maintain their social status (Chadha and Husband, 2006). They always give luxury goods as a gift to others to protect their face (Dubois, Laurent, and Czellar, 2001). The social meaning of luxury goods is often conveyed by price, brand name and social acceptance rather than quality in a collectivist culture (Schutte and Ciarlante, 1999).

Thai culture is among one of the most collectivist in Asia (Hofsted, 1980). It is common for Thais to live in an extended-family. Accordingly, Thai consumers are group-oriented as they are familiar as a member of the group (Chadha and Husband, 2006). Family and peer-group is a small culture that influences an individual's decision where Thai society is shaped by social interests (Buriyameathagul, 2013). Subjective norm is one of the main drives for luxury consumption in Thailand as Thai consumers buy luxury goods to conform with their social group (Posakabuta, 2015). Thais prefer popular luxury goods over not in-demand ones because popular luxury goods gain more social acceptance than non-popular items (Chadha and Husband, 2006). Moreover, expensive yet symbolic gifts such as luxury goods are always exchanged in Thailand as a way to honour each other and to secure their 'face' (Wongtada, Leekunthanip and Sanghpakdi, 1997).

Based on this view, collectivism among Thai consumers is quite similar to collectivism in other Asian cultures regarding luxury consumption. Therefore, Asians' luxury consumption behaviour will be reviewed in the next section to demonstrate motives for luxury goods of collectivist consumers. However, it is important to note that the researcher notices a few emerging motives for luxury consumption specifically to Thais based on the review of literature in section 2.3.2.1. Firstly, celebrity poses a great positive impact on demand of luxury goods (Boonpradub and Thechatakerng, 2015; The Nation, 2015). In addition, social media highly influences Thais to consume luxury goods as a part of conspicuous consumption (Quach and Thaichon, 2017).

### 3.5 Asian Consumers Luxury Fashion Goods Consumption Behaviour

The review of recent literature on Asian luxury fashion consumption in this section aims to investigate factors that influence Asian consumers' luxury fashion purchasing decision. Although the main focus of this thesis is on Thai consumers' luxury fashion consumption behaviour, the literature relating to Thai luxury fashion consumption is very limited and is not enough to demonstrate all relevant variables that affect Thai's decision-making process on luxury fashion. Instead, literature on Asian luxury fashion consumption as a whole can provide a more solid foundation of collectivist luxury fashion consumer behaviour in Asia, including Thais. Researchers (e.g. Hofstede, 2001; Kim, 1997; Wong and Ahuvia, 1998) also support that there are some similarities in Asian consumer behaviour as they hold a similar collectivist culture as previously discussed in section 3.4. Wong and Ahuvia (1998) explain that collectivist consumers mainly purchase luxury products to emphasise publicly visible possessions and preserve their social status.

Since there is no research on grey luxury fashion purchasing behaviour specifically, consumption behaviour on luxury fashion goods is the best alternative to investigate motives for grey luxury fashion goods. As discussed in section 2.5.1, grey luxury fashion goods and luxury fashion goods provide similar consumption benefits, such as conspicuous consumption, usability/functional value and quality value among Thais. Accordingly, Asian luxury fashion consumption literatures are the best choice to provide the outlook of Thai consumers' luxury fashion buying decision. In order to rationally identify factors affecting Asian luxury fashion consumption, Consumers' Luxury Value Perception model previously discussed in section 3.3.2. is employed as an analytical framework as it comprehensively integrates all relevant factors affecting luxury

consumption behaviour. The outcome of this section should assist the researcher to examine the luxury brand concept of the Thai consumer market and identify underlying behavioural factors which influence Thai consumer decision-making and purchasing behaviour for grey luxury fashion products.

### 3.5.1 Financial Dimension

#### *Price Value*

Price is one of the main characteristics that distinguishes luxury products from others. Researchers (e.g. Chan, To, Chu, 2015; Kulsiri, 2012; Park, 2014) report the significance of price value towards luxury fashion consumption among Asian consumers. However, there are opposing views on the role and effect of price on luxury consumption. Kulsiri (2012) mentions that premium price of luxury products is negatively related to purchasing behaviour of low and moderate-income groups; on the contrary, people with high income tend to purchase luxury products a lot more frequently. This finding is supported by Park et al (2008) that consumers want to purchase more luxury products if they have more earnings.

On the other hand, Chan, To, and Chu (2015) emphasise that Asian consumers are more willing to purchase luxury goods in Western countries due to differences in price. Differences in price of luxury goods greatly affect consumer purchasing intention in Asia (Park, 2014). Park (2014) establishes that Korean consumers are sensitive to price when it comes to luxury purchases. Many luxury consumers are not high-income earners; consequently, they are actively seeking for discounts on luxury goods (Park, 2014).

Zhan and He (2012) argue that consumers are not sensitive to price as they view that the prestige price of luxury goods offer other benefits such as social value. On the same side, Choo et al (2012) report that price is not a direct factor that influences consumers' decision-making process as luxury items can be viewed as an investment because the rarity concept is reflected in an increase in price. While Han (2010) demonstrates that price is a mediating factor to quality, prestige, and workmanship as consumers are willing to pay more for the products that are well-made in high reputation countries of origin such as France. Among Thai consumers high price of luxury goods reflects high quality, which influences luxury purchase (Young and Combs, 2016). Furthermore, Hung et al (2011) add that price is a mediating factor to symbolic value, which is used to express the owner's



wealth. It is positively related to face-saving and luxury purchasing intention (Siu, Kwan and Zeng, 2016). The price of luxury goods also involves uniqueness as it is not accessible for everyone (Jain, Khan, and Mishra, 2015). Additionally, it can be seen as a part of brand consciousness as it indicates brand equity and quality (Zhang and Kim, 2013).

Based on the above discussion, it can be concluded that price value does not have a direct impact on Asian luxury consumption (e.g. Choo et al, 2012; Zhan and He, 2012). On the other hand, it tends to be a mediating factor of other dimensions of luxury goods such as quality value and conspicuous value (Han, 2010; Siu, Kwan and Zeng, 2016). As Charles and Howards (2016) explain, price is linked with quality from a luxury consumer's perspective. However, Asian consumers prefer to purchase luxury goods at a discounted price as they focus on money value (Park, 2014). Even though some researchers (Kulsiri, 2012; Park et al, 2008) argue that price directly affects consumers' purchasing decision regarding luxury goods, their argument is doubtful. This is mainly because the majority of their samples are relatively young with lower income (university students), thus, they might have little or no luxury consumption experience.

### 3.5.2 Functional Dimension

#### *Usability Value*

Usability value is often seen as a fundamental function of products including luxury items. Previous studies (e.g. Chen and Lamberti, 2015; Hung et al, 2011) report that usability is directly related to consumers' luxury purchasing decision. Li et al (2011) express that practicality is a key variable, which has a significant impact on fashion lifestyle of consumers as well as influencing their decision-making regarding luxury consumption. Consumers expect flawless usability function from luxury goods as it is seen as a basic requirement for high price products (Chen and Lamberti, 2015).

A study by Timperio, Tan, Fratocchi, and Pace (2016) establishes that functional of luxury goods motivates Singapore consumers to consume luxury goods regardless of their ethnicity. Hung et al (2011) added that luxury fashion consumer weight is on utility of products more than symbolic meaning. While Choo et al (2012) illustrate that the impact of functional value is insignificant but notable to luxury consumption.

Besides basic utility, usability value of luxury fashion products is also associated with aesthetic dimension such as sophisticated design or up-to-date trend (Kim et al, 2011;

Lertwannawit and Mandhachitara, 2012). Chen and Lamberti (2015) reports that innovativeness, aesthetics and durability are usability functions that influence consumers, especially wealthy ones, to purchase luxury goods. Luxury fashion brands are known for their success in well-designed products that deliver the most current trend to attract consumers (Kim et al, 2011). Accordingly, sophisticated design of luxury goods positively affects the consumer's attitude towards luxury brands (Tak and Pareek, 2016).

Lertwannawit and Mandhachitara (2012) further propose that the fashion aesthetic dimension of luxury goods can also be viewed as a mediating factor between interpersonal effects (self-monitoring and social value) and status consumption because consumers might adopt an up-to-date fashion style to express their self-concept or maintain their status. Casidy, Nuryana and Hati (2015) assert that luxury consumers who are highly fashion conscious put great weight on aesthetic of products. On the contrary, Choo et al (2012) argue that the aesthetic value of luxury has no influence on consumers' purchasing intention whether direct or indirect as consumers expect superior design as a basic requirement for luxury goods.

According to previous studies (e.g. Choo et al, 2012; Hung et al, 2011; Timperio et al, 2016), evidence suggests that usability value is related to Asian consumers' purchasing decision. Even though aesthetic value can be perceived as a mediating factor between interpersonal effects and status consumption (Lertwannawit and Mandhachitara, 2012), this opinion might not be able to apply to all Asian consumers because aesthetic is subjective and varied among consumers. Consumers might perceive and apply aesthetic function for different purposes such as expressing their fashion taste (Casidy, Nuryana and Hati, 2015). Hence, it can be concluded that usability value has an impact on Asian luxury consumption as consumers are surely expected to get concrete functional as well as beauty features from luxury products.

### *Quality Value*

Quality is another important indicator of superiority of products/services. Many studies on Asian luxury consumption (e.g. Choo et al, 2012; Han, 2012; Hung et al, 2011; Timperio et al, 2016) confirm that quality is one of the key factors that drives Asian consumers to consume luxury goods. Choo et al (2012) demonstrate that quality value is the most highly perceived customer value for luxury brands as it is directly linked to

consumers' purchasing intention. Asian consumers' attitude towards luxury brands is related to perceived quality of product (Siu, Kwan and Zeng, 2016).

Hung et al (2011) exhibit that Taiwanese consumers consider excellence in quality as a core value of luxury products. On the same side, Chinese middle-class shoppers rely heavily on overall luxury product benefits such as premium quality as it can affect their attitude towards luxury brands as well as influencing their purchasing decision (Zhan and He, 2012). Even young Asian luxury consumers such as Singaporean (Timperio et al, 2016) and Taiwanese (Wu et al, 2015) perceive superior quality as a main characteristic of luxury goods. While young Korean consumers put a little extra weight on quality as they are sensitive to price-quality ratio of prestige goods due to their relative purchasing abilities (Kim et al, 2012).

Li et al (2012) reveal that a group of Chinese consumers, who only have genuine luxury products, greatly emphasise quality of luxury products while other groups of Chinese consumers, who never have experienced genuine luxury fashion goods, are willing to pay for genuine prestige products in the future because of their superior quality. On the other hand, Chinese consumers who have both genuine and counterfeit luxury goods purchasing experience are not influenced by outstanding quality of luxury products when they are making a purchasing decision (Li et al, 2012).

Furthermore, Monkhouse et al (2012) illustrate that perception of quality can be influenced by common opinion shared among group members; for example, East Asian consumers believe that Western luxury products are better in quality than local luxury goods. While Han (2010) asserts that consumers might evaluate quality of products by their country of origin as consumers assume that luxury products which are made in highly reputable countries, such as France, are better in quality than those made in less reputable countries, such as China, even for the same brands.

Derived from the review of literature on Asian luxury consumption, there is strong evidence that Asian consumers highly value quality of luxury products (e.g. Han, 2012; Wu et al, 2015); though Li et al (2012) point out that quality is not a factor that influences consumers, who own genuine and counterfeit luxury goods, to purchase luxury products. The study also shows that these consumers are not influenced by any dimension of luxury goods either (Li et al, 2012). Therefore, it can be concluded that quality is another

significant dimension of luxury goods that influences both existing and new Asian consumers to consume luxury products.

### *Uniqueness Value*

Principles of luxury are often attached to exclusivity, which is believed to be one of the main characteristics that attract consumers to consume luxury goods. However, the value of uniqueness of luxury goods might have changed as, at the present, luxury products are not something limited but widely consumed. There are some diverse views (e.g. Hung et al, 2011; Monkhouse et al, 2012; Tsai, Yang and Liu, 2013) on the value of uniqueness of luxury goods due to different culture, age or even level of knowledge.

Thai consumers are influenced by the uniqueness concept of luxury brands (Young and Combs, 2016). Hung et al (2011) affirm that uniqueness is also a factor that drives Taiwanese consumers to purchase luxury products. Wu et al (2015) demonstrate a similar view on young female Taiwanese consumers that uniqueness is one of the reasons for luxury consumption. However, the relationship between uniqueness and purchasing intention becomes insignificant when other factors such as conformity, social recognition or purchasing experience, are taken into account. As Tsai, Yang and Liu (2013) demonstrate, young Chinese consumers value uniqueness but they may consume luxury products to connect between cultural identification and their personal preference rather than distinguish themselves from others.

Zhan and He (2012) express that Chinese consumers also desire luxury products because of their uniqueness but it also depends on the level of knowledge that consumers have about the brands. More knowledgeable consumers tend to perceive that well-known brands are not unique while less-knowledgeable consumers believe that luxury goods are exclusive (Zhan and He, 2012). With a high level of need for uniqueness compared to U.S. students, Chinese students are not buying rarity concept of luxury products because they view that luxury goods are not exclusive, and they might not use luxury products to differentiate their self-image from others (Bian and Forsythe, 2012). Siu, Kwan and Zeng (2016) argue that luxury consumers, who value uniqueness, are not only looking for distinctive product but also the unique personality of luxury brands.

A cultural study by Monkhouse et al (2012) shows that different consumer orientations and cultures affect the level of uniqueness value. Chinese consumers, who have face-

saving orientation, are not concerned about uniqueness (Monkhouse et al, 2012). On the contrary, Japanese, who value face-saving, highly rated the uniqueness of luxury goods while the face-saving orientation of Singaporeans and Vietnamese is not related to exclusivity (Monkhouse et al, 2012). Moreover, group-oriented consumers across four nations (China, Japan, Singapore and Vietnam) are negatively related to uniqueness (Monkhouse et al, 2012).

In accordance with the literature review above, it is confirmed that the impact of uniqueness value of luxury products on purchasing intention is significantly lower than before. Asian consumers may use luxury products for different purposes than distinguish themselves from others (Bain and Forsythe, 2012; Tsai, Yang and Liu, 2013) as they have more knowledge about the luxury brands (Zhan and He, 2012) or hold different value (Monkhouse et al, 2012). However, exclusivity is still regarded as motivation for Asian luxury consumption (e.g. Hung et al, 2011; Young and Combs, 2016). Thus, it can be concluded that uniqueness value is a factor that weakly influences Asian consumers' purchasing decision of luxury goods.

### 3.5.3 Individual Dimension

#### *Self-identity Value*

Self-identity dimension is another factor to be considered when it comes to luxury fashion consumption as people often use clothing or accessories to enhance their self-concept. Thus, many researchers (e.g. Chen and Lamberti, 2015; Kim et al, 2012; Siu, Kwan and Zeng, 2016) include self-identity value in their research on luxury purchasing behaviour.

Hung et al (2011) reveal that self-expression is correlated to purchasing intention of luxury goods among Chinese consumers as they use prestige products to enhance their self-image. Siu, Kwan and Zeng (2016) further emphasise that Chinese consumers enhance their self-concept through the loyal use of luxury brands. Chinese consumers usually link their ideal-self with luxury brand identity (Chen and Lamberti, 2015). While Singapore consumers also consume luxury goods because they associate their perception of self with luxury brand image (Timperio et al, 2016). Self-concept is an important factor which influences consumer purchasing behaviour regarding luxury goods as Kulsiri (2012) finds a positive relationship between self-identity and purchasing frequency of luxury goods among Thai samples. Choo et al (2012) assert that self-expressive value is

also significantly associated with the luxury consumption behaviour of Korean consumers. Moreover, Kim et al (2012) add that Korean youths are influenced by the self-concept dimension when buying luxury products because they believe that wearing luxury goods is one of the best ways to reflect their image.

A multi-national study (China, Japan, Singapore and Vietnam) by Monkhouse et al (2012) further identify that high group-oriented consumers put greater emphasis on self-identity when they make a luxury goods purchasing decision than low group-oriented consumers because they employ their self-image to blend in with their social group. While comparing to UK consumers, Taiwanese buyers perceive luxury brands as a means to strengthen their self-concept (Wu, Chen and Nguyen, 2015). Casidy, Nuryana, and Sri (2015) assert that Asian consumers, who use luxury goods to reflect their self-image, prefer fashion-related over non-fashion related goods.

Based on the review of the above studies, there is very strong support from previous research (e.g. Chen and Lamberti, 2015; Kulsiri, 2012) that self-identity dimension is positively related to consumers' purchasing decision regarding luxury products. Thus, it can be concluded that self-identity value has an impact on Asian luxury consumption as consumers use luxury products to enhance their self-concept (Choo et al, 2012; Monkhouse et al, 2012).

### *Hedonic Value*

Luxury fashion consumption often involves hedonic value because luxury goods not only offer functional but also emotional benefits to consumers. Many studies (e.g. Bian and Forsythe, 2012; Choo et al, 2012; Wu et al, 2015) report on the relationship between hedonic dimension and the prestige goods purchasing behaviour of Asians.

Bian and Forsythe (2012) exhibit that hedonic value is positively related to purchasing intention of luxury goods as consumers demonstrated that owning luxury goods is their happiness. Research on Chinese luxury consumption (Liang, Ghosh and Oe, 2017), demonstrates that emotional benefits highly influence luxury purchasing decision. Timperio et al (2016) report that Singapore consumers focus on emotional benefits from luxury goods more than functional benefits. Hung et al (2011) explain that Asian consumers purchase luxury goods to show their accomplishment or as a personal reward which encourages them to feel good about themselves. Additionally, luxury consumption

is regarded as an enjoyable experience which young Taiwanese consumers can share with their friends (Wu et al. 2015). However, Choo et al (2012) assert that the relationship between hedonic value and luxury purchasing intention is positively related but not so strong because consumers consider emotional benefits from acquiring luxury goods as a basic attribute. Li et al (2012) agree that emotional benefits are correlated to luxury consumption but the link is quite weak.

However, Monkhouse et al (2012) illustrate that consumers' orientations also affect the relationship between hedonic value and luxury purchasing decision. Li et al (2012) assert that consumers' luxury consumption experiences may affect the relationship between hedonic dimension and its influence on luxury acquisition behaviour. Based on four groups of consumers, consumers who only have counterfeit, and genuine luxury fashion brand experience are influenced by hedonic value while consumers who do not have luxury brand purchasing experience and consumers who have both genuine and counterfeit luxury brand purchasing experience are not influenced by hedonic value (Li et al, 2012). The reason behind this may be because consumers who do not have a luxury purchasing background have never experienced the pleasure of luxury goods consumption while consumers who have both genuine and counterfeit luxury brand purchasing experience are not affected by any value when they consume prestige goods.

According to previous researchers (e.g. Bian and Forsythe, 2012; Liang, Ghosh and Oe, 2017), it can be confirmed that hedonic value still has an impact on Asians' luxury purchasing decision although its effect is not so strong because consumers may have different luxury purchasing background (Li et al, 2012) or value-orientation (Monkhouse et al, 2012).

### *Materialistic Value*

Level of materialism is recognized to be another aspect which affects consumers' purchasing behaviour regarding luxury goods. However, the impact of materialism on luxury consumption is unclear because people have different levels of materialism which make it impossible to determine. Moreover, materialism is subjective and constantly changing due to an individual's experience, belief, and value. Thus, it is not surprising that there are only a few studies (e.g. Kim et al, 2012; Siu, Kwan and Zeng, 2016) that mention materialistic value in consumer luxury spending research.

Park et al (2008) illustrate that materialism influences purchasing intention of young Korean consumers on prestige goods. Conversely, in their regression analysis where all other variables are considered, the result showed that materialism is no longer related to the luxury consumption behaviour of Korean youths. Kim et al (2012) support that young Korean consumers' attitudes towards luxury brands as well as their purchasing intention of luxury goods are not affected by materialism value. However, Li et al (2012) demonstrate that most consumers do not emphasise the materialistic element when consuming luxury products.

Timperio et al (2016) point out that the value of luxury brands is higher in high-materialistic consumers than low-materialistic consumers' perspective. Lertwannawit and Mandhachitara (2012) assert that the degree of materialism has an indirect impact on consumers' luxury goods purchasing decision as it positively moderates the relationship between fashion consciousness and status consumption. While Siu, Kwan and Zeng (2016) exhibit that face is a mediator between materialistic and brand consciousness. Chinese luxury consumers, who are highly face-saving, prefer luxury goods that are expensive and well-known as materialism is a desire to gain face (Siu, Kwan and Zeng, 2016).

Based on the review of previous studies (e.g. Kim et al, 2012; Timperio et al, 2016) on the connection between materialism and luxury consumption of Asian consumers, it can be concluded that materialistic value alone is insignificant in influencing Asian consumers to purchase luxury products. However, it might be viewed as a mediating factor of status consumption as consumers with a high level of materialism tend to consume luxury products to display their social position (Lertwannawit and Mandhachitara, 2012; Siu, Kwan and Zeng, 2016).

#### 3.5.4 Social Dimension

##### *Conspicuous Value*

Conspicuous value is one of the most interesting dimensions of luxury because it is often seen as the key factor that associates with luxury fashion acquisition, especially for Asian consumers. Research (e.g. Chen and Lamberti, 2015; Vijaranakorn. and Shannon, 2017) emphasises the relationship between conspicuous value and prestige goods purchasing behaviour.



Choo et al (2012) state that symbolic value significantly motivates Asian consumers to purchase luxury goods. Park et al (2008), and Zhan and He (2012) agree that conspicuous consumption is positively related to luxury consumption because consumers are expected to gain social recognition by the symbolic meaning of prestige goods. Moreover, Bian and Forsythe (2012) assert that public image of luxury brands encourages consumers to buy luxury products because they want to be impressed by others as well as maintain their social status. Liang, Ghosh and Oe (2017) exhibit that public consumption is one of the main reasons for luxury consumption among Chinese consumers. Upper-class Chinese consumers put a lot of emphasis on luxury brand choice because they think that some luxury brands provide stronger symbolic value than those brands widely accessible to less wealthy luxury consumers (Chen and Lamberti, 2015).

While Li et al (2012) find that conspicuous value has a stronger impact in influencing Asian consumers to purchase luxury products than personal effect (individual dimension). Wu et al (2015) explain that competitive environment in Asian society is a factor that drives status consumption. Asian consumers always compare themselves with others, leading to a need for superior status through luxury consumption even in consumers with limited income (Wu et al, 2015). Contrastingly, Hung et al (2011) report an astonishing outcome that symbolic value has a weak negative relationship with purchasing intention of luxury goods. However, Hung et al (2011) explain that this unexpected result occurred because their Taiwanese samples may feel that the selected brands for the survey were not symbolic enough to fulfil their conspicuous value.

Vijaranakorn and Shannon (2017) assert that symbolic value can be affected by country image of luxury brands as they find that Thai consumers associate country image with brand status. Han (2010) suggests that symbolic meanings of luxury products are also affected by the product's country-of-origin as the consumer values products from high-reputable countries such as France to be more prestige than those from low-reputable countries (in this case China) even for the same brand. In addition, Monkhouse et al (2012) advise that different consumers' orientation also resulted in different effects of conspicuous value. Luxury consumers who highly value face-saving, put more emphasis on status consumption than those who put less weight on face-saving (Siu, Kwan and Zeng, 2016). Temperio et al (2016) add that perceived social difference also impacts the level of conspicuousness as their study on ethnic differences among luxury consumers in

Singapore reveal that Malaysian consumers are more influenced by conspicuous consumption than Indian and Chinese because they are more isolated from the society.

In relation to the review of previous studies, there is strong support that the conspicuous dimension is positively related to luxury fashion purchasing intention (e.g. Chen and Lamberti, 2015; Siu, Kwan and Zeng, 2016). Although Hung et al (2011) indicate that symbolic value is negatively related to luxury consumption, they provided an explanation that this surprising result may arise from the selected brands in their survey process. Thus, it can be concluded that conspicuous value is another factor that drives Asian consumers to buy luxury goods.

### *Prestige Value*

Besides functional benefits, consumers may use luxury goods as a communication tool to differentiate or conform themselves with their reference groups as confirmed by previous studies (Li et al, 2012; Tsai, Yang, and Liu, 2013; Wu et al, 2015).

Many scholars (e.g. Bian and Forsythe, 2012; Young and Combs, 2015) establish that prestige value is positively related to luxury purchasing intention because consumers use luxury products to fit in with their social group as they believe that it can bring advantage to their social position. Group membership and social referencing are the main factors that drive luxury consumption in Thailand as Thai consumers prefer to be part of a social group (Young and Combs, 2015). Chen and Lamberti (2015) illustrate that upper-class Chinese consumers believe that it is necessary to consume luxury goods as a means to improve their credibility. They think that luxury goods categorize them into certain social positions which can lead to better impressions within the society (Chen and Lamberti, 2015).

Park et al (2008) assert that influences from reference groups create a significant effect on luxury consumption. Asian consumers have their desired social image and they believe that they can achieve that image and gain social acceptance by using luxury goods (Bian and Forsythe, 2012). Young Taiwanese consumers explain that they not only consume luxury to be part of a group but to be the 'centre of attention' (Wu et al, 2015). Asian social norm is built upon reference groups (Zhan and He, 2012). However, Hung et al (2011) emphasise that social norm and social influence in Asia is widely spread through social media and has a strong effect on luxury consumption. Tsai, Yang, and Liu (2013)

further support that the emerging mobile culture accelerates culture transformation among luxury consumers in Asia. Social reference is no longer limited to country borders but expands to a global scale (Tsai, Yang, and Liu, 2013).

According to previous researchers (Bian and Forsythe, 2012; Chen and Lamberti, 2015), prestige value certainly influences Asian consumers to purchase luxury fashion goods whether to maintain harmony with their reference groups and/or distinguish themselves from undesirable social groups. However, social reference is no longer restricted within the society as consumers are exposed to global references through social media (Hung et al, 2011; Tsai, Yang, and Liu, 2013).

### 3.5.5 Summary of Asian Consumers Luxury Fashion Goods Consumption Behaviour

The review of Asian consumers' luxury fashion consumption behaviour in this section investigated four luxury dimensions: financial, function, individual, and social dimension in relation to collectivist Asian consumers.

The synthesis suggests that financial dimension (price value) does not have a direct impact on influencing Asians to purchase high-end products. On the other hand, it is a mediating factor between quality value, and conspicuous value and Asian luxury fashion purchasing intention as Asian consumers consider price as an indicator of quality and wealth (conspicuous). However, they prefer to pay a lower price for luxury fashion goods if possible through discounted channels such as outlet, sale season or grey market.

Functional dimension including usability, quality, and uniqueness value are positively related to Asian luxury fashion buying behaviour. They are important elements that attract Asians to consume high-end fashion goods. Asian consumers see usability and quality as a basic requirement of luxury goods. While uniqueness also motivates them to purchase luxury fashion goods but its impact on purchasing intention is quite low as luxury products are widely used among Asian consumers.

On the other hand, individual dimension influences luxury consumption behaviour among Asians but only for self-identity and hedonic aspects. Asian consumers use luxury goods to express their self-identity as they reflect their perceived-self through brand identity. They also see luxury consumption as a reward to fulfil their pleasure. Although materialism does not have a direct effect on individual dimension towards luxury

consumption, it is a moderating factor between the relationship of conspicuousness value and willingness to consume luxury fashion goods for Asian consumers.

Lastly, social dimension is the strongest dimension that motivates Asian consumers to purchase luxury fashion goods. It reconfirms that the collective culture in Asia is still significant as Asians are highly influenced to buy prestige fashion goods to represent their social status (conspicuous) and maintain harmony with their social group (prestige).

### 3.6 Chapter Summary

This chapter provided a review of consumer behaviour theories in relation to luxury consumption. It discussed consumers' cognitive decision-making process to emphasise the importance of influencing factors that reflect the consumer's purchasing decision. It also explored relevant consumer motives for luxury goods such as personal effects and interpersonal effects while highlighting the significance of the difference between culture towards luxury consumption. Asian consumer culture including Thais is portrayed as collectivist. Accordingly, luxury fashion dimensions specifically for Asian consumers are identified through a review of Asian luxury fashion consumption literature.

The next chapter will discuss consumer segmentation based on psychographic profile theory, which will be used as a research instrument for this thesis. Furthermore, it will inspect the effect of differences in consumer segmentation on demographic variables in relation to luxury consumption.

## CHAPTER 4: CONSUMER SEGMENTATION ON DECISION-MAKING STYLES AND DEMOGRAPHIC DIFFERENCES

### 4.1 Introduction

This chapter will provide a discussion on consumer segmentation through an internal attribute (psychographic profile) and an external attribute (demographic characteristic). This will help to provide a better understanding of consumer orientation. First, methods of profiling consumers into segments based on their cognitive aspect will be investigated. It tends to exhibit the theoretical aspect of consumer decision-making styles. Second, the Consumer Style Inventory model (CSI), which is a research instrument for this thesis, will be reviewed. This is to show the usefulness of the CSI model in segmenting consumers and also demonstrate the applicability as a measurement model for this study. Third, consumer decision-making styles in relation to luxury fashion goods will be explored to summarise the key findings from the literature review and identify potential shopping orientation for grey luxury fashion goods. Finally, the effects of differences in demographic characteristics on luxury decision-making styles will be discussed.

### 4.2 Consumer Decision-Making Styles

A consumer decision-making style is defined by Sproles and Kendall (1986) as:

*“A mental orientation characterising a consumers’ approach to making choices. It has cognitive and affective characteristics (for example, quality consciousness and fashion consciousness). In essence, it is a basic consumer personality, analogous to the concept of personality in psychology”* (1986:268).

The term consumer decision-making style is sometimes also referred to as consumer shopping orientation (e.g. Durvasula, Lysonsky, and Andrews, 1993; Hafstrom, Lung, and Young, 1992; Sproles and Kendall, 1986). Both terms are used to describe the cognitive process when consumer makes a purchase of products (Durvasula, Lysonsky, and Andrews, 1993). Bakewell and Mitchell (2003) suggest that decision-making style is measurable but could be different among individuals even from the same age or background because it illustrates the psychographic characteristic of each person.

Consumer decision-making styles can be categorized through three different approaches: the psychographic/lifestyle approach, the consumer typology approach, and the consumer characteristics approach (Sproles and Kendall, 1986). The psychographic approach focuses on identifying numerous consumer characteristics relevant to consumer choice and behaviour. On the other hand, the consumer typology approach tends to define general types of consumers while the consumer characteristic approach relies on consumers' cognitive perspective on the decision-making process. Psychographic profile refers to a process of analysing consumers' inner-self characteristics, which reflects how he/she feels, thinks, and responds to a certain situation (Gunter and Furnham, 1992). It aims to divide consumers into segments based on their cognitive aspects, lifestyles and values, in order to better understand their behaviour (Knowles and Castillo, 2011). This process can be done by the use of psychographic inventory or a battery of statements. A battery of statements is designed to capture relevant aspects of consumers' personality, buying motives, interests, attitudes, beliefs and values (Schiffman, Kanuk, and Hansen, 2008).

However, Kahle and Chiagouris (1997) point out that the concepts of value, lifestyle, and psychographics actually overlap. Value is "a belief that some condition is preferable to its opposite", which influences consumption activity (Solomon, 2002: 116). Meanwhile, lifestyle is "a pattern of consumption reflecting a person's choices of how he or she spends time and money" (Solomon et al, 2006: 558). Furthermore, lifestyle is also seen as a link between values and consumption pattern (Solomon, et al, 2006). As supported by researchers (Cavusgil, Knight, Riesenberger, and Yaprak, 2009), lifestyle reflects consumers' value. These definitions and evidence illustrate a strong overlap between the concept of value and lifestyle.

On the other hand, the terms lifestyle and psychographics are often used interchangeably due to overlap in meanings (Kahle and Chiagouris, 1997). Many scholars (e.g. Gunter and Furnham, 1992; Rath, Bay, Gill and Petrizzi, 2008; Schiffman, Kanuk, and Hansen, 2008) demonstrate that psychographic analysis is a measurement of consumers' lifestyle dimension: Activities, Interests, and Opinions (AIO). The AIO is designed to identify the consumer lifestyles pattern in terms of: activities that consumers do/how they spend their time, consumers' interests/what consumers place importance on in their immediate surroundings, and consumers' opinions/how they view themselves and the world around

them (Plummer, 1974). Some elements of AIO that define lifestyles are listed in Table 5.

<b>Activities</b>	<b>Interests</b>	<b>Opinions</b>
Work	Family	Personal relations
Hobbies	Home	Social issues
Social events	Job	Politics
Vacation	Community	Business
Entertainment	Recreation	Economics
Club membership	Fashion	Education
Community	Food	Products
Shopping	Media	Future
Sports	Achievements	Culture

*Table 5: Lifestyle Dimensions (Plummer, 1974: 34)*

Schiffman, Kanuk, and Hansen (2008) explain that consumers can be categorized into various typologies based on their lifestyle/psychographic profile. Sproles and Kendall (1986) argue that the best way to characterize consumers is not on approach but to identify key characteristics relevant to consumer decision-making. Each psychographic profile reflects different consumer lifestyles as well as their decision-making style (Rath, Bay, Gill and Petrizzi, 2008). Therefore, consumer decision-making styles are widely used among marketers as a basis of segmentation for many reasons (Gunter and Furnham, 1992). Firstly, it provides insight and understanding of consumers' purchasing behaviour by explaining consumers' cognitive aspects (Knowles, and Castillo, 2011). Secondly, it illustrates the differences in consumers' decision-making style, which assists marketers in identifying the target market (Gunter and Furnham, 1992). Lastly, it aims to develop an understanding of an individual's inner attribute to aggregate level in order to better portray the needs of consumers within the same profile (Schiffman, Kanuk, and Hansen, 2008), which is helpful for marketers in developing marketing strategies. Although previous studies on consumer profiling have successfully exhibited an extensive range of consumer purchasing behaviour dimensions, Bakewell and Michell (2003) point out that the measurement tool of consumers' decision-making style is not included in the studies (Bakewell and Mitchell, 2003).

In conclusion, consumer decision-making style is a very useful tool to explain cognitive process (Knowles and Castillo, 2011). However, Blackwell, Miniard, and Engel (2001) suggest that it should be used together with other traditional segmentation methods such as demographic segmentation in order to develop a better in-depth understanding of

market segments. This is because psychographic profile is sometimes difficult to obtain in a specified segment while demographic variables only emphasise the physical aspect (Blackwell, Miniard, and Engel, 2001). This idea is greatly supported by many scholars (e.g. Hoyer and Macinnis, 2008; Noel, 2009; Rousseau, 1990; Wells, 1975) that the effectiveness of consumer segmentation can be enhanced by combining consumers' internal attributes (using psychographic profile) and external attributes (such as demographic characteristics) together. As Wells (1975: 198) firmly states, 'psychographic information can put flesh on demographic bones'.

The next section will discuss a method of consumers' psychographic profiling for this thesis, which is called Consumer Style Inventory model (Sproles and Kendall, 1986).

#### 4.2.1 Consumer Style Inventory Model

In 1986, Sproles and Kendall (1986) conducted research called a methodology for profiling consumers' decision-making styles. The 482 high school students in home economics classes in Tucson, USA were selected as a sample for the study. By conducting this research, they successfully developed a framework to measure and segment consumers' decision-making style in purchasing behaviour of general product class using a battery of statements, 40 instruments, called the Consumer Style Inventory (CSI) model (Sproles and Kendall, 1986).

Sproles and Kendall (1986) also presented eight consumer decision-making style dimensions to describe shopping orientations the consumer is likely to engage when he/she makes a purchase of a product. Sproles and Kendall's (1986) eight consumer decision-making style dimensions are summarized and described in Table 6.

<b>Consumer decision-making styles factors</b>	<b>Interpretation</b>
Factor1: Perfectionistic, High Quality-Conscious	Consumers in this group search for the best quality products. They are selective and intend to shop systematically or by comparison. They are usually unsatisfied with good enough products.
Factor2: Brand Conscious, Price Equals Quality	Consumers in this group purchase products based on high-price and their well-known brands. They believe that price is an indication of quality. Thus,



	they think that high-price products are also high in quality.
Factor3: Novelty-fashion Conscious	Consumers in this group seek new products for their own pleasure and excitement. They are trend-setters and not very sensitive to price.
Factor4: Recreational-Hedonistic Conscious	Consumers in this group perceive shopping as a relaxation activity. They shop for personal pleasure and entertainment.
Factor5: Price Conscious	Consumers in this group look for low-price products. They are comparison shoppers who seek the best value for their money.
Factor6: Impulsive and Careless	Consumers in this group shop impulsively. They are instant shoppers who rarely plan their shopping.
Factor7: Confused by Overchoice	Consumers in this group have difficulties in choosing products because they find that there are too many products in the market.
Factor8: Habitual and Brand-Loyal	Consumers in this group repeatedly buy the products from the same brand or stores. They are loyal to their favourite brands.

*Table 6: Eight Consumers' Decision-Making Styles Dimensions*

The CSI is widely accepted and has been replicated by many researchers (e.g. Durvasula, Lysonsky, and Andrews, 1993; Hafstrom, Lung, and Young, 1992; Tanksale, Neelam, and Venkatachalam, 2014) not only for general product class but specific product class such as food (Herrman and Warland, 1990). Furthermore, it has been used in various cultural settings such as New Zealand (Durvasula, Lysonsky, and Andrews, 1993), Malaysia (Kamaruddin, and Mokhlis, 2003) and China (Fan and Xiao, 1998).

Tanksale, Neelam, and Venkatachalam (2014) point out that the researcher should consider that the differences in culture may affect consumers' decision-making style and the usefulness of the CSI. In addition, a review of empirical studies of consumer decision-making styles in Asian countries and the USA by Yeung (2007) (Figure 8) also highlights the differences in culture and decision-making style. A study of Korean consumers by Hafstrom, Lung and Young (1992), which replicates Sproles and Kendall's (1986) CSI model, discovered a new dimension for Korean consumers called Time-energy

conserving dimension while Kamaruddin, and Mokhlis (2003) illustrate that Malaysian consumers' decision-making is influenced by their demographic characteristics.

However, many researchers (e.g. Durvasula, Lysonsky, and Andrews, 1993; Yeung, 2007) argue that the instruments of the CSI model are reliable and applicable in cross-cultural contexts although its outcome may vary from one country to another. Consequently, Yeung (2007) elaborates that there are significant similarities in decision-making styles within studies in his review while the differences between studies are rarely explained by theoretical foundation. Yeung (2007) also explains that studies included in his review were conducted at different times and places by different researchers; therefore, it is possible that the outcomes of the research are not suitable for comparison.

Country (reference)	Consumer decision-making styles
United States (Sproles and Kendall, 1986)	Eight Perfectionist, high quality conscious; Brandn conscious; Novelty and fashion conscious; Recreational or shopping conscious; Price conscious; Impulsive, careless; Confused by too much choice; and Habitual, brand loyal
South Korea (Hafstrom <i>et al.</i> , 1992)	Eight Brand-consciousness; Perfectionist, high quality conscious; Recreational-shopping; Confusion (too much choice); Time-energy conservation; Impulsive careless shopping; Brand-loyal shopping; and Price-value consciousness
China (Fan and Xiao, 1998)	Five Brand conscious, Time consciousness, Quality consciousness, Price consciousness, Information utilization
China (Siu <i>et al.</i> , 2001)	Four Perfectionist, Brand Conscious, Novelty-Fashion Conscious and Recreational
China (Tai, 2005)	Ten Price and value consciousness; Fashion enthusiasm; Brand consciousness; Quality consciousness; Personal style conscious; Environmental and health consciousness; Convenience and time consciousness; Brand and store loyalty; Shopping influences; Reliance on the mass media
India (Canabal, 2002)	Five Brand Conscious, High Quality Conscious / Perfectionist, Confused by too much choice, Impulsive / Brand Indifferent, and Recreational Shopper

*Figure 8: Empirical Studies of Consumer Decision-Making Styles in Asian Countries and the USA (Yeung, 2007: 136)*

From the discussion of the CSI model above, it is seen that the CSI model is a very useful instrument to profile consumers based on their decision-making styles and it is appropriate for this thesis. Although the differences in culture may influence consumers' decision-making styles, they are not affecting the applicability of the CSI (Durvasula, Lysonsky, and Andrews, 1993; Yeung, 2007). The CSI is appropriate to be used in cross-cultural settings as proved and replicated by many researchers in different countries (e.g.

Hafstrom, Lung, and Young, 1992; Kamaruddin, and Mokhlis, 2003). However, Sproles and Kendall (1986) recommend that the instruments should be validated before being used to profile consumers in other populations than the USA.

#### 4.3 Consumer Decision-Making Styles in Relation to Grey Luxury Fashion Goods

The aim of this research is to adopt the CSI model developed by Sproles and Kendall (1986) to identify and explain Thai consumers' decision-making style for grey luxury fashion goods. The CSI model is not only reliable and applicable for in-store shopping but also online shopping portal (Goswami and Khan, 2015) where the majority of grey luxury fashion transactions take place. However, the CSI model was initially developed to measure consumer decision-making style for general product class rather than specific product type like grey luxury fashion goods, which is the focus of this research. Researchers (e.g. Liang, Ghosh, and Oe, 2017; Siu, Kwan, and Zeng, 2016) establish that decision-making process of luxury items can be significantly different from other product category because of their characteristics and emotional benefits they can provide. Therefore, there is a need for an extension of the CSI model to capture Thai consumers' decision-making style for grey luxury fashion goods. Researchers (e.g. Nayeem, 2014; Nayeem and Casidy, 2013) emphasize that the CSI model can be revised and extended to determine consumer decision-making styles for high-involvement product category such as automobile and luxury goods which requires consumers to evaluate between cost (e.g. price) and benefits (e.g. quality, and innovation).

As previously discussed in section 2.5.1, grey luxury fashion goods are recognized as luxury goods as they are still highly expressive and expensive. Additionally, they can provide the same consumption benefits as luxury goods such as quality and symbolic value. Based on this notion, it is sensible to presume that consumer motives for purchasing grey luxury fashion goods are similar to the motives for purchasing luxury fashion goods within authorised channels because they share comparable consumption benefits such as usability benefit and emotional benefit, to customers. Recent research (e.g. Hennigs et al, 2015; Sjoström, Corsi, and Lockshin, 2016; Timperio et al, 2016) shows that exclusivity and conspicuous consumption are seen as powerful influence for luxury consumption. Rarity and exclusivity are often embedded in luxury goods (Hennig et al, 2015). Many consumers consume luxury goods because they value its exclusivity feature as demonstrated in section 3.5.2.

Conspicuous consumption is another important motivation for luxury consumption especially for collectivist consumer culture, like Thais, as discussed in section 3.5.4. Many consumers purchase luxury goods because they want to express their social position through public consumption to gain social recognition (Sjostrom, Corsi, and Lockshin, 2016). On the other hand, influence of celebrity is recognized as an emerging motive for luxury consumption specifically to Thais (Boonpradub and Thechatakerng, 2015; The Nation, 2015) as discussed in section 3.4. Accordingly, the motivation factors for luxury fashion products that are previously discussed in section 2.3, 2.4 3.3.2, and 3.5 namely, conspicuous consumption, influence of celebrity and exclusivity, are integrated to the measurement model as an extension of the CSI model to measure consumer decision-making style for grey luxury fashion goods in this study.

The original eight decision making styles (dimension 1-8) developed by Sproles and Kendall will be validated to see if these shopping characteristics are relevant to the purchase of grey luxury fashion goods among Thai consumers. In addition, the three additional dimensions, conspicuous consumption, reliance on celebrity, and exclusivity conscious (dimension 9-11) are developed based on the extant literature on luxury consumption; thereby, also testing its extended validity. These dimensions are relevant to grey luxury fashion dimensions, which imply that they are suitable for classifying Thai consumers' decision-making styles for grey luxury fashion goods for this study as discussed below:

#### 4.3.1 Perfectionistic

Perfectionistic consumer places great emphasis on the quality of products (Sproles and Kendall, 1986). Perfectionistic consumer concerns about the usability of the product as it is a fundamental function which reflects product quality. Quality is an important indicator of superiority of products/services. As previously discussed in section 3.5.2, many studies on luxury consumption (e.g. Choo et al, 2012; Timperio et al, 2016) confirm that quality is one of the key factors that drives Asian consumers to consume luxury goods. Choo et al (2012) demonstrate that quality is the most highly perceived value for luxury brands as it is directly linked to consumers' purchasing intention. As mentioned in section 2.5.1, the quality of grey luxury fashion goods is equivalent to luxury goods purchased from the retail store as luxury retailers are in charge of quality control of luxury goods. Therefore, it is reasonable to hypothesize that:

H1: Perfectionistic characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

#### 4.3.2 Brand Conscious

Brand conscious consumer prefers to purchase products from well-known brands (Sproles and Kendall, 1986). This type of consumer believes that quality of product is reflected by price and brand status (Sproles and Kendall, 1986). Based on a study by Sultana (2013), Asian consumers are the most brand conscious in the world. They rely heavily on the brand reputation and are willing to pay more for products of famous brands (Sultana, 2013). Based on Asian luxury consumption research (Han, 2010; Hung et al, 2011) in section 3.5.1, Asian consumers see price as an indicator of quality. Accordingly, they think that luxury brands are superior in quality (Wong and Ahuvia, 1998). Furthermore, they believe that well-known luxury brands can portray a stronger symbolic of wealth than non-famous brands (Lertwannawit and Mandhachitara, 2012; Li et al, 2012). Lekprayura (2012) emphasises that Thai consumers recognize luxury brand by its equity such as symbolic value and brand status as evidenced in section 2.4. Luxury brand equity, which directly relates to purchase intention towards the luxury goods, is inherited in grey luxury fashion goods as they are genuine luxury goods (Lekprayura, 2012). Therefore, the following hypothesis is proposed:

H2: Brand Conscious characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

#### 4.3.3 Novelty-fashion Conscious

Novelty-fashion conscious consumers consider self-image and self-fulfilment concept in their decision-making process. Sproles and Kendall (1986) explain that they seek the newest product from the latest fashion trend to enhance his/her self-concept (Sproles and Kendall, 1986). Moreover, consumers in this dimension also purchase in-trend products for pleasure and excitement (Sproles and Kendall, 1986). As discussed in the luxury and role of fashion in section 2.4, fashion trend plays a significant role in luxury consumption as luxury consumers use luxury goods to express their self-identity through fashion (Gardetti and Torres, 2015; Hoffmann and Coste-Maniere, 2012). Self-identity is positively related to luxury purchasing intention among Asians as they use luxury

products to express their self-image (e.g. Chen and Lamberti, 2015; Siu, Kwan and Zeng, 2016) as shown in section 3.5.3. Accordingly, the following hypothesis is developed:

H3: Novelty-fashion Conscious characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

#### 4.3.4 Recreational-Hedonistic Conscious

A consumer in this group views shopping as an activity to indulge his/her pleasure (Sproles and Kendall, 1986). Luxury brands are known to offer special shopping experience to their customers (Scholz, 2013). However, as discussed in section 2.5.1, the importance of luxury shopping experience is far less significant than the luxury goods themselves from the consumer's point of view (Adams, 2013; Thomas, 2008). As supported by a review of literature in section 3.5.3, owning luxury goods is the core of Asian luxury consumers' emotional benefits rather than luxury shopping experience (Bian and Forsythe, 2012; Wu et al, 2015). Possession of luxury goods is an Asian's way to reward themselves (Hung et al, 2011). Nevertheless, many consumers mention that grey luxury fashion sellers provide a more convenient and enjoyable shopping experience than luxury retailers and it is one of many reasons that they turn to the grey market as mentioned in section 2.5.1 (Schindler, 2016). This explanation infers that the recreational-hedonistic conscious consumers' decision-making process is influenced by emotional benefits from shopping. For that reason, it is hypothesized that:

H4: Recreational-Hedonistic Conscious characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

#### 4.3.5 Price Conscious

A price conscious consumer is a comparison-shopper, who always focuses on paying lower prices (Sproles and Kendall, 1986). Although price is one of the main characteristics that distinguishes luxury products from others, it does not have a direct influence on Asian luxury consumption (Choo et al, 2012 Siu, Kwan and Zeng, 2016) as discussed in section 3.5.1. However, differences in price affect luxury consumption as consumers prefer to pay a lower price for luxury goods (Chan, To, and Chu, 2015; Park, 2014). In addition, cheaper price is one of the main reasons for the emergence of the grey luxury fashion market as conveyed in section 2.5.4. As supported by Malueg and Schwartz (1994), many consumers buy goods from grey traders because they offer a

lower price. Accordingly, price conscious dimension for grey luxury fashion is not related to prestige pricing of luxury products as defined by Wiedmann et al (2007) but bargain pricing from obtaining luxury goods from the grey market. This description suggests that the price conscious consumer relies heavily on the price of the product because he/she wants to get the best value for money. Therefore, the following hypothesis is constructed:

H5: Price Conscious characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

#### 4.3.6 Impulsive and Careless

The impulsive and careless consumer shops impulsively without planning (Sproles and Kendall, 1986). According to Chevalier and Lu (2010), an impulse decision-making for luxury goods associates with conspicuousness and price factors. Collectivist consumers, like Asians, tend to be less impulse buyers than individualist consumers because collectivist consumers also consider social group (Triandis, 2008; Voh and Faber, 2007). A collectivist consumer is influenced by conspicuousness to impulsively buy luxury goods while individualist consumers impulsively purchase luxury goods when he/she find a good deal (Chevalier and Lu, 2010) as mentioned in section 3.5.4. However, when it comes to grey luxury fashion purchases, consumers can be very thoughtful as they are able to search for information on the product and grey luxury fashion sellers to make a rational judgement as explained in section 2.5.1. On the other hand, consumers can be very impulsive in the case that the grey luxury fashion goods available in the grey market are very rare and limited. Since grey luxury fashion sellers do not have control over luxury fashion supply, consumers need to purchase the grey luxury fashion goods they want when available. This argument suggests that impulsive purchasing decision can be found within grey luxury consumers. Hence, it is reasonable to hypothesize that:

H6: Impulsive and Careless characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

#### 4.3.7 Confused by Overchoice

Consumers in this group experience information overload (Sproles and Kendall, 1986). He/she has difficulties in purchasing decision as there are too many products/brands in the market (Sproles and Kendall, 1986). As discussed in section 2.5.1, a luxury consumer commonly performs an information search process on the luxury product before buying

(Abtan et al, 2016). Social media and social reference group are the main sources of information for Thai consumers (Euromonitor, 2015; Whiteman, 2015). However, consumers are exposed to global social reference groups rather than a small community (Tsai, Yang, and Liu, 2013) as previously pointed out in section 3.5.4. The increasing number of online grey luxury fashion stores, such as Facebook or Instagram, and larger volume of available information may confuse consumers and make it harder to make decisions. Accordingly, the following hypothesis is proposed:

H7: Confused by Overchoice characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

#### 4.3.8 Habitual and Brand-Loyal

Consumers in this group are loyal to the brand (Sproles and Kendall, 1986). He/she repeatedly buys products from a favourite brand or store (Sproles and Kendall, 1986). Loyal consumers believe in the promise of luxury brands ranging from usability, quality to symbolism features (Okonkwo, 2007). Luxury brand also acts as a communication tool for loyal consumers to enhance self-concept and signal social position (Okonkwo, 2007). Asian consumers regularly use a particular brand to strengthen their self-identity (Siu, Kwan and Zeng, 2016) as discussed in section 3.5.4. Additionally, Thai consumers are known to be loyal to luxury brands while brand loyalty is positively related to their luxury purchasing intention (Lekprayura, 2012). As explained in section 2.5.1, grey luxury fashion goods carry the brand equity like luxury fashion goods acquired from luxury fashion retailers; the main focus of many luxury consumers is to own luxury fashion goods (Adams, 2013). Accordingly, the channel of purchase does not affect consumer loyalty towards the luxury brands as the consumer is loyal to his/her favourite luxury brand through its consumption not acquisition. Based on this argument, it is hypothesized that:

H8: Habitual and Brand-Loyal characteristic represents decision-making dimension of Thai consumers for grey luxury fashion goods.

#### 4.3.9 Conspicuous Conscious

Conspicuous conscious is related to the use of luxury products in public to display individuals' economic power and social status (Veblen, 1899). Consumers with a high score in conspicuous conscious highly value luxury consumption in a public context



(Leibenstein, 1950). He/she is likely to have a materialistic life and conspicuous consumption (Richins, 1994). Moreover, he/she is also concerned with social status and face (Vigneron and Johnson, 1999; Wong, and Ahuvia, 1998). As previously analysed in section 3.5.4, conspicuous consumption is regarded as the key factor that associates with Asian luxury fashion consumption (e.g. Chen and Lamberti, 2015; Vijaranakorn. and Shannon, 2017). Social influence also has a significant impact on luxury consumption among Thais as they value wealth (McAleer and Mao, 2017; Oe, Yamaoka, Liang, and Sunpakit, 2015) as previously discussed in sections 2.3.1, 2.3.2, 2.3.2.1 and 2.3.3. Furthermore, social media, which is a very popular method of communication, has a significant impact on the demand of luxury fashion goods in Thailand (Euromonitor, 2016; Whiteman, 2015). Apart from traditional public consumption, Thais may use social media as a method to exhibit his/her luxury consumption in public and communicate with their social group (Quach and Thaichon (2017). However, it is notable that level of conspicuousness is not affected by the method of acquiring luxury fashion goods as grey luxury fashion goods are as expressive as luxury fashion goods purchased from luxury retailers. Hence, it is hypothesized that:

H9: Conspicuous Conscious characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

#### 4.3.10 Reliance on Celebrities

Consumers in this group are heavily influenced by celebrities when make a purchasing decision. He/she tends to perceive that the products used by celebrities are better than others. As previously discussed in sections 2.3.1, 2.3.2, 2.3.2.1, 2.3.3, and 2.4, celebrities pose a significant influence on the demand of luxury fashion goods in Thailand (The Nation, 2015). Boonpradub and Thechatakerng (2015) assert that Thais trust the brands that are advertised or consumed by celebrities. Furthermore, celebrities can widely spread the awareness of products (Oe, Yamaoka, Liang, and Sunpakit, 2015). In addition, they are known to be trend-setters whom Thai consumers are more than willing to follow (The Nation, 2015). Consequently, Thai consumers may consume luxury fashion goods from the grey market to follow the hype as an influence of celebrities. This impression implies that celebrity influence is one of the motives that drives Thai consumers to consume grey luxury fashion goods. Hence, it is sensible to hypothesize that:

H10: Reliance on Celebrities characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

#### 4.3.11 Exclusivity Conscious

Exclusivity conscious involves the measure of need for exclusivity in the decision-making process. Consumers who demonstrate a high score for exclusivity conscious, are likely to desire exclusive and rare products (Tak, and Pareek, 2016). He/she loves the limited-edition item because it is unique and different from others. Uniqueness is perceived to be a quality of luxury goods (Jain, Khan and Mishra, 2015). However, the effect of uniqueness of luxury goods on Asian luxury consumption is far less significant than before (Bain and Forsythe, 2012) as examined in section 3.5.2. This may happen because luxury goods have become a part of fashion, which then leads to mass-consumption meaning they are no longer exclusive (Duma, Hallier-Willi, and Steinmann, 2015) as mentioned in section 2.4. Nevertheless, some luxury fashion collections are still limited and exclusive in many countries, including Thailand. Accordingly, Thai consumers are unintentionally forced to get exclusive luxury fashion goods from the grey market. Based on this argument, the following hypothesis is proposed:

H11: Exclusivity Conscious characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

#### 4.3.12 Summary of Consumer Decision-Making Styles for Grey Luxury Fashion Goods

The CSI model is adopted and extended as a measurement instrument for this thesis to identify Thai consumers' decision-making styles on grey luxury fashion goods. First, it will validate the eight shopping characteristics: Perfectionist, Brand Conscious, Novelty-fashion Conscious, Recreational-Hedonistic Conscious, Price Conscious, Impulsive and Careless, Confused by Overchoice, and Habitual and Brand-Loyal, developed by Sproles and Kendall (1986) to see whether they are related to Thai consumers when they purchase grey luxury fashion goods. This will look beyond general shopping orientation and with a specific product category: grey luxury fashion goods. Additionally, three decision-making dimensions: Conspicuous Conscious, Reliance on Celebrities and Exclusivity Conscious, are developed based on a review of literature from Chapter 2 and Chapter 3 to make sure that all relevant aspects of grey luxury fashion shopping orientations are considered. Although consumers are influenced by various factors when they make a

purchase, Sproles and Kendall (1986) argue that consumers only portray a pattern of dominant shopping characteristics.

The next section will provide a discussion on the effect of differences in consumers' demographic and decision-making style. As suggested by previous researchers (e.g. Schiffman, O'Casey, Paladino, and Carlson, 2014; Wells, 1975), demographic information can enhance cognitive information in consumer segmentation.

#### 4.4 Consumers' Demographic Differences and Decision-Making Styles

Consumers' demographic characteristics are generally used by marketers to predict consumer behaviour (e.g. Blackwell, Miniard, and Engel, 2001; Hoyer and Macinnis, 2008; Schiffman et al, 2014). In addition, demographic characteristics also assist marketers in segmenting consumers into groups (Noel, 2009). The reason behind this is mainly because demographic information is objective and easy to determine (Blackwell, Miniard, and Engel, 2001). Its empirical nature makes it easier for marketers to measure and interpret than other segmentation proxy (Blackwell, Miniard, and Engel, 2001). Moreover, it is considered to be one of the most cost-effective ways in locating target consumers (Schiffman et al, 2014).

Although demographic characteristics cannot be used to define market segments like psychographic profiles, they are still important factors to determine the size of the target market and the approach to reach each market effectively (Schiffman et al, 2014). Therefore, this section will discuss the relationship between selected demographic variables (gender, age, education, occupation, and income) and consumers' decision-making styles in their luxury purchase behaviour.

The main reason for selecting gender, age, education, occupation, and income demographic variables for this study is because they are considered to have a relationship with consumers' decision-making styles. Consumers' gender and age are related to needs, attitudes, social roles and activities of consumers (Hoyer and Macinnis, 2008; Schiffman et al, 2014). These factors directly affect consumers' purchasing behaviour and product choices (Hoyer and Macinnis, 2008), which help identify the consumers' decision-making style dimensions they engaged.

Meanwhile, education, occupation, and income variables are related to consumers' social class and economic situation (Noel, 2009; Schiffman et al, 2014). These variables are

used to determine consumers' purchasing power as well as their lifestyle, taste, and value (Schiffman et al, 2014), which reflect consumers' ability to choose the products they are purchasing. For instance, high income consumers are able to choose a wider range of products than low income consumers because they have more ability to pay.

Furthermore, the above mentioned demographic variables are statistical and appropriate measurements for the scope of this study. The outcome can be acquired through one simple question and the interpretation of these variables is straightforward (Blackwell, Miniard, and Engel, 2001). Consequently, the following section will discuss each selected demographic variable individually.

#### 4.4.1 Gender

Gender is a demographic variable that is often used to distinguish consumers into two segments: male and female (Schiffman, et al, 2014). Males and females have distinct needs, attitudes, social roles and activities, which directly affect and differentiate their purchasing behaviour (Hoyer and Macinnis, 2008). Schiffman, et al, (2014) point out that the roles of males and females have become increasingly blurred. Moreover, gender is no longer a good variable to distinguish consumers in some product categories e.g. skincare products (Schiffman, et al, 2014). These reduced gaps in gender roles and gender differences are the result of a growing number of dual-income households and single-parent families (Schiffman, et al, 2014). However, many studies (e.g. Segal and Podoshen, 2012; Wang, and Griskevicius, 2014) demonstrate that the gender differences still exist in luxury goods consumption behaviour as well as consumers' decision-making style.

Stokburger-Sauer and Teichmann (2013) suggest that females have a higher level of brand consciousness than males. They give high value to luxury brands and prefer to use luxury brands more than non-luxury brands (Stokburger-Sauer and Teichmann, 2013). Moreover, females consume luxury goods to indicate their status in a passive interpersonal manner (Wang and Griskevicius, 2014). On the other hand, males are more materialistic than females in terms of luxury goods consumption (Segal and Podoshen, 2012). They also exhibit a higher level of conspicuous consumption than females, which implies that males are more concerned about social recognition than women (Segal and Podoshen, 2012).

The propositions discussed above indicate that consumers' gender may affect their decision-making style as well as their consumption behaviour. Thus, gender variable should be included as a demographic variable to determine consumers' decision-making style for this study.

#### 4.4.2 Age

Age is one of the key demographic variables used to determine consumers' consumption patterns and product choices (Schiffman et al, 2014). It is also considered to be a proxy variable that helps in identifying consumers' interests and motives (Blackwell, Miniard, and Engel, 2001). Schiffman et al (2014) assert that consumer age segmentation is an important process for marketers when developing marketing strategies. As Noel (2009) explains, consumers in the same age group usually have similar consumption patterns because they share common life experiences, needs, memories and symbols. Moreover, consumers' needs and product requirements are often changed when they go through each age stage (Noel, 2009). Thus, it is possible that consumers' age is directly related to their decision-making style.

For instance, senior consumers (over 65 years old) are more likely to be loyal customers to the luxury brands than younger consumers (Noel, 2009). Hoyer and Macinnis (2008) explain that people's information-processing skills usually deteriorate with age. Senior consumers are less likely to obtain a large amount of information about the products before they make a purchase-decision (Noel, 2009). Moreover, they also have less working-memory capacity and information integration skills, which lead to difficulty in making complex decision (Hoyer and Macinnis, 2008). These limitations of older consumers may reduce their ability to make an appropriate product selection especially when there are similar products from various brands available in the market. As a result, it is common for seniors to be attracted to a simpler decision-making process like buying the brand they are familiar with to avoid confusion.

In summary, the above propositions are brought up to show that consumer age group may be an influential factor to determine consumers' decision-making style when they purchase grey luxury fashion goods. In addition, they indicate that age variable should be considered as a demographic variable that has a significant relationship with consumers' purchasing behaviour and their decision-making style. However, it still needs to be confirmed by an empirical study which is a later part of this study.

#### 4.4.3 Education

Education is the key variable to determine the social class of an individual (Noel, 2009). Schiffman et al (2014) elaborate that education is the primary reason that leads an individual to a high level of occupation, which generates a high level of income. These three variables are closely correlated and have a positive relationship with social status (Schiffman et al, 2014). Thus, education is seen as a 'key to upward social mobility' (Noel, 2009: 68).

Moreover, level of education also affects consumers' behaviour and their decision-making process (Hoyer and Macinnis, 2008). Akhter (2003) shows that education is related to consumers' behaviour in the information search and product evaluation process. Consumers with higher level of education tend to acquire more information about products than those who have lower level of education (Akhter, 2003). Hoyer and Macinnis (2008) assert that level of education also relates to consumers' information processing ability. Highly educated consumers tend to be better in processing complex information and making complicated decisions (Hoyer and Macinnis, 2008). Furthermore, education influences consumers' values and buying behaviour (Nwankwo, Hamelin, and Khaled, 2014). Consumers with higher education are more rational about luxury purchase than consumers with lower level of education (Nwankwo, Hamelin, and Khaled, 2014).

Therefore, education variable is included in this research as one of the variables which determines consumers' decision-making style for grey luxury fashion goods.

#### 4.4.4 Occupation

Occupation is a variable that is directly related to an individual's social class (Hoyer and Macinnis, 2008). It is often used as a basic variable to segment consumers into groups based on their professions as marketers believe that people who are in the same occupation rank also share similar preferences and goals (Blackwell, Miniard, and Engel, 2001). Moreover, occupation reflects consumers' lifestyle, taste and value (Schiffman et al, 2014). It is also associated with consumers' purchasing power as the level of income depends on type of job (Noel, 2009). Thus, occupation can be another variable that assists in determining consumers' decision-making styles for the grey luxury fashion goods. For instance, higher managerial consumers are more likely to be perfectionist consumers, who

pay a lot of attention to quality of products, than university students. This is because they want to signal their social position as a leader and gain respect from their peers by consuming luxury goods with high price and quality.

According to the propositions discussed above, it is conveyed that consumers' occupation may influence their decision-making style for luxury fashion goods; mainly because consumers use luxury goods to communicate their social position (Shukla, 2012). Thus, occupation variable should also be considered as a variable which is related to consumers' decision-making style for this study. However, it is important to note that occupation is quite a subjective social status indicator (Schiffman et al, 2014). Noel (2009) explains that the perceived status of occupation varies from country to country. For example, countries which place great emphasis on education such as Thailand, Japan, and China regard professors in a higher status than other professions (Hoyer and Macinnis, 2008).

#### 4.4.5 Income

Income is a main financial resource for an individual. It influences consumers' decision on products and brand choice (Blackwell, Miniard, and Engel, 2001). Blackwell, Miniard, and Engel (2001) explain that consumers' income is closely related to his/her type of needs, which leads to product selection to satisfy those needs. People with different level of income have different types of needs, thus, level of income might be related to consumers' decision-making style for grey luxury fashion goods. These propositions are greatly supported by previous research (e.g. Dubois and Duquesne, 1993; Husic and Cicic, 2009) that level of income is positively related to luxury consumption. Consumers with a high level of income tend to purchase more luxury goods than consumers with low level of income (Dubois and Duquesne, 1993).

In addition, income is an important criterion for marketers to segment consumers into groups (Hoyer and Macinnis, 2008). This is because it portrays consumers' purchasing power (Noel, 2009). The higher income a consumer gets means that he/she can choose and buy a wider range of products available in the market than those with lower income. However, Schiffman et al (2014) point out that income alone is insufficient to define target market because it only indicates consumers' purchasing power not an actual product choice. It requires a combination with other variables such as education and occupation to determine consumers' lifestyle, taste and value, which reflect consumers' market segment (Husic and Cicic, 2009). Education, occupation and income have a cause

and-effect relationship as high income mostly comes from highly ranked occupation which requires an advanced level of education and training (Schiffman et al, 2014).

Although income is insufficient to define the target market, it is significant enough to influence consumers' buying behaviour and their decision-making process as supported by many researchers (e.g. Blackwell, Miniard, and Engel, 2001; Dubois and Duquesne, 1993; Husic and Cicic, 2009). Therefore, income is considered to be another factor that may have a relationship with consumers' decision-making style on grey luxury fashion goods for this study.

#### 4.4.6 Summary of Consumer's Demographic Differences and Decision-Making Styles

Based on the discussion on the differences in demographic characteristics in this section, gender, age, education, occupation and income variables are likely to affect consumer decision-making styles for grey luxury fashion goods.

Many researchers (e.g. Segal and Podoshen, 2012; Stokburger-Sauer and Teichmann, 2013) claim that gender differences still exist in luxury goods consumption. However, there are some researchers (Schiffman, et al, 2014) who believe that the difference in gender no longer affects consumers' purchasing behaviour. Recent research by Euromonitor (2013) reveals that Thai men are consuming luxury goods at almost the same rate as Thai women. In order to draw a conclusion on this debate, gender variable is included in the selected demographic variables to be tested in this study.

Age is an important variable to determine consumers' needs and product choices (Schiffman et al, 2014). Consumers in the same age group tend to have similar consumption behaviour as they have many experiences in common (Noel, 2009). Srichamroen (2012) demonstrated that there is an increasing number of Thai youths who start consuming luxury goods as it becomes necessity in their age group. Therefore, it is worthwhile for this study to investigate the relationship between age variable and Thai consumers' decision-making styles on grey luxury fashion goods.

The level of education might affect consumers' purchasing decision as it is correlated to occupation and income (Schiffman et al, 2014), which have a direct relationship with social status and purchasing power. Moreover, it also influences consumers' value and evaluation process (Nwankwo, Hamelin, and Khaled, 2014). Thus, education is another variable that may have an impact on consumers' decision-making style.



Occupation is directly linked to an individual's social class and income (Hoyer and Macinnis, 2008; Noel, 2009). It is believed that consumers in the same profession rank project similar goals, values and preferences (Blackwell, Miniard, and Engel, 2001). Many researchers (e.g. Kapferer, 1998; Wong and Ahuvia, 1998) conclude that a consumer in a high-ranking occupation consumes luxury goods to enhance their success in career. Hence, it is reasonable to test the effect of differences in occupation on Thai consumers' decision-making style for grey luxury fashion goods.

Apart from consumers' desire, ability to buy is an important element that can affect decision-making style (Blackwell, Miniard, and Engel, 2001). Consumers' needs will not be fulfilled if he/she has low purchasing power or no ability to pay. Consumer purchasing power is determined by the level of income (Blackwell, Miniard, and Engel, 2001). Thus, the effect of differences in income on Thai consumers' decision-making style for grey luxury fashion goods should also be examined in this study.

With all of the above reasons, it is reasonable to hypothesise that:

H12: The differences in consumers' gender, age, education, occupation, and income, will be significantly related to the differences in the means of the consumers' decision-making style dimensions.

#### 4.5 Chapter Summary

This chapter has outlined the scope of consumer decision-making styles in relation to grey luxury fashion goods. Firstly, it provided a conceptual definition of consumer decision-making style to demonstrate a foundation of consumer profiling based on a cognitive perspective. Then, it further investigated the CSI model and its applicability to be used as a research instrument for this thesis. The CSI model has been validated in many cross-cultural studies and various product categories. Its usefulness in segmenting consumers according to their shopping orientation is established among academics.

Secondly, consumer decision-making style for grey luxury fashion goods was proposed. The eight original decision-making styles from the CSI model by Sproules and Kendall (1986) which are Perfectionist, Brand Conscious, Novelty-fashion Conscious, Recreational-Hedonistic Conscious, Price Conscious, Impulsive and Careless, Confused by Overchoice, and Habitual and Brand-Loyal have been proposed to be validated for grey luxury fashion goods. The use of the CSI model as a measurement tool to identify

consumer shopping orientation is the aim of this thesis as the CSI model is widely accepted and replicated independent measurement tool as explained in section 4.2.1. Although the CSI is not initially developed for luxury goods, its dimensions share some characteristics with luxury fashion motivations discussed in section 3.3.2 (Figure 7) and 3.5 as below:

- Perfectionist dimension represents consumers who concern about quality and function (Sproles and Kendall, 1986) while Wiedmann et al (2007) emphasize that exceptional quality has great influence on luxury consumption.s
- Brand Conscious dimension explains consumers who rely on brand reputations (Sproles, and Kendall, 1986). They can be motivated to purchase luxury by materialistic value to own product from a well-known brand (Wang, 2016).s
- Novelty-fashion Conscious dimension refers to consumers who enhance self-concept through the latest fashion trend (Sproles and Kendall, 1986). They may consume luxury goods to express their self-concept (self-identity value) (Chens and Lamberti, 2015).s
- Recreational-Hedonistic dimension characterizes consumers who shop for pleasure (Sproles and Kendall, 1986). They can be influenced to consume luxury for their emotional benefits (hedonistic value) as Jiang and Shan (2018) illustrates that Hedonistic value is often associated with luxury consumption.s
- Many researchers (e.g. Charles and Howards, 2016; Kwan and Zeng, 2016) point out that the prestige price of luxury goods (price value) cannot always motivate consumers to purchase luxury as they see price as an indication of quality.s Furthermore, Park (2014) demonstrates that there are many consumers who are price sensitive when it comes to luxury consumption as discussed in section 3.5.1.s This argument is not only reflected on the core benefit of grey luxury fashion consumption, which allows consumers to purchase luxury goods at a discounted price, but also links to Sproles and Kendall's (1986) Price Conscious dimension.s
- Impulsive and Careless dimension represents consumers who purchase without planning (Sproles and Kendall, 1986). Although impulsive and careless are not recognized in a discussion on motivations for luxury consumption, Chevalier and Lu (2010) explain that consumers can impulsively purchase luxury goods for their discounted price and conspicuous value.s

- Confused by Overchoice dimension explains consumers who expose to tremendous choices of product (Sproles and Kendall, 1986). Though this dimension is not directly connected with the luxury value discussed in section 3.2.2, many researchers (e.g. Abtan et al, 2016; Euromonitor, 2015; Whiteman, 2015) demonstrate that luxury consumers can experience difficulty in decision-making as there are increasing number of information on luxury in social media and the internet.
- Habitual and Brand-Loyal dimension refers to consumers who always buy product from the same brands (Sproles and Kendall, 1986). Siu, Kwan, and Zeng (2016) assert that luxury consumers may repeatedly purchase luxury product from a particular brand to enhance their self-concept (self-identity value).

Based on the above discussion, it can be seen that the CSI model is a useful tool to measure consumer decision-making style for this research as it can capture various aspects of luxury consumption behaviour such as motivations and nature of market (information overload through the internet). However, it is important to note that the CSI model emphasis on segmenting consumers through a series of item statements rather than identify relationship between variables and dimensions. Accordingly, this research will not investigate on the relationship between grey luxury fashion motivation variables and the proposed dimensions. In addition, the researcher also extends the CSI model with additional three decision-making styles: Conspicuous Conscious, Reliance on Celebrities and Exclusivity Conscious as justified in section 4.3. These dimensions are relevant to motivations for luxury consumption among Thai consumers as discussed in sections 2.3, 2.4, 3.3.2, and 3.5 as below:

- Conspicuous Conscious dimension explains consumers who prefer public consumption to express their wealth and social position (Vijaranakorn. and Shannon, 2017). Reseachers (e.g. McAleer and Mao, 2017; Oe et al, 2015; Wieddman et al, 2007) demonstrate that conspicuous value is one of the main motivations for luxury consumption.
- Reliance on Celebrities dimension represents consumers who are influenced by celebrities. Although this dimension is not included in the luxury value perception model (Wieddman et al, 2007) discussed in section 3.3.2, it has significant influence on luxury consumption among Thai consumers because celebrities are

seen as a role model in Thai society (Boonpradub and Thechatakerng, 2015; The Nation, 2015).

- **Exclusivity Conscious dimension** refers to consumers who highly value uniqueness of the product (Tak, and Pareek, 2016). Wiedmann et al (2007) recognize uniqueness value as part of functional value of luxury goods perception as supported by many researchers (e.g. Hennigs et al, 2015; Jain, Khan and Mishra, 2015) that uniqueness is a characteristic of luxury which has an impact on demand of luxury goods.

Finally, the differences in selected demographic variables: gender, age, education, occupation, and income, on consumers' decision-making style for grey luxury fashion goods were investigated. This is to aid the researcher in formulating the hypothesis concerning the effects of these demographic variables on consumer behaviour, which is one of the research questions for this study.

The next chapter will discuss the research methodology for this study.

## CHAPTER 5: RESEARCH METHODOLOGY

### 5.1 Introduction

This chapter critically examines the methodological approach and research techniques adopted for this study. Although the term research methodology and research method are used interchangeably, their meaning and usage are not the same (Kothari, 2004). Research methodology is the principles that guide researchers to systematically address the research problem (Gray, 2004). It is the reason behind the use of certain methods in the research (Gofton and Ness, 1997). On the other hand, research method refers to tools or techniques adopted by researchers in conducting research (Kothari, 2004).

The first part of this chapter will provide an overview of the research methodology including a discussion on the overarching research philosophy as well as providing a justification of the use of sequential mixed-method research and the sampling strategy for this thesis. Then it will discuss the first research stage involving the quantitative approach including data collection method, questionnaire design, pilot questionnaire and data analysis, followed by the qualitative approach. The later part of this chapter will reflect on the role of the researcher and ethical considerations.

### 5.2 An Overview of Research Methodology

Research methodology is an approach to collect and analyse the required set of data in order to address research objectives and questions (Easterby-Smith, Thorpe and Jackson, 2012). It is concerned with the theoretical and philosophical position of researchers (Smith, 2009).

#### 5.2.1 Research Philosophy

Research philosophy involves the assumption of how one sees the world, objects and environment (Easterby-Smith et al, 2012). Accordingly, the philosophical standing point of researchers reflects the way they interpret the world and what they count as important knowledge for their topic (Saunders, Lewis and Thornhill, 2009; Smith, 2009). Saunders, Lewis and Thornhill (2009) establish that research philosophy consists of ontology (the structure of reality), epistemology (the nature of knowledge), axiological, and methodological assumption of the researcher. Ontology and epistemology reflect the choice of research methodology (Day, 2014) which guides researchers to identify an

appropriate research design (Crotty, 1998). A failure to understand philosophical issues will affect the quality and validity of the research outcome (Easterby-Smith et al, 2012) that is why it is important to discuss the researcher's philosophical stance in this section before identifying research methodology.

The origin of various theoretical perspectives is drawn from the two main philosophical stances: positivism and interpretivism as every paradigm contains either objectivist or subjectivist research assumptions (Gray, 2014). A positivist believes that research phenomena should be scientific and quantitatively measured in order to capture single reality (Guba and Lincoln, 1994). It assumes that the world is real and that reality consists of what is available to the senses (Saunders, Lewis and Thornhill, 2009). For this reason, positivist standpoint is usually linked with objectivism and logical deduction (Churchill and Brown, 2007). In contrast, the interpretivist standpoint believes that research phenomena should be socially constructed and subjective (Gray, 2014). It assumes that the reality is basically subjective meanings of social actors within the phenomena (Farquhar, 2012). Accordingly, an interpretivist researcher is usually bonded to subjectivism and induction approaches (King and Horrocks, 2010).

The ontology and epistemology of this study is neither purely positivist nor interpretivist as it aims to identify and explain Thai consumers' decision-making style for grey luxury fashion goods by adopting, validating and extending the Consumer Style Inventory (CSI) developed by Sproles and Kendall (1986). The objective empirical outcome is vital to validating the CSI model and categorizing samples into groups while a qualitative approach is needed to further explain each consumer decision-making style. It is acknowledged that generalizability of the outcome (positivist) is not the main purpose of this research while explanation and exploration (interpretivist) are considered to be part of the aim.

To achieve the aim of this research, the researcher chooses a post-positivist approach with empiricism and rational epistemology as a philosophical stance. Consumer decision-making style is a complex issue involving psychographic characteristics, which are internal feelings and cannot be perfectly measured. Post-positivist is regarded as an optimal approach among consumer behaviour researchers (e.g. Mandina, and KarisambudziSreejesh, 2016; Sreejesh, Mitra, and Sahoo, 2015). It is known to be a modified objectivism with an assumption that reality exists but is imperfectly captured

(Guba and Lincoln, 1984). The researcher holds a similar view on this argument as the nature of this study can only provide an understanding on what we can know through an individual's experience. Stewart and Floyd (2004) assert that the core of post-positivism is to construct knowledge based on live experience rather than finding absolute truth like positivists. With a post-positivist assumption, the research believes that reality can be influenced by an individual's experience so that is why the researcher only focuses on samples that have grey luxury fashion purchasing experience as they can provide valuable information to address the aim of this research.

Post-positivists recognize that human behaviour and actions cannot be an absolute truth or knowledge because it may change in different circumstances or time (Saunders, Lewis and Thornhill, 2009). Based on this reason, the researcher intends to achieve the research aim by employing a deductive approach to validate the CSI model through empirical statistics and to explain decision-making style through exploratory data. Creswell (2014) elaborates that post-positivists usually develop numeric measurement to study objective reality of human behaviour. Then, the additional test is conducted to refine the theory in order to explain the world (Creswell, 2014). With a post-positivist stance, the researcher seeks to find 'what' is Thai consumer's decision-making styles for grey luxury goods through the use of statistical data and analysis of qualitative outcome to draw out 'why'.

### 5.2.2 Research Methodology

Research methodology is a combination of research techniques or tools to study a phenomenon (Silverman, 2006). Klenke (2008) explains that research methodology is formed by the flow of ontological and epistemological assumptions. In the previous section, the researcher explained the reasons for choosing post-positivism as a theoretical position. In addition, the researcher also highlighted the need for using both quantitative and qualitative research approaches to achieve the research aim.

The use of mixed-methods is in-line with post-positivist theoretical position of the researcher for this study. Creswell (2014) explains that it is usual for a post-positivist researcher to develop numeric measurement model to study human behaviour and then verify the outcome to get a better understanding of the world. Giddings (2006) asserts that post-positivist combines quantitative and qualitative methods to get a more accurate result not to investigate contradiction. A mixed-method allows researchers to combine the strengths and reduce weaknesses of quantitative and qualitative research strategy to

get the most beneficial results (Brewer and Hunter, 1989; Johnson and Onwuegbuzie, 2004). The quantitative method assists researchers in accessing and evaluating large samples while the qualitative method is better in explaining human comprehension (Brewer and Hunter, 1989). As supported by Johnson and Onwuegbuzie (2004: 23), “By utilizing both techniques within the same framework, mixed methods research can incorporate the strengths of both methodologies”. Table 7 summarizes the research approach and methods to be used in this thesis to achieve the research aims and address the research questions.

	<b>Research Approach: Sequential Mixed-Method</b>	
	<b>First Stage: Quantitative</b>	<b>Second Stage: Qualitative</b>
<b>Research Methods</b>	Online Survey Questionnaire (section 5.4.1)	Semi-structured Interview (section 5.5.1)
<b>Aims</b>	<ul style="list-style-type: none"> <li>-Validate the CSI model</li> <li>-Categorize consumers into groups based on their decision-making styles</li> <li>-Investigate the effect of differences of demographic characteristics on decision-making styles</li> </ul>	<ul style="list-style-type: none"> <li>-Expand understanding on each decision-making style derived from the quantitative results</li> <li>-Investigate consumer’s attitude towards grey luxury fashion goods</li> </ul>
<b>Research questions to be Addressed</b>	<ol style="list-style-type: none"> <li>1. What are the Thai consumer decision-making styles for grey luxury fashion goods?</li> <li>2. How is Thai consumer decision making style influenced by demographic variables</li> </ol>	<ol style="list-style-type: none"> <li>3. What are Thai consumers’ attitudes towards grey luxury fashion goods and underlying motivations to purchase luxury fashion goods from the grey market?</li> </ol>

*Table 7: Summarization of mixed-method research to achieve the research questions*

A sequential mixed-method research design for this study will be outlined in two separate sections: quantitative research methods and qualitative research methods; this is because the data collection process will be conducted at different points in time. A sequential mixed-method is widely used in recent consumer behaviour research as it can strengthen the outcome of the research (Harrison and Reilly, 2011). Spanjaard, Young, and Freeman (2014) further explain that the first research method can provide guidelines for the following research technique as a way to understand how decisions are made. Koller and Salzberger (2009) support that the consumer decision-making process can be best described by quantitative analysis with qualitative in-depth investigation.



The researcher follows a post-positivist approach of explanatory research design: quantitative research is firstly analysed then followed up by a qualitative technique, the priority being given to the quantitative data (Harrison and Reilly, 2011). In explanatory research, the researcher seeks to provide further understanding of the quantitative outcome through the interpretation of qualitative data (Harrison and Reilly, 2011; Koller and Salzberger, 2009). Accordingly, the researcher initially employs quantitative data collection method to capture and identify consumer decision-making styles for grey luxury fashion goods and investigate the effects of differences in consumers' demographic characteristics on decision-making styles. The quantitative approach will be adopted as an initial research strategy for many reasons. First, the nature of this research area is heavily concerned with consumers' psychographic analysis, which can be derived from an investigation of a large number of samples on their values, behaviours as well as their demographic characteristics. Quantitative approach is more practical than qualitative approach in investigating a large number of samples (McBurney and White, 2010). Second, this thesis will adopt an existing Consumer Style Inventory model to identify consumers' decision-making style through statistical data, which is a core of quantitative analysis. As supported by McDaniel and Gates (2002), quantitative research is often in quantifiable and numeric format.

Then, the researcher will proceed with the qualitative data collection in order to explain Thai consumer decision-making style for grey luxury fashion goods. The main purpose of the qualitative approach is to further explain the outcome from the measurement model. Furthermore, the qualitative results can provide in-depth information to clarify underlying factors for consumer behaviour, perception and emotion, which cannot be done through a quantitative approach (Creswell, 2014). The advantages of the qualitative approach will highly strengthen the outcome of this research.

Adopting the mono method alone will affect the quality of the outcome of this research. First, the quantitative method employed in this study has a limitation on generalization as the nature of this study requires the use of purposive sampling- samples who have grey luxury fashion purchasing experience, which is not applicable to generalize to a larger population. Second, the qualitative method can provide in-depth information on consumers' decision-making styles but cannot be used to adopt the CSI model, which is one of the objectives of this study. Mixed method research is deemed to be the most appropriate approach for this study. The use of quantitative methods can help in identifying consumers' decision-making styles for grey luxury fashion goods while

qualitative methods will provide in-depth information such as feelings, and opinions which underpin those key decision-making styles. Therefore, it is best for this study to adopt a mixed-method research approach to capture Thai consumer decision-making styles for grey luxury fashion goods.

The next section will discuss a sample selection process for the mixed-method research.

### 5.3 Sample Section Process

The sampling process of this study can be divided into two stages: quantitative sampling (for online survey questionnaire) and qualitative sampling (semi-structured interview) as shown in Figure 9 due to the fact that a sequential mixed-method is adopted as a research methodology as earlier explained in section 5.2.2.

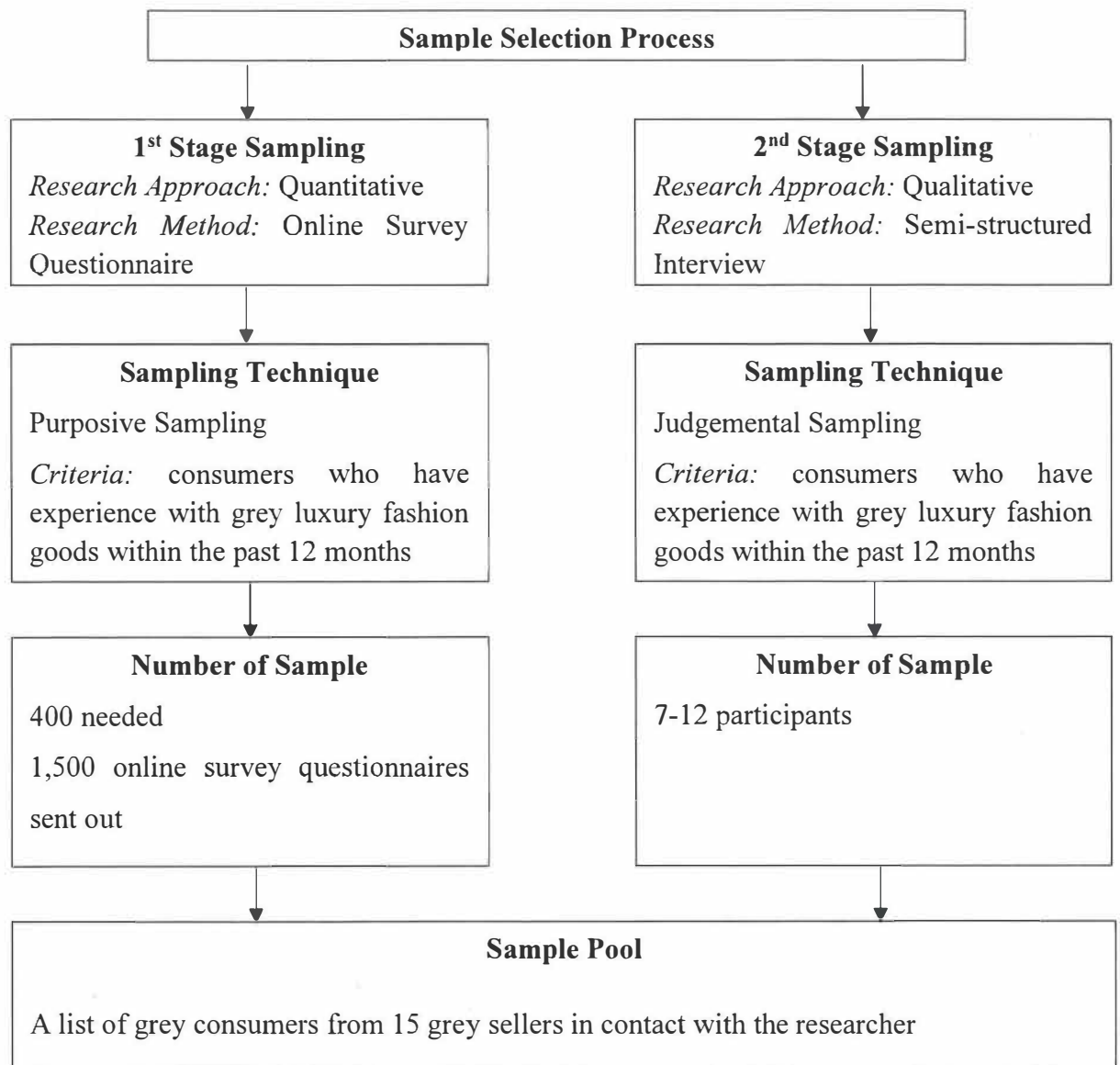


Figure 9: Sample Selection Process

The target population for quantitative approach is Thai consumers who have experienced purchasing luxury fashion goods from the grey market. This is to ensure that their responses can truly reflect the decision-making style on the grey luxury fashion good, which is the objective of the study. Defining target population of the research is an important process for sample selection as Imai (2017) explain that target population corresponds a group of people who shares similar characteristics which are of interest to the researcher. Additionally, target population with a clear sampling frame also helps keeping researchers on track of what they are looking for from the sample (Rea and Parker, 2014). A sampling frame is selected to represent elements of the population, from which a sample may be drawn (Nardi, 2016). Due to the very specific characteristics of the population of this study, the perfect list of sampling frame is very likely to be unobtainable, mainly because the information of the grey market trade in Thailand is unavailable since the grey market in Thailand is somewhat involved with illegal transactions. Researchers (e.g. Muhlbacher, Leih, and Dahringer, 2006; Rea and Parker, 2014) assert that it is completely normal for researchers to be unable to identify a complete sampling frame because many sources of information have become private and protected by law.

The sampling strategy for quantitative data collection is purposive sampling, targeting the respondents who purchased grey luxury fashion goods from the grey market within the past 12 months. As the purpose of this research is to investigate decision-making styles for grey luxury fashion goods among Thais, it makes more sense to take only the respondents who have experience with grey luxury fashion goods within the past 12 months into account when determining the most current consumers' decision-making styles. Malhotra (2004) supports that purposive sampling is best used when researchers are certain about specific characteristic of the sample so they can represent the population of interest. However, the element of random sampling is also applied to this research as the questionnaire will be sent out randomly to a list of grey luxury fashion customers to minimize the limitations of the purposive sampling method. This approach is in line with Teddlie and Yu's (2007) mixed-method sampling as they assert that a combination of sampling techniques, purposive and random, can be used to answer the specific research questions. Furthermore, it can assist researchers in acquiring a desirable group of samples in order to enhance in-depth quality along with some level of representativeness (Teddlie and Yu, 2007).

<b>Authors</b>	<b>Sample Size and type</b>
Bian and Forsythe (2012).	Total of 394 college students U.S.=194 and Chinese 200
Choo, Moon, Kim, and Yoon (2012)	306 Korean consumers
Han (2010)	233 Taiwanese female consumers
Kim, Ko, Xu, and Han (2012)	114 Korean students
Kulsiri (2012)	363 Thai young people (15-25 years old)
Lertwannawit and Mandhachitara (2012)	496 Thai males
Li, G. (Gouxin), Li, G. (Guofeng), and Kambele (2012)	480 Chinese consumers
Monkhouse, Barnes and Stephan (2012)	Main study n=443; China=112, Japan =103, Singapore=105 and Vietnam =123
Park, Rabolt and Jeon (2008)	319 Korean university students
Zhan and He (2012)	359 Chinese consumers with 3G cell phones

*Table 8: Sample size of Asian Luxury Consumption studies*

With reference to an average sample size of previous Asian luxury consumption studies (please refer to Table 8), the targeted sample size for quantitative data collection is 400. Although some studies use a sample size of more than 400, it is important to keep in mind that grey luxury fashion consumption is definitely smaller than typical luxury consumption. Therefore, this number is appropriate as a sample size for this study.

Based on the study of Watt, Simpson, McKillop, and Nunn (2002), the average response rate for online survey is around 32.6%. Therefore, the initial sample size for this study is at least 1,226 ( $400/0.326$ ). The researcher targets 15 grey sellers in her personal network (10 grey sellers with physical and online stores and 5 grey sellers with only online store) with a view to accessing their consumers. The 15 grey sellers provide their customer contact details to the researcher for research purposes only. These customers are subscribed to the grey sellers and permit the grey sellers to contact them for marketing purposes and to allow them consent to share their information to third parties in the grey market community. In the Thai grey market community, the grey sellers sometimes exchange information of the consumers as a way to refer consumers to other grey sellers when they do not have desired luxury goods in-stock. The 1,500 online questionnaires are sent out randomly to the given lists of samples who have purchased grey luxury fashion goods within the past 12 months. The follow-up is done through reminder electronic messages/mail a week after the questionnaire is sent out to boost the response rate.

The qualitative research was conducted after the first stage of the research, online survey questionnaire, was completed. The researcher adopts a judgemental sampling technique in selecting samples for qualitative interview, mainly because the researcher has clear

criteria of specific characteristics of the samples that will address the objective of this study. The predetermined criteria for the qualitative sample of this study is the same with qualitative sample which is consumers who have purchased grey luxury fashion goods within the past 12 months. This is to ensure that the respondents for both approaches share similar experiences which is important to this research as the researcher aims to use qualitative outcome to explain the quantitative outcome. Venkatesh, Brown, and Sullivan (2016) explain that the same sampling criteria can be used to obtain the outcome from different research techniques especially when there is a connection between research approaches like mixed-method research.

Furthermore, it is common for psychology research to study the participants' experience in the past 6 months to 1 year because it will not be too hard for the participants to recall and explain the experience (Mathur, Moschis, and Lee, 2003). According to Malhotra, Birks, and Wills (2012), judgemental sampling mainly depends on the researcher's decision to select the criteria in any aspects deemed to be important to the research to represent the sample. It is very beneficial when the researcher needs to obtain information from respondents who have specific experience (Wegnor, 2007).

The target sample size for the interview is 7-12 participants based on the researcher's consideration of quality of the qualitative result, and objective of the qualitative research (to justify quantitative results). The researcher believes that the range of 7-12 participants would be suffice to gain an insight to confirm/justify the outcome from quantitative data as the quality of sample, using the predetermined criteria as described above, can reflect the quality of the information given. Bernard (2012) clarifies that the number of participants for the qualitative interview can be depended on the researcher, to determine when the results reach saturation. However, to reach saturation, it is better to use a similar set of interview questions as data will not be a moving target (Bernard, 2012). O'Reilly and Parker (2013) argue that saturation is not an appropriate measure of validity for all qualitative approaches because the saturation is depended on the purpose and objectives of the qualitative research, which will not be the same for every research. Klenke (2016) asserts that the strength of qualitative research is not depended purely on the size of the sample like quantitative research as long as the researcher can draw out important information from the selected participants.

The grey luxury consumers on customer lists provided by 15 grey sellers were contacted again to take part in the interview because they meet the predetermined criteria for the qualitative sample of this study. Although there is a possibility that the quantitative

respondents and qualitative participants might be the same person, there is no way to clearly confirm this because the quantitative research is done anonymously. Furthermore, participant background information is not playing a big role in the qualitative stage for this study because the aim of qualitative research is to expand understanding on decision-making styles on grey luxury fashion goods, which can be sufficiently explained through the consumer's personal experiences. As Klenke (2016) explains, demographic characteristics of qualitative samples are not as important as the quantitative approach because the qualitative technique seeks to gather in-depth information while quantitative methods focus on generalization.

In summary, this research adopts a sequential-sampling strategy: purposive sampling (quantitative) and judgemental sampling (qualitative) from the same sample list to obtain data from a mixed-method research approach. Venkatesh, Brown, and Sullivan (2016) explain that sequential sampling strategies usually uses methodology from the first stage to inform the methodology for the second stage. In addition, it is common for mixed-method research to adopt a sequential-sampling strategy as researchers might need to draw a sample from the same sampling pool to reach the outcome (Teddlie and Yu, 2007). the selected sample for the first phase can be a subset of those participants chosen for the other component of the study (Collins, Onwuegbuzie, and Jiao, 2007).

The next section will discuss the first stage of research involving the quantitative research method.

#### 5.4 Mixed-Method Research Design: Quantitative Research Methods

##### 5.4.1 Chosen Quantitative Data Collection Method: Online Survey Questionnaire

Among many quantitative research methods, survey questionnaire is employed in this study as an instrument for data collection for many reasons. First, survey questionnaire is the only method that can obtain the required statistical data related to the research question regarding consumers' decision making style. This research seeks to validate the CSI model with quantitative data, which can be acquired through the use of a survey questionnaire rather than other quantitative data collection techniques such as experimentation and observation. Observation is known to be inactive: involving making notes and records on people's behavioural pattern without asking them questions (Wiid and Diggins, 2009). Consequently, it cannot be implemented with measurement scale items of the CSI model as the measurement scale items need to be rated by the respondents rather than the researcher.

On the other hand, experimentation seeks to determine the relationship between variables by allowing researchers to manipulate variables and control the research situations (Parasuraman, Grewal and Krishnan, 2006), which is impossible and unnecessary in this case as this research aims to identify and explain consumers based on their shopping orientation rather than investigate and control the variables.

Second, it suits with the researcher's theoretical position as a post-positivist with an assumption that knowledge is built on the observable phenomena which are external and objective. Observation and experimentation are inappropriate sources of data generation for this study due to their limitations on the ability to measure underlying human behaviour, which are the centre of this study (Zikmund and Babin, 2007). In contrast, survey questionnaire can assist the researcher in explaining and identifying consumer behaviour (Parasuraman, Grewal and Krishnan, 2006; Wiid and Diggines, 2009). In addition, it can measure attitudes, beliefs, behaviours, motives, intentions and personal characteristics of consumers (Zikmund and Babin, 2007)

Survey is described as a primary data collection method that gathers information from a group of representative samples in order to understand the behaviour of a larger population of interest (Clow and James, 2014; Wiid and Diggines, 2009). It can be categorized into four main types: personal interview, telephone interview, mail survey, and online survey. Online survey is chosen to be the method of communication between researcher and respondents for this study. The main reason is because online survey serves most requirements needed for this research such as reaching high volume of respondents in a short period of time, low cost, directly reaching the target samples group, convenient for respondents to respond and return their responses to the researcher (Malhotra, 2004). It is more suitable than personal or telephone survey because the length of the questionnaire is too long for both methods. Moreover, it is less time consuming than the other three methods. The only disadvantage of the online survey is that it will not reach samples who do not have access to the computer or internet (Zikmund and Babin, 2007), which is not a significant problem for this study because most grey luxury fashion trade in Thailand is done through online channel. Therefore, the respondents of online surveys in this study can project psychographic profiles of grey luxury fashion consumers.

#### 5.4.2 Questionnaire Design

Questionnaire is a structured set of questions designed to collect required data relating to research questions (Gray, 2014). Researchers need to develop an effective questionnaire in order to obtain the required information from the respondents (Chisnall, 2005). In order to create a well-constructed questionnaire, the researcher needs to make sure that the questions are straightforward and easy for the respondents to respond (Clow and James, 2014). Moreover, it should be comprehensive to attain the necessary data (Malhotra, Birks, and Wills, 2012).

The main purpose of the survey questionnaire is to extract Thai consumers' decision-making styles for grey luxury fashion goods by investigating their consideration on product selections (e.g. price, royalty, and quality), which are listed in the previous chapter. Additionally, it intends to identify demographic characteristics of samples in order to determine the effects of consumers' demographic differences on their decision-making styles. To be able to do so, the researcher adopts and extends the Consumer Style Inventory model by Sproles and Kendall (1986), shown in Table 9, as a research instrument as previously discussed and justified in section 4.2.1. The researcher chooses to adopt this framework because it has been tested and employed by many researchers in the field of consumer decision-making styles (e.g. Durvasula et al, 1993; Tanksale, Neelam, and Venkatachalam, 2014). The measurement variables within the CSI model are fitted to measure and indicate the related consumers' decision-making style dimension (Durvasula et al, 1993; Hafstrom et al, 1992). They are statistically significant in terms of factor loading with satisfactory degree of reliability (Durvasula et al, 1993; Hafstrom et al, 1992). Consequently, they should also be suitable in this study.

The purpose of creating item statements of measurement variables is to measure consumers' decision-making styles for grey luxury fashion goods. The proposed eleven consumer decision-making style dimensions in section 4.3, which reflect consumers' purchasing behaviour, are classified as latent variables. A latent variable is described by DeVellis (2012) as a phenomenon of interest which cannot be measured directly. It can be measured through a set of indicator variables in order to be quantified (DeVellis, 2012).



<p><b>Dimension 1: Perfectionistic, High-Quality Conscious Consumer</b></p> <ol style="list-style-type: none"> <li>1. Getting very good quality is very important to me.</li> <li>2. When it comes to purchasing products, I try to get the very best or perfect choice.</li> <li>3. In general, I usually try to buy the best overall quality.</li> <li>4. I make special effort to choose the very best quality products.</li> <li>5. I really don't give my purchases much thought or care.</li> <li>6. My standards and expectations for products I buy are very high.</li> <li>7. I shop quickly, buying the first product or brand I find that seems good enough.</li> <li>8. A product doesn't have to be perfect, or the best, to satisfy me.</li> </ol>
<p><b>Dimension 2: Brand Conscious, "Price Equals Quality" Consumer</b></p> <ol style="list-style-type: none"> <li>1. The well-known national brands are best for me.</li> <li>2. The more expensive brands are usually my choices.</li> <li>3. The higher the price of a product, the better its quality.</li> <li>4. Nice department and specialty stores offer me the best products.</li> <li>5. I prefer buying the best-selling brands.</li> <li>6. The most advertised brands are usually very good choices.</li> <li>7. A product doesn't have to be perfect, or the best, to satisfy me.</li> </ol>
<p><b>Dimension 3: Novelty-Fashion Conscious Consumer</b></p> <ol style="list-style-type: none"> <li>1. I usually have one or more outfits of the very newest style</li> <li>2. I keep my wardrobe up-to-date with the changing fashions.</li> <li>3. Fashionable, attractive styling is very important to me.</li> <li>4. To get variety, I shop different stores and choose different brands.</li> <li>5. It's fun to buy something new and exciting.</li> </ol>
<p><b>Dimension 4: Recreational, Hedonistic Consumer</b></p> <ol style="list-style-type: none"> <li>1. Shopping is not a pleasant activity to me.</li> <li>2. Going shopping is one of the enjoyable activities of my life.</li> <li>3. Shopping the stores wastes my time.</li> <li>4. I enjoy shopping just for the fun of it.</li> <li>5. I make my shopping trips fast.</li> </ol>
<p><b>Dimension 5: Price Conscious, "Value for Money" Consumer</b></p> <ol style="list-style-type: none"> <li>1. I buy as much as possible at sale prices.</li> <li>2. The lower price products are usually my choice.</li> <li>3. I look carefully to find the best value for the money.</li> </ol>
<p><b>Dimension 6: Impulsive, Careless Consumer</b></p> <ol style="list-style-type: none"> <li>1. I should plan my shopping more carefully than I do.</li> <li>2. I am impulsive when purchasing.</li> <li>3. Often I make careless purchases I later wish I had not.</li> <li>4. I take the time to shop carefully for best buys.</li> <li>5. I carefully watch how much I spend.</li> </ol>
<p><b>Dimension 7: Confused by Overchoice Consumer</b></p> <ol style="list-style-type: none"> <li>1. There are so many brands to choose from that often I feel confused.</li> <li>2. Sometimes it's hard to choose which stores to shop.</li> <li>3. The more I learn about products, the harder it seems to choose the best.</li> <li>4. All the information I get on different products confuses me.</li> </ol>
<p><b>Dimension 8: Habitual, Brand-Loyal Consumer</b></p> <ol style="list-style-type: none"> <li>1. I have favourite brands I buy over and over.</li> <li>2. Once I find a product or brand I like, I stick with it.</li> <li>3. I go to the same stores each time I shop.</li> <li>4. I change brands I buy regularly.</li> </ol>

*Table 9: The Original Version of Consumers' Decision-Making Style Dimensions and Measurement Variables (Sproles and Kendall, 1986)*

Though the measurement variables from the CSI model are valid and consistent for this study, they do not cover three additional proposed consumer decision-making dimensions, which are Conspicuous Conscious, Reliance on Celebrities, and Exclusivity Conscious as discussed and justified in section 4.3, 4.3.9, 4.3.10, and 4.3.11. Therefore, the measurement variables from Bian, and Forsythe (2012), Hung, et al. (2011), Lertwannawit, and Mandhachitara (2012), Sonwalker, Kapse, and Pathalk (2011), and Zhan, and He (2011) are added as a supplement to the scale items of Sproles and Kendall (1986) to measure these dimensions as shown in Table 10. The measurement variables from these five studies are also tested and show a satisfactory degree of reliability in factor loading. In addition, most of these variables were used in luxury consumption studies except for those from Sonwalker, Kapse, and Pathalk (2011)'s study, which were used specifically to test the effect of celebrity on consumer behaviour. With these arguments, the additional measurement variables from the selected studies should also be appropriate for this study.

A total of 75 scale items, which are derived from the CSI model and previously five mentioned studies, are used as the measurement variables in the pilot questionnaire stage as shown in Table 10 (please refer to Appendix A). The purpose of these variables is to measure consumers' decision-making styles for grey luxury fashion goods.

<b>Dimension 1: Perfectionistic, High-Quality Conscious</b>
1. Getting very good quality is very important to me. 2. When it comes to purchasing products, I try to get the very best or perfect choice. 3. In general, I usually try to buy the best overall quality. 4. I make special effort to choose the very best quality products. 5. I really don't give my purchases much thought or care. 6. My standards and expectations for products I buy are very high. 7. I shop quickly, buying the first product or brand I find that seems good enough. 8. A product doesn't have to be perfect, or the best, to satisfy me.
<b>Dimension 2: Brand Conscious, "Price Equals Quality"</b>
9. The well-known national brands are best for me. 10. The more expensive brands are usually my choices. 11. The higher the price of a product, the better its quality. 12. Nice department and specialty stores offer me the best products. 13. I prefer buying the best-selling brands. 14. The most advertised brands are usually very good choices. 15. A product doesn't have to be perfect, or the best, to satisfy me.
<b>Dimension 3: Novelty-Fashion Conscious</b>
16. I usually have one or more outfits of the very newest style 17. I keep my wardrobe up-to-date with the changing fashions. 18. Fashionable, attractive styling is very important to me. 19. To get variety, I shop different stores and choose different brands. 20. It's fun to buy something new and exciting.

<b>Dimension 4: Recreational, Hedonistic</b>
21. Shopping is not a pleasant activity to me. 22. Going shopping is one of the enjoyable activities of my life. 23. Shopping the stores wastes my time. 24. I enjoy shopping just for the fun of it. 25. I make my shopping trips fast.
<b>Dimension 5: Price Conscious, "Value for Money"</b>
26. I buy as much as possible at sale prices. 27. The lower price products are usually my choice. 28. I look carefully to find the best value for the money.
<b>Dimension 6: Impulsive, Careless</b>
29. I should plan my shopping more carefully than I do. 30. I am impulsive when purchasing. 31. Often I make careless purchases I later wish I had not. 32. I take the time to shop carefully for best buys 33. I carefully watch how much I spend.
<b>Dimension 7: Confused by Overchoice</b>
34. There are so many brands to choose from that often I feel confused. 35. Sometimes it's hard to choose which stores to shop. 36. The more I learn about products, the harder it seems to choose the best. 37. All the information I get on different products confuses me.
<b>Dimension 8: Habitual, Brand-Loyal</b>
38. I have favourite brands I buy over and over. 39. Once I find a product or brand I like, I stick with it. 40. I go to the same stores each time I shop. 41. I change brands I buy regularly.
<b>Dimension 9: Conspicuous Conscious</b>
42. This luxury brand reflects the kind of person I see myself to be. 43. This luxury brand helps me communicate my self-identity. 44. This luxury brand helps me express myself. 45. This luxury brand is a symbol of social status. 46. This luxury brand helps me fit into important social situations. 47. I like to be seen wearing this luxury brand. 48. To make sure I buy the right product or brand, I often observe what others are buying and using. 49. I often identify with other people by purchasing the same products and brands they purchase. 50. If I want to be like someone, I often try to buy the same brands that they buy. 51. I achieve a sense of belonging by purchasing the same products and brands that others purchase. 52. I rarely purchase the latest fashion styles until I am sure my friends approve of them. 53. It is important that others like the products and brands I buy. 54. When buying products, I generally purchase those brands that I think others will approve of. 55. If other people can see me using a product, I often purchase the brand they expect me to buy. 56. I like to know what brands and products make good impressions on others. 57. If I have little experience with a product, I often ask my friends about the product. 58. I often consult other people to help choose the best alternative available from a product class. 59. I frequently gather information from friends or family about a product before I buy.

### **Dimension 10: Reliance on Celebrities**

60. I have bought products under the influence of celebrity.
61. I will stop buying a brand if its endorsing celebrity is involved in any scandal.
62. I pay more attention to the advertisements using celebrity icon.
63. I get attracted more towards a film star than any other celebrity.
64. I keep using a brand only because of the endorsing celebrity.
65. I will stop buying a brand if the celebrities I don't like start endorsing it.
66. I think that celebrities bring credibility to advertising messages.
67. I think celebrities influence my style.
68. I feel that celebrities initiate an action to buy that product.
69. I feel celebrities cast an impact through advertisements.
70. Celebrities help me to remember a brand.
71. I will buy the product if the celebrity I like start endorsing it.
72. I would continue to buy same products from the market irrespective of the act of advertising the same product through any specific celebrity.

### **Dimension 11: Exclusivity Conscious**

73. When a product I own becomes popular among the general population, I begin to use it less.
74. I often try to avoid products or brands that I know are bought by the general population.
75. Products don't seem to hold much value for me when they are purchased regularly by everyone.

*Table 10: Adopted Consumers' Decision-Making Style Dimensions and Measurement Variables (Adapted from Bian, and Forsythe (2012); Hung, et al. (2011); Lertwannawit, and Mandhachitara (2012); Sonwalker, Kapse, and Pathalk (2011); Sproles and Kendall, 1986; Zhan, and He (2011))*

#### 5.4.3 Decide Layout, Flow, and Design

The type of questionnaire for this study is a closed-ended question, which allows the respondent to choose only one response from all of the alternatives (Clow and James, 2014). The main benefit of closed-ended questions is that the level of response bias is less than open-ended questions and interview. It allows researchers to acquire a specific set of responses to support their hypotheses (Clow and James, 2014). The questionnaire layout will be divided into two sections: demographic information and measurement of purchasing behaviour. The first part of the questionnaire intends to capture the background of the respondents including their gender, age, education, occupation, and income in order to profile and compare consumers based on their personal information as discussed in section 4.4.

The second part of the questionnaire consists of scale items to measure consumers' decision-making styles for grey luxury fashion as listed in the previous section. However, the modification might be made to the measurement model and its statements after a pilot questionnaire stage with Thai respondents in order to make sure that all statements included in the questionnaire are suitable for the purpose of this research. Each item statement will be rated on the five-point Likert scale (1=strongly disagree and 5=strongly

agree at end point) as it is proven to be one of the most effective scales to measure the true feeling of the respondents, which perfectly fits with the objectives of this research, by including a neutral midpoint (Aliosha, 2010).

The questionnaire will be constructed in English as the item statements of Sproles and Kendall (1986) are all written in English (Please refer to Appendix B). However, it will be translated into Thai in order to reduce bias from the language barrier as English is not the first language of Thai respondents (Please refer to Appendix C), thus they might not fully understand the questions. Then, it will be sent to a professional translator to translate back into English. The back translated questionnaire will be compared to the original structured questionnaire for any modification needed to achieve better translation equivalent (Mullen, 1995).

#### 5.4.4 Pilot Questionnaire

The purpose of the pre-test questionnaire is to get actual feedback on the questionnaire from the selected respondents in order to use their comments to improve the quality of the questionnaire. This is to ensure that the questionnaire will be effective in collecting the required data for the study.

In a pilot questionnaire stage, the researcher approaches a number of people involved with the grey luxury fashion industry. The samples are selected based on a mix of convenience and purposive sampling strategy. The element of convenience sampling lies in the fact that these people are in personal contact with the researcher while the purposive sampling draws on their experience with the grey luxury market in Thailand. There are ten people who are willing to participate including two female grey luxury fashion goods traders, six female grey luxury fashion customers and two male grey luxury fashion goods customers. This group of samples is very valuable in providing feedback regarding the questionnaire on grey luxury fashion decision-making styles at this stage. First, there is a combination of grey sellers and grey buyers. It could be the case that both grey sellers and grey buyers hold different perspectives towards the shopping orientation. These diverse experiences can be useful for the researcher at the pilot questionnaire stage as it allows the researcher to adapt and adjust the questionnaire to be able to draw out consumers' decision-making styles. Second, it reconfirms that the gap between the number of male and female consumers exists in the grey luxury fashion market as previously discussed in section 2.3.2.1.

The first pilot questionnaire has 81 questions: 6 background questions and 75 item statements as discussed in section 5.4.2. It is electronically distributed to the ten respondents. The respondents are asked to complete the questionnaire within 3 days. After receiving responses from the respondents, the researcher follows-up with the respondents by phone to get their comments on the questionnaire including issues and problems encountered during the questionnaire. Based on the respondents' feedback, there are five main issues that need to be improved: 1. the length of questionnaire is too long 2. some statements are too similar 3. some statements are difficult to understand 4. the instruction is not clearly stated that refers to grey luxury fashion goods 5. the dimensions should be removed from the questionnaire because it affects the respondents' decisions when answering the questions.

The researcher reflected on the given feedback and adjusted the questionnaire accordingly. The researcher decided to reduce the length of the questionnaire with a consideration of number of indicative variables to latent variables, and selection of words and sentence construction to ensure that the questionnaire is comprehensive to measure consumers' decision-making styles for grey luxury fashion goods. From the first version of the questionnaire, it can be seen that the number of measurement variables for each dimension is uneven, ranging from three to eight scale items. The inequality in number of measurement variables for each dimension can create unequal weight of indicators (Newsom, 2015), which may lead to importance bias in each dimension. The reason behind this is because Sproles and Kendall (1986) employ Exploratory Factor Analysis with Varimax rotation and principle component factor extraction method in developing the CSI model. With this method, the earlier factors tend to better explain the latent variable compared to the later variables, from the rotational procedure, because they contain more variables associated with the latent variable.

To reduce the level of potential bias, the researcher decided to allocate an equal number of four measurement variables to each latent variable. This is to ensure that the length of the questionnaire is sensible to the respondents so it can capture the required information. However, the Price Conscious, "value for money" dimension, which contains only three measurement variables, is in need of supplement measurement items. Accordingly, the researcher added supplement measurement variables for Value Conscious from Zhan and He (2011) to overcome the potential bias. For dimensions with more than four item statements, the researcher minimized statements that are very similar and overlap in meaning in order to reduce the number of variables without jeopardizing the measurement

accuracy. Furthermore, the researcher gave priority to earlier measurement variables and cut down the later variables because the first few factors better explain the latent variable compared to the later variables as mentioned earlier.

The comment on selection of words and sentence construction of the questionnaire is also important because this study will be conducted on consumers with different levels of education. Accordingly, the measurement items should be straightforward and simple enough to be easily interpreted by people with various education backgrounds to increase the accuracy of the responses. Therefore, the researcher removed item statements with complicated words. The researcher also revised the instruction by providing more explanation to assist the respondents in answering the questionnaire. Then, the measurement variables are randomly listed to minimize the ordering effect. Last, the researcher removed the dimension headings within the questionnaire. The revised version of item statements are outlined in Table 11.

The improved version of the questionnaire is sent out to the same ten respondents for second stage piloting. The feedback regarding issues from completing the questionnaire is a lot better than the first version. The respondents are quite happy with the length of the questionnaire. They agree that it is not short but not too long to fill in. In addition, they mention that the questionnaire is easier to read and understand while the instruction provides a clear guideline on what they should do and what product it is referring to.

Latent Variables	Scale Items	Authors
Dimension 1: Perfectionistic	1. Getting very good quality is very important to me. (Variable 2)	Sproles and Kendall (1986).
	2. In general, I usually try to buy the best overall quality. (Variable 15)	
	3. I make special effort to choose the very best quality products. (Variable 30)	
	4. My standards and expectations for products I buy are very high. (Variable 39)	
Dimension 2: Brand Conscious	1. The well-known national brands are best for me. (Variable 14)	Sproles and Kendall (1986).
	2. The higher the price of a product, the better its quality. (Variable 28)	
	3. I prefer buying the best-selling brands. (Variable 3)	
	4. The most advertised brands are usually very good choices. (Variable 31)	
Dimension 3: Novelty-Fashion Conscious	1. I keep my wardrobe up-to-date with the changing fashions. (Variable 12)	Sproles and Kendall (1986).
	2. Fashionable, attractive styling is very important to me. (Variable 38)	
	3. To get variety, I shop different stores and choose different brands. (Variable 27)	
	4. It's fun to buy something new and exciting. (Variable 1)	
Dimension 4: Recreational-Hedonistic	1. Going shopping is one of the enjoyable activities of my life. (Variable 26)	Sproles and Kendall (1986).
	2. Shopping the stores wastes my time. (Variable 13)	
	3. I enjoy shopping just for the fun of it. (Variable 32)	
	4. I make my shopping trips fast. (Variable 37)	
Dimension 5: Price Conscious	1. I buy as much as possible at sale prices. (Variable 10)	Sproles and Kendall (1986).
	2. The lower price products are usually my choice. (Variable 40)	
	3. I look carefully to find the best value for the money. (Variable 25)	
	4. I am very concerned about low prices, but I am equally concerned about overall product utility. (Variable 42)	Zhan, and He (2011).
Dimension 6: Impulsive and Careless	1. I should plan my shopping more carefully than I do. (Variable 24)	Sproles and Kendall (1986).
	2. I am impulsive when purchasing. (Variable 11)	
	3. Often I make careless purchases I later wish I had not. (Variable 36)	
	4. I carefully watch how much I spend. (Variable 41)	



Latent Variables	Scale Items	Authors
Dimension 7: Confused by Overchoice	1. There are so many brands to choose from that often I feel confused. (Variable 9)	Sproles and Kendall (1986).
	2. Sometimes it's hard to choose which stores to shop. (Variable 16)	
	3. The more I learn about products, the harder it seems to choose the best. (Variable 23)	
	4. All the information I get on different products confuses me. (Variable 35)	
Dimension 8: Habitual and Brand-Loyal	1. I have favourite brands I buy over and over. (Variable 8)	Sproles and Kendall (1986).
	2. Once I find a product or brand I like, I stick with it. (Variable 17)	
	3. I go to the same stores each time I shop. (Variable 4)	
	4. I change brands I buy regularly. (Variable 29)	
Dimension 9: Conspicuous Conscious	1. This luxury brand is a symbol of social status. (Variable 18)	Bian and Forsythe (2012).
	2. This luxury brand helps me fit into important social situations. (Variable 22)	
	3. I like to be seen wearing this luxury brand. (Variable 6)	
	4. If other people can see me using a product, I often purchase the brand they expect me to buy. (Variable 43)	Lertwannawit and Mandhachitara (2012).
Dimension 10: Reliance on Celebrities	1. I have bought products under the influence of celebrity. (Variable 21)	Sonwalker, Kapse, and Pathalk (2011).
	2. I pay more attention to the advertisements using celebrity icon. (Variable 34)	
	3. I feel that celebrities initiate an action to buy that product. (Variable 5)	
	4. I will buy the product if the celebrity I like start endorsing it. (Variable 19)	
Dimension 11: Exclusivity Conscious	1. I'm often on the lookout for new products or brands that will add to my personal uniqueness. (Variable 20)	Bian and Forsythe (2012).
	2. When a product I own becomes popular among the general population, I begin to use it less. (Variable 44)	Zhan, and He (2011).
	3. I often try to avoid products or brands that I know are bought by the general population. (Variable 33)	
	4. Products don't seem to hold much value for me when they are purchased regularly by everyone. (Variable 7)	

Table 11: Revised Measurement Scale Items

#### 5.4.5 Quantitative Data Analysis

Data analysis in quantitative research involves an evaluation of collected data in statistical format (Wetcher-Hendricks, 2011). This section will provide a discussion on fundamental data analysis methods for this study: descriptive analysis, factor analysis, reliability analysis, and differences between groups on consumers' decision-making styles analysis. These methods are chosen because they are optimal data analysis approaches to address research questions for this thesis, which will be discussed in the following sub-sections.

##### 5.4.5.1 Descriptive Analysis

Descriptive analysis is an explanation or summary that describes a given set of data (Singh, 2007). It can provide a description of the data through the frequency in which a variable occurs (Plooy, 2009). Measure of frequency is usually performed by the researcher to categorize data into groups (Wetcher-Hendricks, 2011). Many researchers use this information as the basis of detailed analysis (Wetcher-Hendricks, 2011). In this study, measure of frequency is employed to categorize and analyse respondents' demographic characteristics (gender, age, education, occupation, and income). The frequency of each demographic variable will be expressed in numeric and percentage format. This is to provide a description of the respondents, which is important for this research.

##### 5.4.5.2 Factor Analysis

Factor analysis is a statistical analysis that identifies the source of variance among variables (Singh, 2007). The purpose of factor analysis is to minimize the number of variables and to distinguish patterns in the relationships between variables (Singh, 2007). There are two types of factor analysis: Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) (Gatignon, 2010).

EFA is regarded as one of the most widely accepted statistical analyses in psychological studies (Fabrigar, Wegener, MacCallum, and Strahan, 1999). It is primarily used to identify the underlying pattern of unobserved variables (Gatignon, 2010). Moreover, it assists researchers in reducing a large set of items to a smaller set of components and summarises the underlying structure of related items into the same groups (Malhotra, 2004). Gatignon (2010) explains that EFA can be used to demonstrate unidimensionality of each variable as it can be performed on factors independently. In addition, it can be

adopted to determine the degree of independence between factors (Malhotra, 2004). Based on the main applicability of the EFA, it is often employed to analyse data in research in which development of scales and measurement occurs (Pallant, 2005).

On the other hand, CFA is often used to verify the relationships and patterns between factors (Brown, 2015). To implement CFA, researchers must be able to postulate solid relationships between observed variables (Byrne, 2013). CFA seeks to test if the underlying structure of variables are consistent with a pre-established theory (Brown, 2015; Byrne, 2013). It also intends to test the validity of indicator variables as well as the relationship between the observed variables (Byrne, 2013). Gatignon (2010) elaborates that CFA is also suitable to assess the goodness of fit of the measurement model by evaluating the difference between the observed covariance matrix and the original sample matrix. If the difference between these groups is insignificant, then it means that the goodness of fit index is at an acceptable level (Brown, 2015). Gatignon (2010) asserts that CFA is preferable to be performed on a new group of samples.

Based on the above discussion, EFA is more suitable than CFA to be adopted as a factor analysis method for this study for many reasons. First, EFA is data driven which allows the researcher to identify the underlying structure of variables (Gatignon, 2010; Singh, 2007). In contrast, CFA focuses on an established theory, which might not be appropriate for this research because the researcher proposes to explore more consumer shopping behaviour dimensions than those included in the CSI model. Second, the purpose of CFA is to confirm the findings (Singh, 2007) but this research is conducted on a different product category (grey luxury fashion goods instead of general product); by nature, it cannot confirm the theory because it is performed in a different context/setting. Last, EFA is widely used by previous researchers on consumer decision-making styles (e.g. Durvasula et al, 1993; Hafstrom and Chung, 1992; Sproles, 1985; Sproles and Kendall, 1986; Yang and Wu, 2007).

Therefore, this study will employ EFA, the principle component method for factor extraction and Varimax rotation for factor analysis in order to increase the consistency with previous research on consumers' decision-making styles (Sproles and Kendall, 1986; Yang and Wu, 2007). Sproles and Kendall (1986) emphasise that the principle component method generates the most interpretable factor solution to this type of study. While Varimax rotation is one of the best orthogonal rotations widely used in

psychological research because it allows researchers to achieve solutions with a simple approach (Fabrigar et al, 1999).

#### 5.4.5.3 Reliability Analysis

Reliability refers to the ability of measurement items to produce consistent results when the phenomenon is the same (Singh, 2007). It concerns the degree of random error in the measurement instrument (Rubin and Babbie, 2010). According to Singh (2007), there are three main factors to be considered when measuring reliability, which are stability, internal reliability, and inter-observer. Stability involves steadiness of the measurement instrument, which ensures researchers that the results will not fluctuate over time (Rubin and Babbie, 2010). Internal reliability is associated with consistency of the measurement scales (Singh, 2007). Many researchers (Pallant, 2005; Singh, 2007) assert that reliability of scale data can be evaluated through internal consistency. Pallant (2005) explains that items within the scale form the entire measurement instrument; then, each item needs to be consistent with the characteristic it intends to indicate. Last, inter-observer consistency factor arises in the situation where more than one observer are involved (Singh, 2007).

In this study, it is very important to evaluate internal reliability within the measurement model in order to make sure that each item statement is consistent with the consumers' decision-making dimension it indicates. Therefore, internal reliability, specifically Cronbach's alpha reliability coefficient, is used to assess the reliability of statement items within dimensions of consumers' decision making styles for grey luxury fashion. Cronbach's alpha is the most widely used method to measure internal consistency reliability (Singh, 2007). It is also commonly used in consumer decision-making styles studies (Hafstrom and Chung, 1992; Sproles and Kendall, 1986; Yang and Wu, 2007). Furthermore, it is a precise reliability measurement for any type of item (Nunnally, 1978). Cronbach's alpha calculates the average coefficients among items within the scale ranging from 0, which indicates no internal reliability, to 1, which indicates perfect internal reliability (Singh, 2007). Nunnally (1978) suggests that the acceptable value of Cronbach's alpha is 0.7 or better as it is the most suitable value for any measurement scale.

#### 5.4.5.4 Differences between Groups on Consumers' Decision-Making Styles Analysis

One of this study's main objectives is to determine if the differences in consumers' demographic characteristics (gender, age, education, occupation, and income) are related

to the differences in the means of the consumers' decision-making style. According to Stamatis (2003), the differences between groups' means can be assessed by two major procedures: univariate and multivariate approaches. These approaches compare each group's mean score on one or more dependent variables.

Univariate techniques involve the use of single dependent variables to analyse and compare the differences between groups (Stamatis, 2003). The most commonly used univariate techniques are t-test and Analysis of Variance (ANOVA) (Stamatis, 2003). T-tests are parametric statistics that tend to compare mean scores between different groups (Roberts, and Russo, 1999). They can be divided into three main types: one-sample t-test, paired-samples t-test, and independent-samples t-test (Wetcher-Hendricks, 2011). One-sample t-test is used to compare the mean of a sample with the mean of population to test if the sample conforms to the population (Wetcher-Hendricks, 2011). Paired-samples t-test is adopted to investigate two means of repeated measures from the same group of participants as researchers presume that there might be some connections in samples (Rubin, 2010). On the other hand, independent-samples t-test is employed to compare the means of two independent groups to see the difference between groups (Roberts, and Russo, 1999).

One-way analysis of variance (ANOVA) is a statistical procedure to compare the means of two or more groups (Roberts, and Russo, 1999). It aims to distinguish the differences between groups but it cannot compute the significance (Weinberg, and Abramowitz, 2002). Weinberg and Abramowitz (2002) clarify that one-way ANOVA has similar features to independent-samples t-test. It can be regarded as an extension of the independent-samples t-test to more than two groups (Rubin, 2010). On the other hand, two-way ANOVA focuses on determining the effect of independent variables on the dependent variable (Weinberg, and Abramowitz, 2002).

On the other hand, multivariate analysis of variance (MANOVA) is an analysis of variance for multiple dependent variables (Howitt and Cramer, 2008). It is considered to be an extension of the univariate approach, to compare the differences across groups on more than two dependent variables (Stamatis, 2003). Univariate techniques only concern a single dependent variable across groups but MANOVA associates with two variates: dependent variables and independent variables (Howitt and Cramer, 2008). MANOVA combines dependent variables into one value (linear combination), as seen from multiple regression and discriminant analysis, to better address the difference between groups

(Howitt and Cramer, 2008; Stamatis, 2003). Furthermore, it can independently generate the univariate results for each dependent variable (Stamatis, 2003).

Based on the above discussion about analysis of difference between groups, it is obvious that both univariate techniques (T-test and ANOVA) and multivariate techniques are useful in making a comparison across groups. Univariate techniques are suitable for research that seeks to compare differences between groups on single dependent variable (Stamatis, 2003). On the other hand, multivariate analysis of variance is appropriate in research which needs to make a comparison across groups on multiple dependent variables (Howitt and Cramer, 2008; Stamatis, 2003).

The purpose of this study is to assess the differences in consumers' selected demographic characteristics (gender, age, education, occupation, and income) by comparing the differences in means of each consumer decision-making style dimension. To achieve this objective, the researcher focuses more on comparing the differences in mean of consumers' decision-making styles as a single unit of the dependent variable (dimension) rather than looking into multiple dependent variables individually. Therefore, it is more reasonable to use univariate techniques to analyse the differences between groups because it allows the researcher to group dependent variables in each dimension as a single dependent variable and make a comparison individually. Consequently, independent-sample T-test will be used to compare means of demographic characteristics with two groups while one-way ANOVA will be performed on demographic characteristics with more than two groups.

Although the discussion of the use of the quantitative method throughout this chapter shows that it can provide a solid outcome in regards to consumers' decision-making styles for grey luxury fashion goods, its limitation on purposive sampling still remains. Thus, the next section will discuss the use of qualitative methods to strengthen the research outcome for this thesis.

## 5.5 Mixed-Method Research Design: Qualitative Research Methods

### 5.5.1 Chosen Qualitative Data Collection Method: Semi-Structured Interview

Semi-structured interview is adopted as a qualitative data collection method for many reasons. First, the nature of semi-structured interviews can assist the researcher in drawing out desired data from the predetermined themes identified in the literature review and quantitative approach. Semi-structured interviews allow researchers to prepare a list

of questions prior to the interview as a guideline but researchers have the freedom to ask or omit questions as necessary (Saunders, Lewis and Thornhill, 2009). This will benefit the researcher in keeping focused on the themes relevant to quantitative research and enable the researcher to maintain control over the flow of the interview while in-depth interview only allows the researcher to ask predetermined questions to a specific aspect which may limit the scope of the findings (Hair et al, 2015).

Meanwhile, the researcher sees focus group as an inappropriate technique for this research due to the fact that the participants might be influenced by each other's opinions (Hair et al, 2015). The researcher has a certain objective to conduct one-to-one interview as the researcher believes that participants' decision-making styles are easier to be detected when there is no influence or interaction between participants like in the focus group. On the other hand, observation can only describe the action of consumers, not an understanding of their psychology (Clow and James, 2014). Additionally, it cannot look specifically into Thai decision making-style for grey luxury fashion goods as the grey luxury market in Thailand is mainly based online.

Second, semi-structured interview involves a high degree of flexibility which allows the researcher to ask additional questions in relation to responses unlike open-ended interview which has less degree of flexibility (Hair et al, 2015). This advantage of semi-structured interview will enhance the research outcome of this study as it can provide insightful information regarding consumers' decision-making styles for grey luxury fashion goods. It will portray consumers' feelings, and opinions regarding their decision-making styles for grey luxury fashion goods as Carson, Gilmore, Perry, and Gronhaug (2001) emphasise that interview can assist the researcher to explore perspectives of the respondent based on their own world. It might lead the researcher to a new area of decision-making styles that quantitative method could not. Moreover, it will allow the researcher to gain more understanding on the quantitative outcome. With all the above reasons, it can be said that semi-structured interview is the most appropriate qualitative data collection technique for this research.

Semi-structured interview for this study can be divided into two methods: face-to-face and Skype interview. Face-to-face interview is a traditional method of qualitative data collection, which is used widely among qualitative researchers and its ability is undoubtedly useful for this research. On the other hand, video conference interview, such as Skype, is a modern method that is argued to be comparable to traditional interview

methods (Deakin and Wakefield, 2014). Skype interview allows the researcher to ask questions and see the participant's expression just like the face-to-face interview setting while they are in different places (Hai-Jew, 2015). Limitations of Skype interview are that the researcher and participants need to have a device with Skype application installed as well as internet access (Hai-Jew, 2015); this would not be an issue for this study as most grey luxury fashion goods are traded online, implying that Thai grey consumers already have access to the technology required for the interview. Therefore, the researcher will offer these two interview methods as options for the interviewee to choose at their convenience.

### 5.5.2 Interview Procedure

Before conducting the semi-structured interview, the researcher developed an interview guideline based on the quantitative outcome of eleven consumer decision-making styles for grey luxury fashion goods: Perfectionist, Brand Conscious, Novelty-fashion Conscious, Recreational-Hedonistic Conscious, Price Conscious, Impulsive and Careless, Confused by Overchoice, Habitual and Brand-Loyal, Conspicuous Conscious, Reliance on Celebrities and Exclusivity Conscious (Please refer to Appendix D). This is to ensure that all key points will be covered during the interview and data acquired will be relevant to address the research questions. King (2004) explains that it is common for qualitative interview to use interview guidelines with a list of topics to keep the researcher on track. Furthermore, a semi-structured interview guideline allows the research to create more probes or follow-up questions during the interview, which can lead to better results (Silverman, 2016).

The interview guideline is translated into Thai as the researcher aims to interview the interviewee in their native language to avoid any bias or misunderstanding from the language barrier (please see Appendix E). The procedure of the interview consists of three stages. In the first stage, the researcher provides an introduction of the interview including the purpose of the interview, the topic of the interview, and the length of the interview. Additionally, the researcher explains the issue of confidentiality for the interview that all information will be treated anonymously. Then, the researcher asks for the permission from the interviewee to record the interview using ALON Dictaphone application on the iPhone. Before starting the interview, the participants are asked to sign an informed consent form (Please refer to Appendix F).



The second stage of the interview starts with interview questions involving attitude towards grey luxury fashion goods as well as the Pros and Cons. It is important for the researcher to draw out attitude towards grey luxury fashion goods of the interviewee because it can lead the researcher to a better understanding of the decision-making styles and purchasing intention.

The last part of the interview aims to explore motivations for grey luxury fashion goods, which are developed from quantitative outcomes regarding grey luxury fashion decision-making dimensions. It tends to recognize the main factors that influence consumers to buy luxury fashion goods from the grey market. Furthermore, it tries to investigate grey luxury fashion dimensions to enable the researcher to confirm/explain the outcome from the quantitative data collection. After all questions are asked, the researcher also asks the interviewee if there is any comments or information they want to add in case they feel that some valuable information is not included in the interview.

All interviews are recorded using the ALON Dictaphone application on the interviewer's iPhone through face-to-face or Skype semi-structured interview approach. The length of the interview is around 45 minutes to one hour depending on the response of the interviewee. The time, location and approach of the interview are chosen based on the convenience of the interviewee with consideration to minimize or prevent interruption from the surroundings. After the interview, the researcher carefully transcribes the recordings into Thai before translating them to English in order to process the information data coding and analysis.

### 5.5.3 Qualitative Data Analysis: Thematic Analysis

Qualitative data analysis involves a process of data reduction into manageable levels in order to transform raw data into meaningful results (Miles and Huberman, 1994). Before analysing qualitative data, the researcher revisited the main research questions for this study in order to make sure that the coding themes identified in the data reduction section are relevant to the research aims. Although the main aim of conducting qualitative research for this study is to support the findings from quantitative research, the researcher adopts a top-down (deductive) approach for qualitative data analysis because the themes for thematic analysis are developed from the consumer behaviour and luxury consumptions literatures in relation to the following research question:

3. What are Thai consumers' attitudes towards grey luxury fashion goods and underlying motivations to purchase luxury fashion goods from the grey market?

Braun and Clarke (2006) explain that top-down thematic analysis is an approach in which researchers develop code for analysis from the theory rather than data. Top-down approach also goes along with the researcher's philosophical stance as a post-positivist more than the bottom-up approach, which is more of a constructionist epistemology as it tends to provide a rich description on the aspects of interest rather than overall data (Braun and Clarke, 2006).

The qualitative data from semi-structured interview was transcribed into text format in Thai before translating back to English and content-analysed by the researcher. The content analysis was employed as a qualitative data analysis method because it fits the purpose of qualitative data collection for this study, to justify the outcome of quantitative results. Miles and Huberman (1994) explain that content analysis is used to identify factors that arise from qualitative transcriptions. The factors emerging from qualitative content analysis can provide in-depth information to the proposed decision-making styles for grey luxury fashion goods.

The other textual analysis methods such as, grounded theory, discourse analysis, comparative analysis, are less appropriate for this research. First, grounded theory aims to create a theory from the coding data (Miles and Huberman, 1994), which is not a purpose of qualitative research for this study. Second, discourse analysis focuses mainly on external structure such as grammar, patterns of speech, context and social (Harding, 2013), which can lead to lack of clear concepts to explain the quantitative outcome. Third, comparative analysis intends to identify new themes emerging by comparing responses from the respondents (Harding, 2013), which is irrelevant to the purpose of this study.

#### **Qualitative Data Analysis Process**

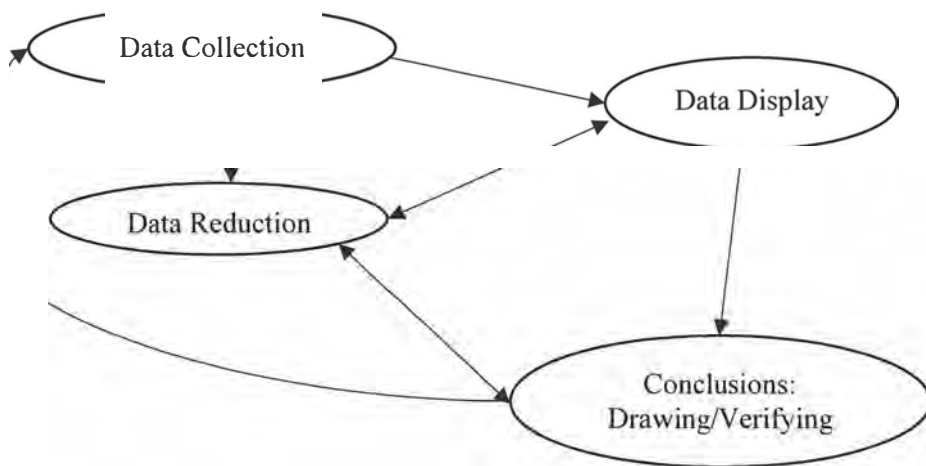
<b>Saunders, Lewis, and Thornhill (2009)</b>	<b>Miles and Huberman (1994)</b>
Summarizing of Meanings	Data Reduction
Categorization of Meanings	Data Display
Structuring of Meanings using narrative	Drawing/verifying Conclusion

*Table 12: Qualitative Data Analysis Processes Adapted from Saunders, Lewis, and Thornhill (2009) and Miles and Huberman (1994)*

The qualitative data analysis process allows the researcher to interact with the data in order to be able to see the relationship within the data, identify key themes, and verify the conclusions (Creswell, 2014; Saunders, Lewis, and Thornhill 2009). Saunders, Lewis,

and Thornhill (2009) expand qualitative data analysis into three processes: summarizing of meanings, categorization of meanings and structuring of meanings using narrative. These processes of qualitative data analysis are in line with Miles and Huberman's (1994) Interactive data analysis model as shown in Table 12.

Interactive data analysis model consists of three data analysis processes: data reduction, data display and drawing/verifying conclusion (Miles and Huberman, 1994). The content analysis for this study will be executed in accordance with Miles and Huberman's (1994) Interactive data analysis model because its iterative approach should allow the researcher to constantly refine and interpret data before the conclusions are drawn (Figure 10). Creswell (2014) supports that the qualitative data analysis process is better in analytic circles rather than a linear approach as it involves constant interpretation before conclusions can be drawn. These processes will be discussed in the following part of this chapter:



*Figure 10: Components of Data Analysis: Interactive Model (Miles and Huberman, 1994a: 12)*

### Data Reduction

Data reduction refers to a process in which data is reduced by researchers in accordance with the research instrument such as research objectives and conceptual framework (Miles and Huberman, 1994b). Data reduction stage usually occurs continuously throughout the analysis with the aim to condense data into manageable levels without losing a significant piece of information (Saunders, Lewis, and Thornhill, 2009; Miles and Huberman, 1994). Additionally, data reduction involves highlighting and coding data with the purpose of organizing data in a way that conclusions can be drawn (Silverman, 2016). Data reduction process for this study takes place after the researcher has transcribed the interviews in Thai and asked the respondents to review their key dialogue

transcriptions in order to reconfirm the accuracy and validity of the content. Then, the researcher translates the transcripts into English for analysis. The researcher also listens to the audio recorded interviews, reads and makes notes on the key points of the transcripts. The audio recorded interviews are listened to after the transcribe process. The transcripts are read many times to make sure that the researcher understands and is familiar with the collected data. The researcher reduces data by identifying words or phrases with similar meanings and summarizing key points from the interview, in relation to the research objectives, to be able to locate the findings into themes.

The researcher develops the main themes for data reduction from the original research questions, which focus on the factors affecting consumers' decision making-styles for grey luxury fashion goods. The four main themes for data reduction in this study are Consumers' Attitude towards the Grey Luxury Fashion Goods, Pros of Purchasing Luxury Fashion Goods from the Grey Market, Cons of Purchasing Luxury Fashion Goods from the Grey Market, and Motivations for Grey Luxury Fashion Consumption. Consumers' attitude is important to be explored in this study because it can be used to predict the purchasing behaviour (Engel et al, 1982) while the Pros and Cons of purchasing luxury fashion goods from the grey market can be used to further explain the consumers' perception of the grey luxury fashion market. Last, motivations for grey luxury fashion consumption investigate the reasons why consumers purchase luxury fashion goods from the grey market (Engel, Kollat, and Blackwell, 1970; Howard and Sheth, 1969).

These themes can assist the researcher in keeping focus throughout qualitative data analysis on which data to be included as Miles and Huberman (1994) explain that data reduction assists researchers in developing ideas on information to be included or excluded before the data display stage.

### Data Display

Data display is an essential process that relevant to the validity of qualitative analysis (Miles and Huberman, 1994a). It involves organizing, compressing and assembling information that leads researchers to conclusion drawing (Miles and Huberman, 1994a). Data display focuses on visualizing the data, using different display techniques, to highlight the differences and similarities of data to assist the researcher in clarifying the relationship between components of the research (Silverman, 2016).

According to qualitative researchers (e.g. Creswell, 2014; Silverman, 2016), qualitative data display techniques include graphs, charts, diagram, quotation, matrices, and scatter plots. Yin (2010) asserts that the use of different data display techniques can strengthen evidence and validate the researchers' interpretation. It plays an important role in data comparison as it explicitly shows the differences and similarities of data (Creswell, 2014; Yin, 2010). Miles and Huberman (1994b) assert that it is important for researchers to see a set of reduced data clearly as it is a basis for data interpretation and further data analysis. Furthermore, it can improve the reliability of the research (Silverman, 2016).

<b>Themes</b>	<b>Sub-Themes (Identified from the interviews)</b>
Consumers' Attitude towards the Grey Luxury Fashion Goods	- Positive -Negative
Pros of Purchasing Luxury Fashion Goods from the Grey Market	-Money Saving -Convenient -Emotional Benefits -Variety of Products -Logical Purchase
Cons of Purchasing Luxury Fashion Goods from the Grey Market	- No Product Guarantee -Threat to Thailand's Revenue on Import Duty -No luxury in-store purchasing experience
Motivations for Grey Luxury Fashion Consumption	-Price -Variety of Luxury Goods -Convenience -Quality -Emotional Benefits -Conspicuous Consumption -Influence of Celebrities -Social Media

**Table 13: Data Display Theme**

Accordingly, the researcher will adopt colour coding data display technique to highlight keywords that relate to predetermined themes for grey consumers' decision-making styles as shown in Table 13. According to Miles and Huberman (1994a), colour coding helps researchers to organize and display data to indicate themes and patterns. In addition, colour coding will aid the researcher in categorizing and counting the frequency of mentions for each theme. In addition, quotation data display technique will also be employed to strengthen evidence and interpretations. The coding framework for content analysis involves four themes: Consumers' Attitude towards the Grey Luxury Fashion Goods, Pros of Purchasing Luxury Fashion Goods from the Grey Market, Cons of

Purchasing Luxury Fashion Goods from the Grey Market, and Motivations for Grey Luxury Fashion Consumption.

### Drawing/Verifying Conclusion

Conclusion drawing process is greatly involved with researchers' interpretation, which logically builds from the data reduction and data display stage (Miles and Huberman, 1994a). Researchers are required to analyse the meaning of data from noting patterns identified through data analysis process (Creswell, 2014). Conclusions can be drawn from coherent findings from the data that is displayed (Saunders, Lewis, and Thornhill, 2009; Silverman, 2016).

On the other hand, verifying the accuracy of conclusions is also an essential part of any research (Creswell, 2014). Guba and Lincoln (1994) explain that trustworthiness is vital to qualitative research as it involves internal validity of data. It indicates the extent to which identified factors can explain the phenomena (Guba and Lincoln, 1994). Miles and Huberman (1994b) support that researchers should be able to confirm and verify their conclusions by using different tactics such as the use of compare and contrast, noting of patterns and themes etc. in order to clarify their interpretation. For this study, the researcher adopts the finding patterns from the predetermined themes to further explain and support the conclusion. The results from qualitative data analysis then will be used to support or argue with the quantitative finding and provide in-depth information to the significant decision-making styles.

### 5.6 The Role of the Researcher

The main purpose of qualitative research for this thesis is to strengthen the outcome of quantitative results since the population for grey luxury fashion consumers could not be determined because the official information of the grey market is not possible to obtain. Therefore, the researcher decides to conduct the qualitative research to justify the quantitative outcome. The role of the researcher in this study involves developing a research plan, selecting sample for the interview, formulating qualitative interview questions for semi-structured interviews, and dealing with challenges in undertaking qualitative research. The challenges in undertaking qualitative research are discussed below:

-Although the researcher selects the qualitative samples from the same lists of samples as the quantitative data collection, it is possible that not all the consumer decision-making

styles are covered in qualitative outcomes. This is because the quantitative research is conducted in an anonymous manner; therefore, the researcher cannot identify the participant who falls into each typology and study them further. However, the researcher tries to conduct as many interviews as possible to make sure that the proportion of the decision-making styles included in qualitative research is as close to the quantitative outcome.

-There is a possibility that the interviewee falls into more than one typology of decision-making style. However, the researcher will carefully analyse data from such complicated cases in order to make sure that the insightful information is carried forward to justify the results from quantitative research.

-The researcher is an expert in grey trading for luxury fashion goods in Thailand, which can be both a pro and con for this study. The main concern about the researcher's situation is that the researcher needs to make sure that all personal value, bias, or even assumptions are set aside when conducting the interview. The researcher closely followed the interview guideline in order to make sure that personal bias did not emerge during the interview. In addition, the researcher asked the participants to review the interview transcripts and confirm if those responses truly reflect their thoughts.

## 5.7 Ethical Considerations

This research is conducted under code of ethics reference to Research Ethics: A Handbook of Principles and Procedures from the University Research Degrees Committee of University of Gloucestershire. Reflection on ethical considerations in this section allows the researcher to make sure that ethical practice emerged at all stages and the research has no negative effect on anyone involved. Ethics in research mainly rely on right and proper conduct to increase integrity of the research (Israel, 2015). The ethical concern is initially lying in the research design and methods to ensure that the research approaches taken in this study are acceptable under moral and social ethical standards. The researcher has constantly valued the ethical issue throughout the research processes: access to samples, data collection, data analysis and the use of data which will be discussed as follows:

To gain access to the targeted samples for both research approaches, the researcher needs to utilize her experience in the grey market by contacting the grey sellers in personal networks as it is the best way to reach purposive samples efficiently. This process might

be subject to personal involvement as well as the researcher's bias. However, the researcher tries to minimize this issue by selecting the grey sellers from various locations (different physical store location and online-store) and grey product offerings (e.g. some grey sellers are focused on rare luxury items such as Hermes's Birkin handbag while others focus on pre-order transactions). In addition, the purposive samples are selected randomly as explained in section 5.3. The researcher ensures that there will be no ethical and legal issues in this process to the grey sellers and the participants. The grey sellers are willing to provide access to their consumer lists to the researcher but they ask not to expose their detail by any means. Accordingly, all information regarding the grey sellers will be strictly confidential in order to avoid any legal consequences. Although the consumers in the contact lists allow the grey sellers to share their information to third parties in the grey market community, the researcher sent a brief email to introduce herself and ask for a permission to conduct research with the option that if they do not wish to be contacted then please respond to the email. However, the researcher received no responses back. Therefore, the researcher proceeded with the online questionnaire and later on semi-structured interview. The contact details of the grey consumers are kept with high confidentiality and are not used for other purposes than for gaining access to samples for this study.

For quantitative data collection process, the purpose and usage of the questionnaire are clearly explained in an introduction to make sure that all responses from the respondents come at free will. In addition, the rights of the respondents are made fully-aware while their anonymity and confidentiality are guaranteed. For qualitative interview, the researcher also briefly discusses the purpose of the research and ensures confidentiality of the participants before asking for permission to record the interview. The informed consent forms are signed by the participants before the start of the interview. The researcher also makes clear that the participants can request to stop the interview anytime they feel uncomfortable and they can skip any question they do not wish to answer. Furthermore, the behaviour and objectivity of the researcher has been maintained to ensure that participants are not detrimentally affected in any way.

Data analysis for this research is divided into two stages: quantitative and qualitative. The researcher treats each entity with equal weight, not favouring one interpretation over the other, for both approaches. However, for qualitative data analysis the researcher needs to ensure that there is no name or identifiable identity appearing in the research or recordings. In addition, the researcher sends interview transcripts to the participants for



validation and to avoid any misinterpretations. This is to confirm that the interview transcripts truly reflect the participants' point of view. Last, all acquired data is only used for the research purpose within this thesis. Anonymity and confidentiality of the participants are maintained throughout the thesis.

## 5.8 Chapter Summary

This chapter provided an overview of research methodology and discussed research approaches for this thesis. Post-positivist is selected as a theoretical position of the researcher because its worldview regarding objectivism and the way to acquire knowledge fit the purpose of this study. In line with post-positivism, a combination of quantitative and qualitative approaches was adopted in this study because they complement each other in achieving more accurate results and explanation on consumers' decision-making styles.

For the quantitative approach, online survey questionnaire has been chosen as a data collection method. While the questionnaire design is divided into two main parts: Background Information and Item Statements of Measurement Variables to capture the respondents' demographic characteristics and their decision-making styles for grey luxury fashion goods. Accordingly, quantitative data analysis includes descriptive analysis, Exploratory Factor Analysis (EFA), and reliability analysis. Furthermore, T-test and ANOVA technique are selected as analysis tools to identify the differences between groups on consumers' decision-making styles.

Semi-structured interview is the data making for qualitative research. The semi-structured interview questions were outlined according to four themes: Consumers' Attitude towards the Grey Luxury Fashion Goods, Pros of Purchasing Luxury Fashion Goods from the Grey Market, Cons of Purchasing Luxury Fashion Goods from the Grey Market, and Motivations for Grey Luxury Fashion Consumption. Thematic analysis with coding framework has been adopted as qualitative data analysis. The next chapter will discuss the findings from quantitative and qualitative data collection.

## CHAPTER 6: DATA ANALYSIS AND FINDINGS

### 6.1 Introduction

This chapter presents the analysis and findings from the quantitative questionnaire and the qualitative interviews. The researcher, as a post-positivist, adopts a sequential mixed-method as a research instrument for this study as previously discussed in section 5.2.2. The first part of the data collection process relies on quantitative survey questionnaire to identify consumers' decision-making styles for grey luxury fashion goods and investigate the effects of differences in consumer demographics on decision-making styles. Then, the researcher conducts qualitative semi-structured interviews based on the quantitative outcome to further explain Thai consumer decision-making style for grey luxury fashion goods.

Accordingly, the findings are divided into two main sections: quantitative findings and qualitative findings. The quantitative findings demonstrate the empirical results of 431 survey questionnaires, which are analysed by Statistical Package for the Social Sciences 22.0, SPSS. On the other hand, qualitative findings present the interpretation of data collected from the semi-structured interviews. A total number of nine interview transcripts are analysed using thematic analysis. The qualitative data is analysed based on four themes: Consumers' Attitude towards the Grey Luxury Fashion Goods, Pros of Purchasing Luxury Fashion Goods from the Grey Market, Cons of Purchasing Luxury Fashion Goods from the Grey Market, and Motivations for Grey Luxury Fashion Consumption.

### 6.2 Quantitative Findings

Quantitative results are divided into five main parts: Descriptive Analysis, Exploratory Factor Analysis, Reliability Analysis of Scale Items, Analysis of Thai Consumers' Decision-making Styles for Grey Luxury Fashion Goods, and Effect of Demographic Differences on Consumers' Decision-making Styles Dimensions which will be discussed in detail in the following sub-sections:

#### 6.2.1 Descriptive Analysis

A total of 1,500 questionnaires were sent out to the samples through online survey method as explained in section 5.3. There were 478 respondents who participated in this study, which reflects a response rate of 31.87%. However, 47 cases (8.83% of total case) were

excluded because they failed to meet the predetermined criteria for the sample, purchasing grey luxury fashion goods from the grey market within the past 12 months. Therefore, 431 responses were carried forward for further analysis in this research.

Gender	Frequency	Percent
Valid Female	334	77.5
Male	97	22.5
Total	431	100.0

**Table 14: Gender Characteristics of the Respondents**

Table 14 shows that out of 431 respondents, 334 are female (77.5%) and 97 are male (22.5%), implying that females are the main customers for the grey luxury fashion market in Thailand. After careful consideration, the researcher minimized bias in the data collection process through purposive random sampling strategy as explained in section 5.3. The differences in the sample's gender are caused from the fact that 65% of luxury fashion consumers are female (Bain and Company, 2013, 2015) as discussed in section 2.3.2.1. This outcome is in line with previous research on the role of gender and luxury consumption that women have higher purchasing intention of luxury goods than men (Stokburger-Sauer, and Teichmann, 2013). Though recent research from Euromonitor (2013) points out that there is a growing market for the men's luxury market, women are still the core luxury segment in Thailand.

The age characteristic of the respondents is summarized in Table 15. There is a total of 5 respondent age groups in this study. Respondents under 18 years old is the minority group, accounting for 1.4% of the responses. The majority age group of the respondents is between 26-35 years old, accounting for 48.5%, followed by 36-45 years old, 18-25 years old and over 45 years old, accounting for 22.3%, 20% and 7.9% respectively. The age distribution of respondents is consistent with the age characteristic of potential Thai luxury consumers. Oxford Business Group (2016) reports that Thai youths are an emerging market for the luxury segment in Thailand but the consumer group between 25-39 years old is still the largest market for luxury goods.

Age		Frequency	Percent
Valid	Under 18 years old	6	1.4
	18-25 years old	86	20.0
	26-35 years old	209	48.5
	36-45 years old	96	22.3
	Over 45 years old	34	7.9
	Total	431	100.0

*Table 15: Age Characteristics of the Respondents*

In terms of education, the respondents seem to be quite well-educated (please refer to Table 16). Most respondents hold an undergraduate degree, and postgraduate degree and above, accounting for 58.7% and 37.3% respectively. Only 4% of the respondents have lower education level than undergraduate.

Education		Frequency	Percent
Valid	Primary	2	.5
	Secondary	15	3.5
	Undergraduate	253	58.7
	Postgraduate and above	161	37.3
	Total	431	100.0

*Table 16: Education Characteristics of the Respondents*

The respondents with managerial positions are the main occupation characteristic of this study accounting for 58.4%, in which, 23.4% are executive/managers, 21.8% are Self-employed/own company and 13.2% are supervisors (see Table 17). Junior supervisor and other professions accounted for 29.6% including junior supervisors (14.2%), professionals (11.9%), government officials (1.4%), accountants (1.4%) and traders (0.7%). The unemployed group accounted for 12% of the respondents, in which 2.8% are housewives, 6% are students, and 3.2% are unemployed/retired.

Occupation		Frequency	Percent
Valid	Accountant	6	1.4
	Executive/ Managerial	101	23.4
	Government official	6	1.4
	Housewife	12	2.8
	Junior Supervisor	61	14.2
	Professional (doctor, lawyer, etc.)	51	11.9
	Self-employed/ Own Company	94	21.8
	Student	26	6.0
	Supervisor	57	13.2
	Trader	3	.7
	Unemployed/Retired	14	3.2
	Total	431	100.0

*Table 17: Occupation Characteristics of the Respondents*

The average personal monthly income of the respondents is shown in Table 18. The majority of respondents (76.1%) indicated that they earn more than 30,000 Baht (£600) per month, in which 23% earn around 30,001-40,000 Baht (£600-800), 23.7% earn around 40,001-50,000 Baht (£800-1,000), and 29.4% earn more than 50,001 Baht (more than £1,000). On the other hand, respondents who earn less than 30,000 Baht (£600) only accounted for 23.9%, in which 3.2% earn less than 10,000 Baht (£200), 6.3% earn around 10,000-20,000 Baht (£200-400) and 14.4% earn around 20,001-30,000 Baht (£400-600).0

Income		Frequency	Percent
Valid	Less than 10,000 Baht	14	3.2
	10,001-20,000 Baht	27	6.3
	20,001-30,000 Baht	62	14.4
	30,001-40,000 Baht	99	23.0
	40,001-50,000 Baht	102	23.7
	More than 50,001 Baht	127	29.4
	Total	431	100.0
*1 THB≈£0.02			

*Table 18: Income Characteristics of the Respondents*

The demographic characteristics of the respondents outlined in this section provide a good representation of affluent middle and upper-class income as well as social position who are the main target consumers for luxury goods in Thailand.

## 6.2.2 Exploratory Factor Analysis

In this section, Exploratory Factor Analysis is performed on all measurement variables to categorize consumers' decision-making styles for grey luxury fashion goods. The Principal Component method with Varimax Rotation is used in this study as justified in section 5.4.5.2 Although the main purpose of EFA analysis is to identify underlying decision-making style dimensions for grey luxury fashion goods, it is also important to investigate satisfactory reliability of measurement variables within those dimensions.

To be consistent with previous relevant studies (e.g. Durvasula et. al., 1993; Hafstrom et. al., 1992; Sproles and Kendall, 1986), the Eigenvalue of one is used as criteria to indicate number of factors while the factor loading cut-off point is 0.4. The measurement variables with 0.4 and above will be presented in descending order of factor loading as guided by Sproles and Kendall (1986). Although Sproles and Kendall (1986) also suggest that three subscale measurements are sufficient to build reliability and validity, the researcher decided to use all measurement items with 0.4 and above factor loading value in this study because the research does not want to risk reducing the value of the alpha coefficient by reducing the number of relevant measurement variables for each dimension.

<b>Decision-making Styles Dimensions and Measurement Variables</b>	<b>Factor Loading</b>
<b>Factor1-Perfectionist Dimension</b>	
In general, I usually try to buy the best overall quality.	0.873
Getting very good quality is very important to me.	0.866
I make special effort to choose the very best quality products.	0.841
My standards and expectations for products I buy are very high.	0.833
<b>Factor2-Brand Conscious Dimension</b>	
The most advertised brands are usually very good choices.	0.799
I prefer buying the best-selling brands.	0.770
The well-known national brands are best for me.	0.758
The higher the price of a product, the better its quality.	0.700
<b>Factor3-Fashion Conscious Dimension</b>	
Fashionable, attractive styling is very important to me.	0.772
To get variety, I shop different stores and choose different brands.	0.748
It's fun to buy something new and exciting.	0.713
I keep my wardrobe up-to-date with the changing fashions.	0.691
<b>Factor4-Hedonistic</b>	
Shopping the stores wastes my time.	0.789
I enjoy shopping just for the fun of it.	0.743
Going shopping is one of the enjoyable activities of my life.	0.718
I make my shopping trips fast.	0.664

<b>Factor5-Price Conscious</b>	
I look carefully to find the best value for the money.	0.797
I am very concerned about low prices, but I am equally concerned about overall product utility.	0.772
The lower price products are usually my choice.	0.709
I buy as much as possible at sale prices.	0.699
<b>Factor6-Impulsive</b>	
I carefully watch how much I spend.	0.890
I am impulsive when purchasing.	0.873
I should plan my shopping more carefully than I do.	0.842
Often I make careless purchases I later wish I had not.	0.840
<b>Factor7-Confused by Overchoice</b>	
All the information I get on difference products confuses me.	0.809
The more I learn about products, the harder it seems to choose the best.	0.773
Sometimes it's hard to choose which stores to shop.	0.729
There are so many brands to choose from that often I feel confused.	0.703
<b>Factor8-Brand Loyal</b>	
Once I find a product or brand I like, I stick with it.	0.789
I have favourite brands I buy over and over.	0.785
I go to the same stores each time I shop.	0.699
I change brands I buy regularly.	0.694
<b>Factor9-Conspicuous Conscious</b>	
This luxury brand is a symbol of social status.	0.794
I like to be seen wearing this luxury brand.	0.789
This luxury brand helps me fit into important social situations.	0.738
If other people can see me using a product, I often purchase the brand they expect me to buy.	0.684
<b>Factor10-Reliance on Celebrities</b>	
I feel that celebrities initiate an action to buy that product.	0.809
I have bought products under the influence of celebrity.	0.745
I pay more attention to the advertisements using celebrity icon.	0.733
I will buy the product if the celebrity I like start endorsing it.	0.656
<b>Factor11-Exclusivity Conscious</b>	
Products don't seem to hold much value for me when they are purchased regularly by everyone.	0.834
I often try to avoid products or brands that I know are bought by the general population.	0.815
When a product I own becomes popular among the general population, I begin to use it less.	0.690
I'm often on the lookout for new products or brands that will add to my personal uniqueness.	0.629

*Table 19: Thai Consumers' Decision-making Styles for Grey Luxury Fashion Goods*

The eleven-factor solutions, Perfectionist, Brand Conscious, Fashion Conscious, Hedonic, Price Conscious, Impulsive, Confused by Overchoice, Brand Loyal, Conspicuous Conscious, Reliance on Celebrities and Exclusivity Conscious, are classified from the EFA analysis, which explain 64.47% of the variance in the correlation matrix. Table 19 shows that all eleven dimensions can be used to interpret Thai consumers' decision-making styles for grey luxury fashion goods with factor loading above 0.4 and all Eigenvalues greater than 1 (full result of the analysis can be found in Appendix G). Furthermore, all measurement variables have satisfied factor loading over 0.4, indicating the construct validity as recommended by Sproles and Kendall (1986). It can be concluded that eleven decision-making styles confirm the proposed characteristic of Thai consumers' decision-making styles for grey luxury fashion goods. Therefore, Hypotheses 1-11 are accepted for this study:

H1: Perfectionistic characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

H2: Brand Conscious characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

H3: Novelty-fashion Conscious characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

H4: Recreational-Hedonistic Conscious characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

H5: Price Conscious characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

H6: Impulsive and Careless characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

H7: Confused by Overchoice characteristic represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

H8: Habitual and Brand-Loyal characteristic represents decision-making dimension of Thai consumers for grey luxury fashion goods.

H9: Conspicuous Conscious represents a decision-making dimension of Thai consumers for grey luxury fashion goods.



H10: Reliance on Celebrities represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

H11: Exclusivity Conscious represents a decision-making dimension of Thai consumers for grey luxury fashion goods.

The next section will observe the reliability coefficient of eleven dimensions identified in this section.

### 6.2.3 Reliability Analysis of Scale Items

The reliability of the scale items is assessed to determine the extent to which measures are free from random error (Rubin and Babbie, 2010) and have the ability to produce a consistent outcome when the phenomenon remains unchanged (Singh, 2007). As explained and justified in section 5.4.5.3, Cronbach's alpha reliability coefficient is used to measure the reliability of scale items for this study. The acceptable value for Cronbach's alpha is at least 0.7 as suggested by Nunnally (1978).

<b>Decision-making Style Dimensions</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>
Impulsive	0.896	4
Perfectionist	0.884	4
Fashion Conscious	0.801	4
Reliance on Celebrities	0.798	4
Conspicuous Conscious	0.766	4
Exclusivity Conscious	0.766	4
Brand Conscious	0.765	4
Brand Loyal	0.765	4
Hedonistic	0.762	4
Confused by Overchoice	0.752	4
Price Conscious	0.746	4

*Table 20: Reliability Analysis*

Table 20 summarizes the internal consistency reliability of each decision-making style in descending order as well as indicating the number of items for each dimension. The result shows that reliability coefficient is ranging between 0.746 to 0.896, which indicates that internal consistency reliability of scale items is at a satisfactory level as they are all above 0.7. Thus, it can be concluded that measurement scales of eleven decision-making styles

are reliable to identify Thai consumers' decision-making styles for grey luxury fashion goods.

#### 6.2.4 Analysis of Thai Consumers' Decision-Making Styles for Grey Luxury Fashion Goods

To establish understanding and knowledge of Thai consumers' decision-making styles for grey luxury fashion goods, this thesis not only determines decision-making style dimensions, relevant to customers when they make a purchase of grey luxury fashion goods, but also aims to provide a detailed analysis of those decision-making styles. After eleven decision-making styles have been confirmed to present characteristics of Thai consumers' decision-making styles for grey luxury fashion goods and their reliability tested in section 6.2.2 and 6.2.3 , this section will further analyse each dimension individually to illustrate their level of significance.

Table 21 presents mean score of each dimension in a descending order. Mean value of these dimensions portrays the level of characteristic that are expressed by consumers when they make a purchase of luxury fashion goods from the grey market (1=Strongly Disagree, 5=Strongly Agree). A greater mean score suggests a higher expression of the characteristic while a lower mean score implies a lower expression. It can be seen that Price Conscious is the dimension most posed by Thai consumers when purchasing grey luxury fashion goods with a mean score of 3.8817, suggesting that Thai consumers rely heavily on the price of grey luxury fashion goods as they want to get the best value for money. Thai consumers are also highly concerned with quality of luxury fashion goods when they buy from the grey market as Perfectionist dimension has the second largest mean of 3.5621. The means of Exclusivity Conscious and Conspicuous Conscious are about the same, 3.4629 and 3.4594, suggesting that exclusiveness and conspicuousness are almost equally important to Thais but less than low price and quality.

<b>Consumers' Decision-Making Styles Dimension</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
Price Conscious	431	3.8817	0.55972
Perfectionist	431	3.5621	1.05105
Exclusivity Conscious	431	3.4629	0.82021
Conspicuous Conscious	431	3.4594	0.83914
Reliance on Celebrities	431	3.3823	0.97448
Fashion Conscious	431	3.2529	0.89434

Brand Loyal	431	3.2355	0.76245
Brand Conscious	431	3.2117	0.80694
Hedonistic	431	3.1729	0.84787
Confused by Overchoice	431	2.9049	0.73962
Impulsive	431	2.8852	0.88487

**Table 21: Statistical Analysis of Consumers' Decision-Making Styles Dimensions**

Reliance on Celebrities exhibits a mean score of 3.3823, indicating that Thais take celebrities into account more than fashion trend as the mean of Fashion Conscious dimension is only 3.2529. A level of Brand Loyal and Brand Conscious is also found in Thais when they make a purchase of grey luxury fashion, with mean scores of 3.2355 and 3.2117 respectively, which implies that loyalty in luxury brand and brand reputation matter to Thai consumers when they acquire luxury fashion goods from the grey market. Additionally, the mean of Hedonistic dimension, 3.1729, conveys that Thais purchase luxury fashion goods from the grey market to enhance their self-concept.

On the other hand, Thai consumers are not confused by various choices when they purchase grey luxury goods as the mean of Confused by Overchoice is 2.9049, which is on the disagree side. They are also not impulsive when they buy grey luxury fashion goods from the grey market with a mean score of 2.8852 for Impulsive dimension.

In summary, the statistical analysis shows that nine decision-making style dimensions: Price Conscious, Perfectionist, Exclusivity Conscious, Conspicuous Conscious, Reliance on Celebrities, Fashion Conscious, Brand Loyal, Brand Conscious, and Hedonistic are characteristics that are commonly exhibited by Thai consumers when they acquire luxury fashion goods from the grey market. Among these dimensions, Price Conscious shows the highest mean score which indicates that Thai consumers are mostly concerned about price when it comes to grey luxury fashion purchase. Conversely, Confused by Overchoice and Impulsive are characteristics that are found less in Thai consumers when they purchase grey luxury fashion goods. Impulsive dimension presents the lowest mean score, which suggests that, among all characteristics, impulse purchase has the least chance to happen when Thai consumers buy grey luxury fashion goods.

#### 6.2.5 Effect of Demographic Differences on Consumers' Decision-making Style Dimensions

The relationships of the differences of the selected demographic variables and the consumers' decision-making styles for grey luxury fashion goods will be analysed in this

section. The significant differences shown in this analysis imply that the differences in demographic characteristics are related to the differences in consumers' decision-making style for grey luxury fashion goods. The selected demographic variables for this study include gender, age, education, occupation and average monthly income as previously noted in section 4.4.

The analysis method to determine the relationship of the differences of demographic characteristic and decision-making styles for grey luxury fashion goods can be divided into two types: T-test and ANOVA as previously discussed in section 5.4.5.4. Independent sample T-test method is used to compare means of differences of demographic variables with two groups, which are gender and education level, and the decision-making styles. The researcher combined subgroups within the education variable into two levels: undergraduate and below, and postgraduate and above because there are significant differences in number of cases (only 2 for primary and 15 for secondary which are not feasible for comparing with 253 cases of undergraduate).

On the other hand, demographic variables with more than two levels of scale including age, occupation and income are analysed through One-way ANOVA using Scheffe post-hoc test to examine the significance of differences between the means of the variables and decision-making styles. Scheffe test is one of the best tests for making multiple mean comparisons because it not only reports the significance between levels but also provides information on subset of the groups with no significant difference (Howitt and Cramer, 2008). The details of sub-groups of the selected demographic variables as well as the methods to analyse the differences between groups' means are summarized in Table 22.

<b>Factor</b>	<b>Subgroup (Levels)</b>	<b>Frequency</b>	<b>Percent</b>	<b>Analysis Method</b>
Gender	Female	334	77.5	T-tests
	Male	97	22.5	
	Total	431	100.0	
Age	25 years old or less	92	21.4	ANOVA
	26-35 years olds	209	48.5	
	36-45 years olds	96	22.3	
	Over 45 years olds	34	7.9	
	Totals	431	100.0	
Education	Undergraduate and belows	270	62.7	T-tests
	Postgraduate and aboves	161	37.3	
	Totals	431	100.0	

Occupation	Executive Positions	252	58.4	ANOVA
	Junior Executive and Other	127	29.6	
	Professionals	52	12.0	
	Non-income Earner			
	Total	431	100.0	
Income	20,000 Baht or less	41	9.5	ANOVA
	20,001-30,000 Baht	62	14.4	
	30,001-40,000 Baht	99	23.0	
	40,001-50,000 Baht	102	23.7	
	More than 50,001 Baht	127	29.4	
	Total	431	100.0	

*Table 22: Measurement Level of the Selected Demographic Variables*

#### 6.2.5.1 Gender

Gender of the respondents is categorized into two sub-groups: male and female. Female accounts for 77.5% while male accounts for 22.5% of the respondents. The result of T-test analysis on gender and eleven consumer decision-making styles is shown in Table 23. According to the result, there are eight dimensions that indicate significant differences in the mean within gender sub-groups. The other three decision-making styles: Perfectionist, Confused by Overchoice and Exclusivity Conscious show no significant differences which indicate that gender variable does not affect these consumers' decision-making styles for grey luxury fashion goods. The analysis of subgroups and eight consumer decision-making styles with significant differences will be explained individually in the following sub-sections.

Decision-Making Styles	Gender	N	Mean	SD	t	p-value
1. Perfectionist	Female	334	3.582	1.073	0.784	0.434
	Male	97	3.492	0.973		
2. Brand Conscious	Female	334	3.270	0.792	2.778**	0.006
	Male	97	3.013	0.830		
3. Fashion Conscious	Female	334	3.453	0.808	9.457**	0.000
	Male	97	2.564	0.836		
4. Hedonistic	Female	334	3.349	0.792	8.654**	0.000
	Male	97	2.567	0.752		
5. Price Conscious	Female	334	3.921	0.544	2.756**	0.006
	Male	97	3.745	0.594		
6. Impulsive	Female	334	2.948	0.884	2.773**	0.006

	Male	97	2.668	0.858		
7. Confused by Overchoice	Female	334	2.893	0.745	-0.620	0.536
	Male	97	2.946	0.725		
8. Brand Loyal	Female	334	3.149	0.762	-4.468**	0.000
	Male	97	3.534	0.687		
9. Conspicuous Conscious	Female	334	3.540	0.841	3.740**	0.000
	Male	97	3.183	0.777		
10. Reliance on Celebrities	Female	334	3.508	0.922	5.092**	0.000
	Male	97	2.951	1.029		
11. Exclusivity Conscious	Female	334	3.502	0.810	1.854	0.064
	Male	97	3.327	0.845		

Note: \* p-value < 0.05, \*\* p-value < 0.01

*Table 23: Significant Differences of Means for Each Dimension in Different Gender*

#### *6.2.5.1.1 Brand Conscious*

According to Table 23, it can be seen that there is a significant difference in Brand Conscious dimension between male and female respondents. Mean for female respondents is significantly higher than mean for male respondents. This result indicates that females are significantly more Brand Conscious than males when purchasing luxury fashion goods from the grey market.

#### *6.2.5.1.2 Fashion Conscious*

For Fashion Conscious dimension, there is a significant difference between gender sub-group as shown in Table 23. Mean for female respondents is significantly greater than male respondents. This indicates that males are significantly less Fashion Conscious than females when purchasing luxury fashion goods from the grey market.

#### *6.2.5.1.3 Hedonistic*

For Hedonistic dimension, Table 23 shows that there is a significant difference in means between male and female respondents. Mean for female respondents is significantly greater than male respondents. This implies that, when purchasing grey luxury fashion goods, females are significantly more Hedonistic than males.

#### *6.2.5.1.4 Price Conscious*

According to Table 23, there is a significant difference in Price Conscious dimension between gender sub-group. Mean for female respondents is significantly greater than male respondents, which implies that females are significantly more Price Conscious than males when it comes to grey luxury fashion goods.

#### *6.2.5.1.5 Impulsive*

For impulsive dimension, it can be seen that there is a significant difference between male and female respondents as shown in Table 23. Mean for male respondents is significantly less than female respondents, indicating that males are significantly less Impulsive than females when purchasing grey luxury fashion goods.

#### *6.2.5.1.6 Brand Loyal*

In contrast to previous decision-making style dimensions discussed in the gender sub-group section, the mean of male respondents is significantly higher than females for Brand Loyal as shown in Table 23. This result indicates that males are significantly more Brand Loyal than females when dealing with their decision-making for grey luxury fashion goods.

#### *6.2.5.1.7 Conspicuous Conscious*

According to Table 23, there is a significant difference between the means of gender sub-group for conspicuous conscious dimension. Mean for male respondents is significantly less than female respondents. This outcome implies that males are significantly less Conspicuous Conscious than females when purchasing grey luxury fashion goods.

#### *6.2.5.1.8 Reliance on Celebrities*

There is a significant difference in the mean between females and males as shown in Table 23 for reliance on celebrities' dimension. Females are significantly more Reliance on Celebrities than males when purchasing luxury goods from the grey market as the mean of female is significantly greater than male.

From this finding, it can be concluded that consumers' gender is an important factor that can portray the foundation for decision-making styles for grey luxury fashion goods as it has influence on consumers' purchasing decision.

### 6.2.5.2 Age

For age variable, the researcher combined under 18 years old age group with 18-25 years old age group to represent young consumers. Under 18 group alone consists of only 6 respondents (1.4% of total responses), which is relatively small compared to other sub-groups; combining this group with 18-25 years old sub-group will make a better representation of Thai youths (under 25 years old) as a whole. Consequently, there are four sub-groups for age variable which are 25 years old or less, 26-35 years old, 36-45 years old and Over 45 years old. 26-35 years old group represents middle-age consumers while the 36-45 years old group portrays mature consumers. Last, over 45 years old group describes older consumers.

The result of One-way ANOVA analysis on age and the eleven consumer decision-making styles is summarized in Table 24. The result shows that there are three dimensions with no significant differences which are Brand Conscious, Price Conscious, and Conspicuous Conscious. On the other hand, eight dimensions indicate significant differences between age sub-groups: Perfectionist, Fashion Conscious, Hedonistic, Impulsive, Confused by Overchoice, Brand Loyal and Reliance on Celebrities, and Exclusivity Conscious. These dimensions with significant differences will be explained individually in the following sub-sections.



Decision-Making Styles	Age	N	Mean	ANOVA (p-value)	Scheffe's Test			
					(1)	(2)	(3)	(4)
1. Perfectionist	25 or less (1)	92	3.217	0.001**				
	26-35 (2)	209	3.569					
	36-45 (3)	96	3.740		<0.01			
	More than 45 (4)	34	3.949		<0.01			
2. Brand Conscious	25 or less (1)	92	3.280	0.607				
	26-35 (2)	209	3.176					
	36-45 (3)	96	3.258					
	More than 45 (4)	34	3.118					
3. Fashion Conscious	25 or less (1)	92	3.467	0.000**				
	26-35 (2)	209	3.402					
	36-45 (3)	96	2.906		<0.01	<0.01		
	More than 45 (4)	34	2.735		<0.01	<0.01		
4. Hedonistic	25 or less (1)	92	3.302	0.000**				
	26-35 (2)	209	3.285					
	36-45 (3)	96	2.948		<0.01	<0.05		
	More than 45 (4)	34	2.772		<0.01	<0.05		
5. Price Conscious	25 or less (1)	92	3.867	0.965				
	26-35 (2)	209	3.896					
	36-45 (3)	96	3.872					
	More than 45 (4)	34	3.860					
6. Impulsive	25 or less (1)	92	3.313	0.000**				
	26-35 (2)	209	2.957		<0.01			
	36-45 (3)	96	2.503		<0.01	<0.01		
	More than 45 (4)	34	2.368		<0.01	<0.01		

Decision-Making Styles	Age	N	Mean	ANOVA (p-value)	Scheffe's Test			
					(1)	(2)	(3)	(4)
7. Confused by Overchoice	25 or less (1)	92	2.707	0.000**				
	26-35 (2)	209	2.873					
	36-45 (3)	96	3.023		<0.05			
	More than 45 (4)	34	3.302		<0.01	<0.05		
8. Brand Loyal	25 or less (1)	92	2.769	0.000**				
	26-35 (2)	209	3.242		<0.01			
	36-45 (3)	96	3.521		<0.01	<0.05		
	More than 45 (4)	34	3.654		<0.01	<0.05		
9. Conspicuous Conscious	25 or less (1)	92	3.348	0.512				
	26-35 (2)	209	3.480					
	36-45 (3)	96	3.523					
	More than 45 (4)	34	3.456					
10. Reliance on Celebrities	25 or less (1)	92	3.902	0.000**				
	26-35 (2)	209	3.374		<0.01			
	36-45 (3)	96	3.190		<0.01			
	More than 45 (4)	34	2.566		<0.01	<0.01	<0.01	
11. Exclusivity Conscious	25 or less (1)	92	3.620	0.012*				
	26-35 (2)	209	3.488					
	36-45 (3)	96	3.385					
	More than 45 (4)	34	3.103		<0.05			

Note: \* p-value < 0.05, \*\* p-value < 0.01

*Table 24: Significant Differences of Means for Each Dimension in Different Age Groups (Detailed results are listed in Appendix G)*

#### *6.2.5.2.1 Perfectionist*

According to the analysis shown in Table 24, there are significant differences between the means for 25 years or less sub-group and the 36-45 and over 45 years old sub-groups. The means for mature and older consumers are significantly higher than 25 years or less sub-group. This result suggests that young consumers exhibit Perfectionist dimension significantly less than mature and older consumers when purchasing grey luxury fashion goods.

#### *6.2.5.2.2 Fashion Conscious*

For Fashion Conscious dimension, it can be seen that there are significant differences between age sub-groups as shown in Table 24. Mean for young consumers (25 years or less) is significantly higher than 36-45 and over 45 years old sub-groups. On the same side, mean score for middle age subgroup (26-35 years old) is also significantly greater than mature and older consumer groups. This result indicates that consumers, whose age is 35 years old and under are significantly more Fashion Conscious when buying luxury fashion goods from the grey market than consumers who are 36 years old and over.

#### *6.2.5.2.3 Hedonistic*

Table 24 shows that the means for 25 years or less and 26-35 years old sub-groups are significantly higher than 36-45 and over 45 years old sub-groups for Hedonistic dimension. This significant difference can be used to explain that consumers who is 36 years old and over are less Hedonistic than their younger counterparts when dealing with grey luxury fashion goods.

#### *6.2.5.2.4 Impulsive*

According to Table 24, it can be seen that there are significant differences in Impulsive dimension between age sub-groups. Mean for 25 years or less is significantly higher than the other three older sub-groups. While mean for 26-35 years old is also significantly higher than its two older sub-groups. This result suggests that young consumers are the most impulsive when purchasing luxury fashion goods from the grey market while middle-age consumers also exhibit significantly greater level of Impulsive with the purchase of grey luxury fashion goods than mature and older consumer groups.

#### *6.2.5.2.5 Confused by Overchoice*

For Confused by Overchoice dimension, the significant differences in means between the age subgroups are shown in Table 24. Young consumer group (25 years old or less) is significantly lower in mean score than 36-45 and over 45 years old sub-groups. While mean for 26-35 years old is also significantly lower than over 45 years old sub-group. This result indicates that young consumers are significantly less Confused by Overchoice than mature and older consumer sub-groups while middle-age consumers are significantly less Confused by Overchoice than older consumers when it comes to purchasing grey luxury fashion goods.

#### *6.2.5.2.6 Brand Loyal*

For Brand Loyal, Table 24 shows that there are significant differences in means between age sub-groups. Mean for 25 years old or less is significantly less than the other three sub-groups with older age ranges. On the same side, mean for 26-35 years old is also significantly less than its two older sub-groups. This outcome indicates that young consumers exhibit the least level of brand loyalty when dealing with their decision-making for grey luxury fashion goods while middle-age consumers are also less Brand Loyal than their older counterparts when purchasing grey luxury fashion goods.

#### *6.2.5.2.7 Reliance on Celebrities*

According to Table 24, it can be seen that there are significant differences in Reliance on Celebrities dimension between different age groups. Mean for 25 years old or less is significantly greater than the other three older sub-groups. While mean for 26-35 and 36-45 years old sub-groups are also significantly higher than over 45 years old sub-group. The result implies that young consumers (25 years or less) are the most Reliance on Celebrities; in contrast, older consumers (over 45 years old) are the least reliance on celebrities when purchasing luxury fashion goods from the grey market.

#### *6.2.5.2.8 Exclusivity Conscious*

There is a significant difference in the mean between 25 years old or less and over 45 years old sub-groups as shown in Table 24 for exclusivity conscious dimension. Mean for 25 years old or less is significantly greater than over 45 years old, indicating that young consumers are significantly more Exclusivity Conscious than older consumers when purchasing grey luxury goods.

From the above discussion, it can be concluded that age is a vital aspect of consumers' demographic characteristic because it has an effect on consumers' decision-making styles for grey luxury fashion goods.

### 6.2.5.3 Education

As earlier explained in section 5.4.5.4, the difference of means for education variable is analysed using T-test as there are two sub-groups for this variable: undergraduate and below, and postgraduate and above. According to the result of the analysis, shown in Table 25, most dimensions (eight out of eleven) report no significant difference in the means that occur between education subgroups. These dimensions are Brand Conscious, Fashion Conscious, Hedonistic, Price Conscious, Impulsive, Confused by Overchoice, Conspicuous Conscious, and Exclusivity Conscious. However, other three dimensions: Perfectionist, Brand Loyal, and Reliance on Celebrities show significant differences in the means within education sub-groups, which will be discussed in detail in the following sub-sections.

<b>Decision-Making Styles</b>	<b>Education</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t</b>	<b>p-value</b>
1. Perfectionist	Undergraduate and below	270	3.415	1.086	-3.966**	0.000
	Postgraduate and above	161	3.809	0.942		
2. Brand Conscious	Undergraduate and below	270	3.268	0.782	1.867	0.063
	Postgraduate and above	161	3.118	0.842		
3. Fashion Conscious	Undergraduate and below	270	3.257	0.888	0.108	0.914
	Postgraduate and above	161	3.247	0.908		
4. Hedonistic	Undergraduate and below	270	3.145	0.827	-0.871	0.384
	Postgraduate and above	161	3.219	0.883		
5. Price Conscious	Undergraduate and below	270	3.896	0.540	0.702	0.483
	Postgraduate and above	161	3.857	0.593		
6. Impulsive	Undergraduate and below	270	2.913	0.844	0.820	0.413
	Postgraduate and above	161	2.839	0.951		
7. Confused by Overchoice	Undergraduate and below	270	2.937	0.725	1.170	0.243
	Postgraduate and above	161	2.851	0.763		
8. Brand Loyal	Undergraduate and below	270	3.132	0.746	-3.688**	0.000
	Postgraduate and above	161	3.408	0.761		

<b>Decision-Making Styles</b>	<b>Education</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t</b>	<b>p-value</b>
9. Conspicuous Conscious	Undergraduate and below	270	3.483	0.830	0.767	0.444
	Postgraduate and above	161	3.419	0.855		
10. Reliance on Celebrities	Undergraduate and below	270	3.600	0.847	5.921**	0.000
	Postgraduate and above	161	3.017	1.064		
11. Exclusivity Conscious	Undergraduate and below	270	3.519	0.790	1.829	0.068
	Postgraduate and above	161	3.370	0.862		

Note: \* p-value < 0.05, \*\* p-value < 0.01

*Table 25: Significant Differences of Means for Each Dimension in Different Education Level*

#### *6.2.5.3.1 Perfectionist*

According to Table 25, there is a significant difference in Perfectionist dimension between education sub-groups. Mean for consumers with postgraduate degree and above is significantly higher than those with lower education level. This result implies that consumers with postgraduate degree and above are significantly more Perfectionist than consumers with undergraduate degree and below when purchasing grey luxury fashion goods.

#### *6.2.5.3.2 Brand Loyal*

For Brand Loyal, the difference in means between education levels is significant as shown in Table 25. It can be interpreted that, when it comes to the purchase of luxury fashion from the grey market, consumers with postgraduate degree and above are more Brand Loyal than consumers with undergraduate degree and below as the mean score of postgraduate degree and above sub-group is significantly greater than those with lower level of education.

#### *6.2.5.3.3 Reliance on Celebrities*

Reliance on Celebrities is another dimension which there is a significant difference in means between education sub-groups as shown in Table 25. Mean for postgraduate degree and above sub-group is significantly lower than undergraduate degree and below, indicating that consumers with higher education level (postgraduate degree and above) are significantly less Reliance on Celebrities than consumers with lower education level (undergraduate degree and below) when purchasing grey luxury fashion goods.

Although there are only three dimensions which are affected by differences in education level, it can still be concluded that education level is an important factor to consider when looking into consumers' decision-making styles for grey luxury fashion goods as it has a strong influence on consumers.

#### 6.2.5.4 Occupation

For an analysis of consumers' decision-making styles for grey luxury fashion goods based on occupation, the researcher grouped various type of jobs into three sub-groups: Executive positions, Junior supervisors and other professionals, and Non-income earners. Executive positions consist of respondents with senior positions including executive/managers, self-employed/own company, and supervisors. Junior supervisors and other professionals consist of respondents who work in less senior positions than executive sub-group including junior supervisors, professionals, government officials, accountants, and traders. Lastly, Non-income earner represents respondents who do not earn money by their jobs including housewife, student, and unemployment/retired.

Table 26 shows a summary of the ANOVA analysis results on different occupation sub-groups and eleven consumers' decision-making styles. From Table 26, it can be seen that there are five dimensions with no significant differences: Perfectionist, Brand Conscious, Fashion Conscious, Hedonistic, and Price Conscious. While other six dimensions: Impulsive, Confused by Overchoice, Brand Loyal, Conspicuous Conscious, Reliance on Celebrities, and Exclusivity Conscious exhibit significant differences in means between education sub-groups and will be further discussed in the following sub-sections.

Decision-Making Styles	Income	N	Mean	ANOVA (p-value)	Scheffe's Test		
					(1)	(2)	(3)
1. Perfectionist	Executive position (1)	251	3.645	0.122			
	Junior supervisors and other professional (2)	128	3.479				
	Non-income earner (3)	52	3.366				
2. Brand Conscious	Executive position (1)	251	3.154	0.126			
	Junior supervisors and other professional (2)	128	3.252				
	Non-income earner (3)	52	3.389				
3. Fashion Conscious	Executive position (1)	251	3.229	0.798			
	Junior supervisors and other professional (2)	128	3.279				
	Non-income earner (3)	52	3.303				
4. Hedonistic	Executive position (1)	251	3.167	0.576			
	Junior supervisors and other professional (2)	128	3.139				

Decision-Making Styles	Income	N	Mean	ANOVA (p-value)	Scheffe's Test		
					(1)	(2)	(3)
	Non-income earner (3)	52	3.283				
5. Price Conscious	Executive position (1)	251	3.861	0.313			
	Junior supervisors and other professional (2)	128	3.943				
	Non-income earner (3)	52	3.832				
6. Impulsive	Executive position (1)	251	2.778	0.000**			
	Junior supervisors and other professional (2)	128	2.879				
	Non-income earner (3)	52	3.418		<0.01	<0.01	
7. Confused by Overchoice	Executive position (1)	251	2.935	0.004**			
	Junior supervisors and other professional (2)	128	2.752				
	Non-income earner (3)	52	3.135			<0.01	
8. Brand Loyal	Executive position (1)	251	3.351	0.000**			
	Junior supervisors and other professional (2)	128	3.150		<0.05		
	Non-income earner (3)	52	2.889		<0.01		
9. Conspicuous Conscious	Executive position (1)	251	3.533	0.000**			
	Junior supervisors and other professional (2)	128	3.522				
	Non-income earner (3)	52	2.952		<0.01	<0.01	
10. Reliance on Celebrities	Executive position (1)	251	3.289	0.007**			
	Junior supervisors and other professional (2)	128	3.416				
	Non-income earner (3)	52	3.750		<0.01		
11. Exclusivity Conscious	Executive position (1)	251	3.478	0.023*			
	Junior supervisors and other professional (2)	128	3.547				
	Non-income earner (3)	52	3.183			<0.05	

Table 26: Significant Differences of Means for Each Dimension in Different Occupation Level

#### 6.2.5.4.1 Impulsive

Table 26 shows that there are significant differences in means between occupation level sub-groups for impulsive dimension. Means for executive position, and junior supervisors and other professionals are significantly less than non-income earner sub-group. This result suggests that occupations with higher job ranking are less Impulsive than non-income earners when dealing with grey luxury fashion purchases.

#### 6.2.5.4.2 Confused by Overchoice

For Confused by Overchoice, the difference in means between junior supervisors and other professionals, and non-income earners is significant; where, the mean for junior supervisors and other professionals is significantly less than the latter as shown in Table 26. Accordingly, it can be interpreted that consumers in junior supervisors and other



professionals position are less Confused by Overchoice than the non-income earner sub-group.

#### *6.2.5.4.3 Brand Loyal*

There are significant differences in the means between occupation sub-groups as shown in Table 26 for Brand Loyal dimension. Mean for executive position is significantly higher than those with less senior positions including junior supervisors and other professionals, and non-income earner sub-groups. This outcome indicates that consumers with high job ranking position, in this case executive position sub-group, are more Brand Loyal than those in junior supervisors and other professionals, and the non-income earner sub-group when purchasing grey luxury fashion goods.

#### *6.2.5.4.4 Conspicuous Conscious*

According to Table 26, it can be seen that there are significant differences in the Conspicuous Conscious dimension between occupation sub-groups. Non-income earners exhibit significantly lower mean scores than executive position, and junior supervisors and other professional sub-groups. This result implies that, when it comes to purchasing grey luxury fashion goods, non-income earners demonstrate less Conspicuous Conscious than income earner groups.

#### *6.2.5.4.5 Reliance on Celebrities*

For Reliance on Celebrities, the difference in means between occupation sub-groups is significant as shown in Table 26. Mean for executive position is significantly less than the non-income earner sub-group, indicating that executive position consumers show less Reliance on Celebrities than non-income earner consumers when purchasing grey luxury fashion goods.

#### *6.2.5.4.6 Exclusivity Conscious*

For Exclusivity Conscious, there is significance in means between junior supervisions and other professionals, and non-income earner sub-group as shown in Table 26. Junior supervisors and other professionals show a significant greater mean score than non-income earners. It can be interpreted that consumers in junior supervisors and other professionals position are more Exclusivity Conscious than non-income earners.

Based the findings, it can be concluded that occupation level is another important variable which has an impact on consumers' decision-making styles for grey luxury fashion goods.

#### 6.2.5.5 Income

In terms of average monthly income, the researcher grouped under 10,000 Baht and 10,001-20,000 Baht consumers together into 20,000 Baht or less. Mainly, because the number of cases in under 10,000 Baht is relatively small, putting this group together with 10,001-20,000 Baht will improve the overall analysis as the size of each group is more comparable. Accordingly, consumers are categorized into five sub-groups for income variable: 20,000 Baht or less, 20,001-30,000 Baht, 30,001-40,000 Baht, 40,001-50,000 Baht, and more than 50,001 Baht. 20,000 Baht or less represents consumers with low income while 20,001-30,000 Baht describes consumers with lower-middle income. Middle income consumers are represented by the 30,001-40,000 Baht sub-group and upper-middle income consumers are represented by the 40,001-50,000 Baht sub-group. Last, more than 50,001 Baht reflects consumers with high-income.

The result of ANOVA analysis on different income sub-groups and eleven consumer decision-making styles is summarized in Table 27.

Decision-Making Styles	Income	Mean	ANOVA (p-value)	Scheffe's Test				
				(1)	(2)	(3)	(4)	(5)
1. Perfectionist	20,000 Baht or less (1)	3.177	0.001**					
	20,001-30,000 Baht (2)	3.282						
	30,001-40,000 Baht (3)	3.470						
	40,001-50,000 Baht (4)	3.677						
	More than 50,0001 Baht (5)	3.803		<0.05	<0.05			
2. Brand Conscious	20,000 Baht or less (1)	3.378	0.031*					
	20,001-30,000 Baht (2)	3.137						
	30,001-40,000 Baht (3)	3.399						
	40,001-50,000 Baht (4)	3.142						
	More than 50,0001 Baht (5)	3.104				<0.05		
3. Fashion Conscious	20,000 Baht or less (1)	3.342	0.084					
	20,001-30,000 Baht (2)	3.395						
	30,001-40,000 Baht (3)	3.371						
	40,001-50,000 Baht (4)	3.223						
	More than 50,0001 Baht (5)	3.087						
4. Hedonistic	20,000 Baht or less (1)	3.146	0.369					
	20,001-30,000 Baht (2)	3.274						
	30,001-40,000 Baht (3)	3.215						
	40,001-50,000 Baht (4)	3.233						
	More than 50,0001 Baht (5)	3.051						
5. Price Conscious	20,000 Baht or less (1)	3.768	0.460					
	20,001-30,000 Baht (2)	3.948						
	30,001-40,000 Baht (3)	3.897						
	40,001-50,000 Baht (4)	3.919						
	More than 50,0001 Baht (5)	3.845						
6. Impulsive	20,000 Baht or less (1)	3.701	0.000**					
	20,001-30,000 Baht (2)	3.113		<0.05				
	30,001-40,000 Baht (3)	2.897		<0.01				
	40,001-50,000 Baht (4)	2.743		<0.01				
	More than 50,0001 Baht (5)	2.616		<0.01	<0.01			

Decision-Making Styles	Income	Mean	ANOVA (p-value)	Scheffe's Test				
				(1)	(2)	(3)	(4)	(5)
7. Confused by Overchoice	20,000 Baht or less (1)	2.939	0.283					
	20,001-30,000 Baht (2)	2.774						
	30,001-40,000 Baht (3)	2.897						
	40,001-50,000 Baht (4)	2.851						
	More than 50,0001 Baht (5)	3.008						
8. Brand Loyal	20,000 Baht or less (1)	2.768	0.000**					
	20,001-30,000 Baht (2)	2.992						
	30,001-40,000 Baht (3)	3.194						
	40,001-50,000 Baht (4)	3.257		<0.05				
	More than 50,0001 Baht (5)	3.520		<0.01	<0.01	<0.05		
9. Conspicuous Conscious	20,000 Baht or less (1)	3.152	0.103					
	20,001-30,000 Baht (2)	3.395						
	30,001-40,000 Baht (3)	3.500						
	40,001-50,000 Baht (4)	3.564						
	More than 50,0001 Baht (5)	3.474						
10. Reliance on Celebrities	20,000 Baht or less (1)	3.829	0.000**					
	20,001-30,000 Baht (2)	3.682						
	30,001-40,000 Baht (3)	3.604						
	40,001-50,000 Baht (4)	3.402						
	More than 50,0001 Baht (5)	2.904		<0.01	<0.01	<0.01	<0.01	
11. Exclusivity Conscious	20,000 Baht or less (1)	3.378	0.674					
	20,001-30,000 Baht (2)	3.488						
	30,001-40,000 Baht (3)	3.523						
	40,001-50,000 Baht (4)	3.512						
	More than 50,0001 Baht (5)	3.392						

Table 27: Significant Differences of Means for Each Dimension for Different Average Monthly Income

According to the result, six dimensions show no significant difference in mean, which are Fashion Conscious, Hedonistic, Price Conscious, Confused by Overchoice, Conspicuous Conscious, and Exclusivity Conscious. On the other hand, five dimensions indicate significant differences in means between income sub-groups: Perfectionist, Brand Conscious, Impulsive, Brand Loyal, and Reliance on Celebrities and will be further explained in the following sub-sections.

#### *6.2.5.5.1 Perfectionist*

According to Table 27, it can be seen that there are significant differences in Perfectionist dimension between income sub-groups. High-income sub-group shows significantly greater mean than low-income and lower-middle income subgroups, indicating that higher income consumers are more Perfectionist than low-income and lower-middle income consumers when it comes to purchasing grey luxury fashion goods.

#### *6.2.5.5.2 Brand Conscious*

For Brand Conscious, the significant difference in mean occurs between high-income and middle-income sub-groups as shown in Table 27. Mean for middle-income is significantly higher than high-income sub-group. This can be interpreted that middle-income consumers are more Brand Conscious when purchasing luxury fashion goods from the grey market than high-income consumers.

#### *6.2.5.5.3 Impulsive*

Table 27 shows that there are significant differences in mean between average monthly income sub-groups for Impulsive dimension. Low-income sub-group exhibits significantly higher mean than other four sub-groups with higher income while lower-middle income also demonstrates significantly greater mean than high-income sub-group. This result indicates that low-income consumers are the most Impulsive among all income sub-groups whilst lower-middle income consumers are also more Impulsive than high-income consumers when purchasing grey luxury fashion goods.

#### *6.2.5.5.4 Brand Loyal*

For Brand Loyal, the difference in means between income sub-groups is significant as shown in Table 27. Mean for high-income sub-group is significantly greater than three sub-groups: low-income, lower-middle income, and middle-income. Meanwhile, upper-

middle income also shows significantly higher mean than low-income sub-group. This finding suggests that high-income consumers are more Brand Loyal than low-income, lower-middle income, and middle-income consumers while upper-middle income consumers demonstrate higher level of Brand Loyal than low-income consumers in terms of grey luxury fashion goods.

#### *6.2.5.5.5 Reliance on Celebrities*

According to Table 27, there are significant differences in mean between income sub-groups. High-income sub-group shows significantly lower mean than the other four sub-groups with lower income, indicating that high-income consumers are the least Reliance on Celebrities among all income sub-groups when purchasing grey luxury fashion goods.

Based on the discussion in this section, it can be seen that income is an important factor to take into account when determining consumers' decision-making styles for grey luxury fashion goods because it can influence consumers' decision in many dimensions.

In conclusion, the analysis of the effect of demographic differences on consumers' decision-making styles demonstrates that the differences in consumers' gender, age, education, occupation and average monthly income have an effect on consumers' decision making-styles for grey luxury fashion goods. Therefore, Hypothesis 12 is accepted.

H12: The differences in consumers' gender, age, education, occupation, and income, will be significantly related to the differences in the means of the consumers' decision-making style dimensions.

The next section will discuss the outcomes of the qualitative interview.

### 6.3 Qualitative Findings

Qualitative findings in this section present the interpretation of data collected from the semi-structured interviews. The semi-structured interviews were carried out with 9 volunteer participants who purchased luxury fashion goods from the grey market within the past 12 months as explained in section 5.3. The respondents' profiles are summarized in Table 28.

Participants' Profile			
Gender	Total	Age Group	Total
Female	8	18-25	2
Male	1	26-35	4
		36-45	2
		Over 45	1
<b>Total</b>	<b>9</b>		<b>9</b>

*Table 28: Participants' Profile*

It appears that there are differences in the participants' gender for qualitative interview, which is consistent with the quantitative samples discussed in section 6.2.1. However, the qualitative method focuses on explaining the research phenomena rather than generalizing the outcome through the participants' demographic characteristics like in the quantitative methods (Klenke, 2016).

The interview recordings were transcribed into Thai before translating to English for data coding and analysis (Please refer to Appendix H). The four identified themes: Consumers' Attitude towards the Grey Luxury Fashion Goods, Pros of Purchasing Luxury Fashion Goods from the Grey Market, Cons of Purchasing Luxury Fashion Goods from the Grey Market, and Motivations for Grey Luxury Fashion Consumption are used to interpret collected data in the following sections (Please refer to Appendix I):

### 6.3.1 Theme1: Consumers' Attitude towards the Grey Luxury Fashion Goods

There are diverse views regarding consumers' attitude towards the grey luxury fashion goods. The majority of the respondents demonstrated that they have a positive attitude towards the grey luxury goods for many reasons. First, it is because the pricing of grey luxury fashion goods is cheaper than the authorized luxury fashion goods:

*"The price of luxury goods in the grey market is fair" (Respondent 3)*

*"I can buy cheaper luxury goods from the grey market than from the authorised shops in Thailand. It is a lot cheaper. The differences in price can be ranged from thousands or ten thousand baht. I can even take that difference to buy another item from the grey market, which makes me feel that buying from the grey market is a better deal" (Respondent 5)*

*"I think it's quite good because the price is cheaper for the same product" (Respondent 8)*

Second, the grey market allows the customers to conveniently purchase grey luxury fashion goods. Many respondents explained that they feel good with the grey luxury fashion goods because they are easier to acquire:

*“Whereas the grey sellers help me look for the item that I really want. They can source out of stock or rare items really well. It is a plus that I do not have to search the item myself.” (Respondent 4)*

*“Buyers can check out the products they want from the internet. Additionally, the internet can be conveniently used through mobile phone and everyone has a mobile phone. With mobile phone, buyers can take a picture of the products they want from the store and send to the grey sellers. The grey sellers can then check the availability of the products from overseas and send back the picture of the products.” (Respondent 6)*

*“It is also more convenient to purchase luxury goods from the grey market than the brand’s retail store because retail store might not have the product I want in stock or sometimes that product is hard to find.” (Respondent 7)*

Furthermore, the respondents also clarified that grey luxury fashion goods provide similar features and benefits as the luxury fashion goods from the store. Many respondents expressed the same views:

*“...the product you get from the grey market is exactly the same model as the one selling in store but at a cheaper price. Therefore, I find it is better to buy from the grey market.” (Respondent 1)*

*“I think I am satisfied and happy to use it as normal. The value of the product is not different.” (Respondent 9)*

On the other hand, a few respondents expressed their negative attitude towards the grey luxury fashion goods mainly because they doubted in the authenticity of the grey luxury fashion goods.

*“...when I buy from the grey market, the items do not come directly from the authorized shop. Sometimes when I purchase, I am not sure that it is a genuine product or not. But if I buy directly from the shop, I am confident that it is real.” (Respondent 2)*



*"Buying from the grey market does not guarantee that I will always get authentic goods. I have to carefully choose the sellers I can trust." (Respondent 6)*

Furthermore, untrustworthiness of the grey sellers is another factor that makes customers feel negative towards the grey luxury fashion goods.

*"I can say it is much safer than risk buying from unauthorised seller, which can turn out to be a copycat in disguise." (Respondent 1)*

*"Another thing is that I was scammed by the grey seller and it created negative impression." (Respondent 6)*

*"...if I buy luxury goods from the grey sellers with bad rumours or poore service, I will not feel confident although the goods seem to be perfectly fine." (Respondent 7)*

However, the negative attitude may not be able to prevent customers from purchasing the luxury fashion goods from the grey market because they realize that the benefits of buying luxury fashion goods are worth the risk.

*"On the other side, I have a bit of negative feeling that the luxury goods selling in the grey market might be fake. However, I think it is very convenient to buy luxury goods from the grey market because the sellers buy the product on my behalf and send it to my front door" (Respondent 5)*

*"...although its authenticity is in doubt, I am willing to take that risk because I really want to have that item." (Respondent 7)*

In sum, consumers, who have purchasing experience from the grey luxury fashion market, tend to have positive attitude towards the grey luxury fashion goods because of its desirable pricing, convenient purchasing process, as well as features and usability benefits. In contrast, there are factors that negatively impact their attitude towards the grey luxury fashion goods including the doubtful authenticity of the goods and untrustworthiness of the grey sellers. Nevertheless, the negative attitude does not prevent customers from buying luxury goods from the grey market as they think that the benefits of grey luxury fashion goods are significant enough to 'give it a try'. Additionally, they are well aware of the pros and cons of purchasing grey luxury fashion goods, which will be analysed in the next sections.

### 6.3.2 Theme2: Pros of Purchasing Luxury Fashion Goods from the Grey Market

The pros of purchasing luxury fashion goods from the grey market are slightly linked to the positive attitude towards the grey luxury fashion goods discussed in the previous section. The advantages of purchasing luxury fashion goods from the grey market are further analysed to provide better explanation on consumers' perception of the grey luxury fashion market as a whole.

Based on the thematic analysis of the qualitative interview, the benefits of the grey luxury fashion market can be grouped into four main categories: money-saving, convenience, emotional benefits, and variety of products.

Money-saving is the main benefit of the grey luxury fashion market as expressed by most respondents. Normally, the pricing of grey luxury fashion goods is lower than the luxury goods from the authorized retailers.

*“Since they have not been authorized as the official brand retailer, they can resell at the cheaper price without adding duty tax.” (Respondent 1)*

*“Sometimes the price of luxury goods in the grey market is 20% lower than the brand's store in Thailand. With this 20% lower price, to buy very expensive item like Hermes or Chanel bag, the price gap will be very high that I can buy another bag with it.” (Respondent 6)*

*“It also offers 20-30% lower price than the authorized store which is a very interesting option” (Respondent 7)*

In addition, a participant suggested that customers *“can also negotiate the price down”* (Respondent 6), which is something that they could not do when purchasing from the authorized channel. Furthermore, a few respondents further explained that they can also save money on travelling cost to purchase the luxury goods from the official retail stores whether in Thailand or abroad.

*“Travelling aboard to shop by myself is also more expensive as I do have to buy multiples items to make the trip worthwhile.” (Respondent 4)*

*“Additionally, you can buy from home which will save you on travel cost” (Respondent 6)*

Convenience is another factor that is very beneficial to customers when they purchase luxury fashion goods from the grey market as explained by many respondents who agreed that the grey luxury purchasing transactions can be conveniently done through the internet.

*“...it is convenient. For example, when we buy stuff from the Internet, we barely have to go out of the house.” (Respondent 1)*

*“Sometimes, it is even more convenient than going to the brand’s store because I do not have to make any journey to acquire the products, all I need is a mobile phone.” (Respondent 6)*

*“Furthermore, the transaction can be conveniently done through mobile applications such as Line, Instagram and website.” (Respondent 7)*

The respondents also illustrated that the whole purchasing process is fast since the grey luxury fashion goods were delivered to their doors within a very short time frame.

*“The lead-time to receive the goods from the grey sellers is quite fast as well.” (Respondent 5)*

*“I receive my purchase quite fast because the great pre-order sellers can acquire and deliver the goods in a very quick time.” (Respondent 6)*

*“The grey sellers deliver the goods to my place by themselves or EMS/e postal and I get the product the next day. I don't have to go anywhere, no need to go to the shop. I don't have to look for anything else. Suppose I want it, then I just need to make an order, which is quite fast.” (Respondent 8)*

Besides the fact that the grey luxury fashion goods can be conveniently purchased through the internet, a few respondents also perceived it as a time-efficient purchasing method.

*“Another thing is it is conveniently time-efficient. Sometimes I want an item but I cannot afford to make a trip and buy it instantly from the store. And if we do not purchase in time, popular items can be sold out quickly too.” (Respondent 2)*

*“Additionally, I don’t have to make a trip to get the item, which saves me the cost of travel and the time as well. Some items are only available overseas, which is more complicated to buy but I can get them from the grey market.” (Respondent 5)*

Most of the respondents are also agreed that they gained emotional benefits through the purchase of grey luxury fashion goods; mainly because they don't feel the pressure in purchasing luxury fashion goods from the grey market as they feel from the authorized retailers. Additionally, the respondents revealed that the services they received from the authorized stores were not so pleasant.

*"Actually, sale assistant plays a part too as nowadays service at the store can be very poor and that makes me feel like I do not want to go shopping in stores." (Respondent 1)*

*"Um, I think purchasing luxury goods from the brand's retail store is quite challenging as the salespersons usually judge us from our appearance as soon as we push the door to enter the store. Um, I think they determine their potential customers from the appearance so I need to dress properly if I want to visit the luxury retail store." (Respondent 5)*

*"Sometimes it's more comfortable to purchase from the grey market because the sale assistants at the authorized store might take care of the customers too well. I think it feels like a pressure." (Respondent 8)*

Furthermore, they can take more time to think and research more about the luxury items they want to buy from the grey market, which allows them to make a logical purchase.

*"...sometimes I research for hours by comparing new models in the grey market. So, it is very effective." (Respondent 4)*

*"I always ask for pictures of the product from the grey sellers so I can compare if its detail matches with the information I found on the internet. If everything is matched, then I will be confident to place an order with the grey sellers." (Respondent 5)*

The other main advantage of purchasing luxury fashion goods from the grey market is that it has a wider selection of luxury fashion goods than the authorized store in Thailand because the grey seller can source the luxury fashion goods from foreign countries for customers.

*"Since there are various sources of availability in the grey market, it is possible to find items that are out of stock in the store." (Respondent 2)*

*"I want to buy an item but I cannot find it anywhere but these grey sellers know all information about luxury products. Therefore, they are able to source the particular item for me." (Respondent 3)*

*“...sometimes consumers can also pre-order rare goods from the grey market such as special products or products that are not intended to be sold in Thailand or products that are not yet available in Thailand but already available in European countries and consumers can get them before they are launched in Thailand.” (Respondent 6)*

Additionally, the grey sellers can also acquire rare luxury fashion goods or limited-edition items as ordered by customers.

*“...for rare items, the stock run out very fast in the authorized stores. It does not matter whether you have the money as you can't buy the item from the store. With the grey market, you can get what you want because these sellers, they know their way for locating sought-after items.” (Respondent 3)*

*“...the grey sellers can manage to get those rare items or limited-edition products for me.” (Respondent 7)*

In sum, there are many benefits to purchase luxury fashion goods from the grey market as the grey market is a money-saving luxury purchasing method. As the respondents explained, they can pay less for similar luxury fashion goods from the grey market. Furthermore, they can save money on travelling cost to acquire the luxury goods from the authorized retail store. In addition, convenience is another main advantage of purchasing luxury fashion goods from the grey market as the purchasing process can be completed in a timely manner because customers can make a purchase through the internet at their convenience, which is also time-efficient for them.

Emotional benefits are another advantage of purchasing luxury fashion goods from the grey market. The respondents clarified that the grey sellers do not make them feel pressure like the sale assistants at the authorized store. They also allow them to take some time to think about their purchases so that they can make a logical purchase. Last, the grey market offers a wider selection of luxury fashion goods than the authorized store in Thailand as the grey sellers are able to source the products for them while the rare or limited-edition item can be easier to acquire from the grey market.

### 6.3.3 Theme3: Cons of Purchasing Luxury Fashion Goods from the Grey Market

On the other hand, the drawbacks of purchasing luxury fashion goods from the grey market are partly related to the negative attitude towards the grey luxury fashion goods discussed in section 6.3.1. Although negative attitude towards the grey luxury fashion goods does not prevent the respondents from buying luxury goods from the grey market,

it is worth investigating the disadvantages of purchasing luxury fashion goods from the grey market in detail because they can also explain consumers' perception of the grey luxury fashion market as well.

The qualitative analysis of the interview data reveals that there are three main disadvantages of the grey luxury fashion market including, no guarantee of the purchase, no luxury purchasing experience, and threat to Thailand's revenue on import tax.

The majority of the respondent states that the main disadvantage of purchasing luxury fashion goods from the grey market is that there is no guarantee of the purchase regarding the authenticity of the goods and the trustworthiness of the grey sellers. Most of the respondents are concerned about the authenticity of the luxury goods purchased from the grey market because they can *"only see the product from photos"* (Respondent 2).

*"I must make sure that they do not sell counterfeit goods and they are reliable."* (Respondent 3)

*"Before I did not dare to buy from the grey market as it makes me feel unsafe and risky to get counterfeit goods."* (Respondent 4)

*"...the consumers are concerned about the authenticity of the products."* (Respondent 5)

*"I am a bit concerned about the authenticity of the products in the grey market."* (Respondent 7)

Although one of the respondents mentioned that she *"can't tell the difference between the counterfeit goods and the authentic one."* (Respondent 1), authenticity of the grey luxury products is something to consider. With the doubt in authenticity of the grey luxury fashion goods, most respondents expressed that the credibility of the grey sellers is very important to help them avoid such scams. They elaborated that the trustworthiness of the grey sellers is another flaw of the grey market as most of the transactions are done through the internet so there is no guarantee if they are the real grey sellers or criminals.

*"...when I decide to buy from the grey market, I always check the background of the sellers first."* (Respondent 3).

*"...not all grey shops are reliable."* (Respondent 4)

*"However, it is important to ensure the authenticity of the goods and credibility of the sellers in the grey market before making the purchase."*

*If I don't trust the grey sellers, then I will not place an order with them." (Respondent 7)*

However, many respondents suggested that the best option consumers can do to check the credibility of the grey sellers is to *"review their background to see that they are not cheating"* (Respondent 3) and check *"their customer reviews"* (Respondent 4).

In addition, the respondents agreed that another downside of purchasing luxury goods from the grey market is that they are missing luxury purchasing experience which they received from the authorized retailers. They described that the purchasing experience of the grey luxury fashion goods does not provide as much joy in luxury shopping as the authorized retail store.

*With the authorized store, "I can enjoy the advantage of buying experience like after-sales service, insurance, collecting reward points, membership as well as signing up for customer records, which can be applied for future gifting and discount too." (Respondent 1)*

*"It is a buying experience on emotional aspect that will be missing if I buy from the grey market. It will be like a process of purchasing Chanel bag is the same as a process of purchasing a chair or something similar. It is like a special feeling when purchasing luxury products will be gone." (Respondent 6)*

While respondent 8 explained that shopping from the authorized retailers allows her to:

*"actually take the item and the shopping bag with me. Carrying the purchase around is actually an enjoyment of shopping. For instance, the joy of shopping is to pay money at the cashier and you can really touch and hold the item in your hands. I would say it's also a form of happiness. It's a kind of emotion..."*

This is mainly because they cannot *"see and touch the item before making a decision"* (Respondent 2) like when they shop from the authorized retail store. Furthermore, the grey sellers do not always offer the up-to-standard service like the official store.

*"Although it is the same grey seller, it does not mean that I will always be impressed by their service. Sometimes I have a bit of a negative experience." (Respondent 6)*

Respondent 9 explained that the grey sellers do not allow customers to request for a *"refund for the purchase in case there is any problem with the product."* In contrast, Respondent 5 argued that *"Sometimes I feel that the grey sellers provide better service,*

*although we do not have to meet in person.” as she had a few bad experiences when purchasing luxury goods from the luxury retail store.*

Last, the grey market can be a threat to Thailand’s revenue on import tax as many respondents indicated that the grey luxury fashion goods are the goods that avoid import taxes.

*“these grey sellers do not pay for import duty tax, which can affect badly on locally produced goods.” (Respondent 1)*

*“These sellers are not licensed importers and not officially registered with the brands, like the authorized shops. I assume that they avoid paying duty tax by organizing order from airhostess or other means from abroad” (Respondent 4)*

*“In which, the grey sellers can get the VAT refund that allows them to set their price lower than the original price” (Respondent 5)*

*“...the sellers get a reduction of price from taxes.” (Respondent 9)*

In sum, the cons of purchasing luxury fashion goods from the grey market involve no guarantee of the purchase, no luxury purchasing experience, and threat to Thailand’s revenue on import tax but these factors cannot actually prevent customers from buying grey luxury fashion goods. However, they might influence customers to slow down their purchase as they might need to take more time to check the authenticity of grey luxury fashion goods and credibility of the sellers.

#### 6.3.4 Theme4: Motivations for Grey Luxury Fashion Consumption

The thematic analysis of the qualitative interview reveals that there are eight motivations that drive consumers to purchase luxury fashion goods from the grey market: Price, Variety of Products, Convenience, Emotional Benefits, Quality, Social Benefits, Influence of Celebrities and Social Media. Some of these motivations, such as Price, Variety of Product, Convenience, and Emotional Benefits, are perceived as advantages of purchasing luxury fashion goods from the grey market as identified in section 6.3.2. While four factors, Quality, Social Benefits, Influence of Celebrities and Social Media are not involved in benefits of purchasing luxury fashion from the grey market. However, it is important to investigate the extent to which these benefits drive consumers to purchase luxury fashion goods from the grey market to better understand consumers’ decision-making styles.



#### 6.3.4.1 Price

Pricing of luxury goods in the grey market is usually lower than the authorized retailers in Thailand, although sometimes it can be higher when the item is rare. It is the most important factor that motivates consumers to purchase luxury fashion goods from the grey market as confirmed by most respondents.

*“...the cheaper price is the first reason.” (Respondent 1)*

*“The first motivation is mainly the price, which is cheaper than purchasing in Thailand.” (Respondent 4)*

*“The main motivation is the price of luxury goods in the grey market, which is cheaper than the brand’s website or retail store” (Respondent 5)*

*“Um, it [price] is the most important factor to me. My purchasing decision is mainly based on the difference in price” (Respondent 6)*

*“Pricing is the main factor for me to buy from the grey market. If it is cheaper than the retail store or not for a speculation, then I would consider the price before anything else.” (Respondent 8)*

*“Prices is the major reason for me to buy luxury products from the grey market channel. It is 10,000-20,000 Baht cheaper than buying the luxury shoes and bags from its stores. It is more reasonable to buy from grey market.” (Respondent 9)*

However, there are opposing views arguing that pricing is not the most important reason why they purchase grey luxury fashion goods. In fact, one of the respondents (Respondent 2) stated that *“...pricing does not influence me to buy from the grey market.”* then she explained that *“price is not a big deal for me because I prefer to buy from an official shop.”*. However, she believed that *“For some people, a cheaper price is the reason that they choose to buy from the grey market.”*.

The other respondent (Respondent 3) expressed that although the price gap between grey luxury fashion goods and authorized luxury fashion goods is high, as she mentioned that *“The products I buy from the grey market are only Hermes”*, lower pricing is not the most important factor for why she bought from the grey market. She will still buy Hermes’s products from the grey market if the price is equal or even higher than the brand’s official store as long as she can get what she wants. With a similar point of view, Respondent 7

agreed that price is not the most important factor but it *“is the second most important factor when buying luxury goods from the grey market.”* as he was more concerned about his willingness to get the product he desired.

#### 6.3.4.2 Variety of Products

Variety of products available in the grey market is another important factor of grey luxury fashion consumption. Some respondents illustrated that it is the main reason for them to purchase luxury goods from the grey market.

*“...the first motivation of all is because I am unable to find an item I want from an authorized store, then I need to buy from the grey market.” (Respondent 2)*

*“The most important factor is that I cannot buy the item by myself. I can't find it elsewhere as the item is not available at the authorized stores in Thailand.” (Respondent 3)*

*“I think it is the availability of the product itself as I mentioned that some items I want are not available in the retail store or sometimes the product is discontinued. I can still find them in the grey market. Um, I think it is the main reason that makes me want to buy from the grey market.” (Respondent 7)*

While other respondents also agreed that, besides price, they buy luxury products from the grey market because there are many luxury fashion goods available in the grey market that are hard to acquire or even cannot be purchased in Thailand.

*“Second motivation is that I can have the luxury model that I want. For example, when I searched for a Chanel bag in Thailand, because it was a popular style, it is sold out in every shop.” (Respondent 4)*

*“Another reason to purchase from the grey market based on my experience is to acquire limited goods which is not yet available in Thailand. Some items are very limited and will not be available in Thailand so I have to make a pre-order purchase from the grey market.” (Respondent 6)*

#### 6.3.4.3 Convenience

Convenience is another advantage of purchasing luxury fashion goods from the grey market; as explained in section 6.3.2, the whole purchasing process can be done through the internet.

*“I think that convenient is a big advantage, which makes me prefer buying a brand name product from the grey market.” (Respondent 6)*

*“Besides the price... the reason to buy from the grey market... Um, I think it’s convenient.” (Respondent 8)*

*“The grey market channel is more convenient for the customers.” (Respondent 9)*

Moreover, the respondents elaborated that it is more convenient for them to purchase from the grey market as they do not need to make a shopping trip or source the products by themselves. They can conveniently make an order with the grey sellers and wait for the parcel to be delivered at their door.

*“...I decide to place an order from the grey market because it saves my time, and I do not have to travel. Only transferring the money, then the item will be delivered to my door, very quickly too.” (Respondent 2)*

*“I see it as is an easy way to acquire the limited items, much easier than going through shops.” (Respondent 4)*

*“It is convenient and comfortable for customers as they do not need to source the product by themselves...” (Respondent 9)*

Based on the findings, it can be concluded that convenience is another motivation that drives consumers to purchase luxury fashion goods from the grey market.

#### 6.3.4.4 Emotional Benefits

As earlier explained in section 6.3.2, the respondents expressed that they gained emotional benefits from purchasing grey luxury fashion goods because they can take the time to logically think about their purchases without being pressured by the grey sellers.

*“Some grey sellers are highly trusted and become favourite sellers among customers. These sellers only sell authentic luxury goods and provide exceptional service that make customers feel like they are purchasing from the retail store.” (Respondent 5)*

*“The grey sellers may not put so much pressure on my decision because we communicate through the internet not in person.” (Respondent 6)*

*“But with the grey market, all product details are already searched for, what I have to do is just email, or chat with the sellers to buy the products. It makes me feel better.” (Respondent 8)*

However, the researcher also takes the emotional benefits when consuming luxury fashion goods into account as well, although they are purchased from the grey market, because the respondents expressed that the source of luxury fashion goods does not affect their feelings when wearing grey luxury fashion goods as long as they are genuine.

*“It does not matter where I have got it from. My feeling is the same.”<sup>e</sup> (Respondent 1)*

*“Um, I do not feel the difference here. Since it is also a luxury goods, I do not feel anything different.” (Respondent 2)*

*“I do not feel any difference because I always make sure that the item is authentic by checking its certificate before I buy. So I don't feel the difference.” (Respondent 5)*

*“No, it is the same as long as it is from the same brand. The purchasing channel does not matter. If it is an authentic one, not a fake one. Um, it's okay. I feel the same.” (Respondent 8)*

The respondents explained that the consumption of luxury fashion goods elevates their view towards themselves. It makes them feel good when wearing because it boosts their confidence and enhances their self-concept.

*“I feel good about myself when I use or wear it. [luxury fashion goods]” (Respondent 2)*

*“It feels kind of good (laugh) it does not feel much, good feeling perhaps.” (Respondent 3)*

*“...I feel happy and more confident than wearing non-luxury product that is okay but not so beautiful. I still feel more confident to wear luxury handbag even if its style mismatches the outfits.” (Respondent 4)*

*“I think luxury goods, kind of, add value to myself.” (Respondent 5)*

*"Personally, I like luxury products; as I mentioned earlier that luxury products provide emotional value to me. Um, a general handbag does not provide emotional value, it only offers utility benefit. On the contrary, luxury products embed brand story and creative design that the brands want to show in each collection. Based on my experience, I feel that when I wear luxury products I carry the brand's story as well."* (Respondent 6)

Most respondents also illustrated that the rare luxury fashion goods will provide even more emotional benefits to them as it involves with uniqueness value. However, it is also important that they like the item itself as well. They would not feel attracted to limited edition concept if they did not like its design or appearance because these items are very expensive and hard to get.

*"I would feel special to own the rare limited product. These items are not owned by many people and I am one of them. I would be very proud."* (Respondent 1)

*"If I own luxury limited edition item that I like, then I would be, oh! very proud. Prouder than ordinary luxury products. I would want to show it off by using it every day as soon as I get it. It would make me feel special to wear luxury goods that are limited and cannot be owned by everyone. Um, I would feel very good to have it."* (Respondent 5)

*"If it is the limited-edition item that I feel impartial about its brand or design, then I will feel neutral. But if it is the limited-edition item that I like and want to own, then, oh, I will feel very proud and happy as many people will pay attention to me when I carry it around."* (Respondent 7)

*"I will be proud to own the limited-edition products. Oh, I would feel good to own it. I notice that when people see me carrying the limited-edition products, they will have some reaction, which makes me proud because I have what others don't."* (Respondent 9)

In sum, it can be concluded that benefits regarding emotional value is another motivation that influences consumers to purchase grey luxury fashion goods as it helps consumers to elevate their pleasures by expressing self-identity value, self-fulfilment and uniqueness value.

#### 6.3.4.5 Quality

Quality of luxury fashion goods is one of the reasons that influences consumers to consume luxury products. Most respondents shared that genuine luxury fashion goods are high in quality, regardless of the source of the product they purchased from. They defined

the quality of luxury fashion goods into two aspects: physical quality and design quality. Physical quality of luxury fashion goods involves the use of high quality material, which relates to durability and endurance, as explained by the respondents:

*“...to be made with high standard and made from high quality materials. I think it is why the purchase lasts for a long time.” (Respondent 1)*

*“Long-lasting products, durability, and worth the investment.” (Respondent 3)*

*“...its quality is excellent because luxury goods are often made with high quality material, which improves its durability.” (Respondent 5)*

*“Furthermore, the material of the product should be good material which is high in quality and durability” (Respondent 6)*

*“...quality for the luxury product is endurance” (Respondent 8)*

While design quality involves the appearance of luxury fashion goods including pattern, design, colour, and type of material, in which, beautifully integrates the brand’s story and image to the products.

*“Some models of luxury goods are very well designed that they are regarded as classic pieces. Those classic pieces will not be outdated and they will still be classic in design after 10 years.” (Respondent 5)*

*“...is well-designed through a thought process based on the brand’s story. The brand should have an understanding to create a beautiful design.” (Respondent 6)*

*“...the word quality does not only include the physical feature such as material of the products but it also includes design feature as well. It is about the history of the brand.” (Respondent 7)*

*“I prefer to wear clothes from well-known brands because I feel that the quality of making is better than the unbranded.” (Respondent 8)*

There are opposing views regarding the relationship between price and quality of luxury products. Many respondents illustrated that the price of luxury fashion goods is directly linked to its quality. They explained that luxury goods are expensive because they are high in quality.

*"...luxury goods are produced by high standard production. Production site is in the country where the labour cost is high. Perhaps, the production process is handmade and the material is good quality. Therefore, the price of luxury product is high as well as its quality." (Respondent 2)*

*"The cost of production is likely to come from the material and the complex manufacturing process. This type of production manufactures durable products. Therefore, the cost is high, resulting in high selling price too." (Respondent 3)*

*"The price of luxury goods cannot be that high if it is low in quality. Most luxury brands use high quality material, which is costly, for their products. Consequently, the price of luxury goods is high." (Respondent 5)*

*"For luxury products, price is also definitely an indication of quality because they are trusted in their high quality." (Respondent 6)*

On the other hand, other respondents argued that price is not an indication of quality for luxury products. They believed that the high price of luxury goods is derived from the brand image and brand status and other marketing costs as well.

*"Though handbags with similar size and specifications are made from calfskins, their prices are different. It is more about the brand itself because there are many brands who use the same kind of calfskin, baby calfskin or lambskin with the similar application but prices are diverse by ten thousand Baht. Therefore, I do not think that the price is the benchmark here. It is more about the brand, brand awareness and brand image." (Respondent 4)*

*"I think price is an indication of position of the products. It is true that all costs like material, manufacturing, marketing, and designing are included in the price of products. But it does not indicate the quality, durability or longevity of the products." (Respondent 7)*

*"The brand itself is the factor that indicates the price of the bags. It reflects the value of the bags and social class." (Respondent 9)*

Although many respondents feel that price is not an indication of quality, they agreed that luxury brands maintain their high standard of quality. Therefore, it can be summarized that the quality of luxury fashion goods is another dimension that motivates consumers to consume the grey luxury fashion goods.

#### 6.3.4.6 Social Benefits

The majority of the respondents revealed that social benefits are another main motivation for their luxury consumption because *“Thai culture values the use of luxury product as a label of good social status”* (Respondent 1). They explained that grey luxury fashion goods that are genuine did not make them feel any different, in terms of social benefits, compared to luxury fashion goods purchased from the authorized sellers because the grey luxury market is widely accepted in Thai society. They illustrated that the use of luxury products allows them to be a part of society, get more attention from the society, establish their social status within the society as well as communicate their financial position:

*“It makes me feel distinguished when wearing luxury products in certain places or events. It represents social status and the presented image of the wearer. It also helps making others accept you more.”* (Respondent 1)

*“I personally feel good when wearing luxury goods in public because when I wear them, in a way, I gain more respect from other people. It also represents social status because the majority of Thais would look at luxury as a social indicator. I think this applies to Thai culture as well as my social group.”* (Respondent 2)

*“Thai culture sees people through outer image. Um, they put emphasis on what people look like on the outside. If someone displays themselves with luxury accessories and expensive things, he or she will be automatically accepted.”* (Respondent 3)

*“I like it very much because I live in the society where luxury goods are widely used. So I feel that luxury goods are quite important to me because I am a bit concerned about my appearance and personally I like to use brand name products. I feel that this kind of stuff matters to me. It boosts my self-confidence. It elevates my personal style and look when I wear luxury handbags to the meetings. It also helps increasing my credibility. So it makes me feel, um, that I am okay. I give high importance to this kind of issue, and something like this.”* (Respondent 5)

*“I think luxury product is an indication of wealth and social situation especially in Thailand. Luxury products, handbags for example, are a sign of financial success. They can signal your social as well as financial situation. Luxury goods can communicate that you have good financial profile and it is a good social status implication. Um, for me I feel great to wear luxury brand.”* (Respondent 6)

*“...I will feel confident to see other people on the day that I am well-dressed with luxury goods as people will treat me well, which I think,*



*is a good thing. It will boost up my image in the social group.”*  
(Respondent 7)

*“affects the appearance and social status. People will look at you and recognize your social status by the expensive stuff you are wearing, which boosts my confidence.”* (Respondent 9)

However, one of the respondents (Respondent 4) mentioned that the social benefits of luxury consumption are dependent on the events she will attend and the social group she will meet. She only exhibited low level of conspicuous consumption because luxury goods are not widely used in her neighbourhood and workplace.

*“...I must be a little cautious to walk around in my neighbourhood with luxury goods as there are not many people carrying these kinds of products around my area. So, I feel that it is a little dangerous since the prices of the luxury bags are quite expensive. On the contrary, I won't feel this way when I hang out with my friends as it is a normal thing to wear one.”*

*“However, I would feel slightly strange to use one when I go to work because my colleagues do not carry very expensive brand name bags.”*  
(Respondent 4)

While one respondent was not influenced by social benefits at all as she explained that *“...it doesn't make me feel anything special if someone recognizes though”*. Nevertheless, she was indirectly influenced by the popular social trend as she elaborated that *“I might think that the product is beautiful because I have seen it so often or it is so popular, then I want to have it”*.

Based on the findings, social benefits seem to be one of the main motivations that encourages Thais to purchase luxury goods because they are a part of Thai culture. The majority of respondents illustrated a high level of social influence while two respondents put more emphasis on their personal value.

#### 6.3.4.7 Influence of Celebrities

The respondents demonstrated diverse views towards the influences of celebrities on luxury consumption. Many respondents explained that they purchase luxury fashion goods under the influence of celebrities because celebrity exposure makes luxury goods more desirable. They described that celebrities with good image can promote luxury goods in a fascinating way.

*“Well, I am also affected by the celebrity influence, media influence I would say, because mostly I am not a person who likes to keep up with fashion directly, like I am not really a big fan of any brand. So I usually see it from the media through the celebrities. When I see some celebs use it, and if it’s beautiful then I want to have one too.” (Respondent 5)*

*“Actually, celebrities have a huge impact on me. If I do not see their pictures from the Internet, I will not feel that I want that item.” (Respondent 6)*

*“I think they do because when I see them wearing luxury goods, it makes me want to have the same item as them.” (Respondent 7)*

*“Well, it could play a part in influencing people to buy. It is like I said earlier that if the celebrities have good image or personality which suits the brand, then it would make the product look better.” (Respondent 8)*

*“I think it has a huge effect in Thai society because people keep buying luxury products that the celebrities use. Moreover, I think those celebrities are like the presenter of the luxury products. When I see them using luxury goods, I can judge whether I like this look or not. If I like, I will buy the product that the look is good for me. Especially if it is the celebrities whom I like, I will want to buy that product more.” (Respondent 9)*

On the other hand, the other group of respondents established that their personal tastes are more important than the influence of celebrities when it comes to luxury fashion goods. However, they agreed that celebrities might have indirect influences on their luxury purchasing decision because celebrities make them aware of and see luxury products more often.

*“By seeing something often, it triggers my interest of products and makes me wonder what is so special about it. Or why so many people use it. I think there must be a good reason. Yes, um, I think it can be that I am indirectly influenced to look into luxury products because of celebrity exposure.” (Respondent 1)*

*“I think that there is some level of influence but not much. If I buy one, it would be more of a personal preference. However, it may have some effect. Perhaps if she looks pretty with that item, I would want to have that look too. Still, it does not have much effect or direct influence on me.” (Respondent 2)*

*“It is like they introduce me to the new brand. As I might not have heard about it before, once I see it, I might decide to look further. And that increases the possibility for me to eventually buy from the brand.” (Respondent 4)*

In conclusion, the findings reveal that influence of celebrities plays an important role on Thai consumers' luxury consumption. It has a direct impact on many respondents as they explained that celebrities make luxury fashion goods more desirable and they want to have what celebrities have. On the other hand, those respondents who expressed that celebrities did not have an effect on their luxury purchasing decision, agreed that they might be indirectly influenced by the celebrities when they see luxury fashion goods on the celebrities.

#### 6.3.4.8 Social Media.

Most respondents demonstrated that social media brings luxury brands closer to consumers. They elaborate that social media is very effective advertising for luxury brands as it can be seen by their consumers around the world. Moreover, social media makes it easier for customers to search for more information about the luxury brands and their products.

*“I think it is a very good opportunity for the brands to directly communicate with their consumers, better than before” (Respondent 1)*

*“I feel like online media advertising is actually effective as it is easier to access than before. I think we are now living in a social network society and it makes luxury goods closer to us. We can search for more information about it.” (Respondent 5)*

*“. In my free time, I usually get on social media so I think that this kind of advertisement would get closer to people.” (Respondent 8)*

On the other hand, social media seems to be the medium between consumers and the grey luxury fashion market. The respondents elaborated that most grey sellers promote their products on social media such as Instagram and Facebook. Some respondents explained that their luxury purchases were influenced by seeing the images of luxury fashion goods on social media frequently from the brand's advertisement as well as the grey sellers'.

*“But once I see it over and over again, I start to like the brand and probably think that I would use something like this.” (Respondent 2)*

*“At first, I might not have an interest in buying at all but because I use social media and become curious about an item. I think it has great influence. One click can take me much further” (Respondent 4)*

*“The fact that I see luxury products so often on social media makes me feel that I want to know more about the products, or have more interest about the product.” (Respondent 6)*

Moreover, social media can enhance consumers’ conspicuous consumption as the respondents explained that it allows them to share their luxury goods to their online social group to express their social status and conform with the social group. In addition, it can enlarge the impact of celebrities on luxury consumption because most celebrities also use social media to promote their images.

*“It affects me when I access the Instagram of the grey sellers. That is for sure, it has an impact on my purchase.” (Respondent 3)*

*“As I am a kind of person who uses social media a lot, when I see many celebrities or people use something, I would want it even more. Not to mention if it is viral on the timeline, I would be even more unable to wait.” (Respondent 5)*

*“I feel that sharing luxury goods through social media is about social status indication.” (Respondent 6)*

*“...every time I share photos of luxury goods, for example luxury handbag, oh well, those photos receive massive attention. The number of likes or comments are very high. There are many comments saying that they want it as well.” (Respondent 7)*

*“I feel like I want to have luxury products that my friends have and then post it on the social media.” (Respondent 9)*

In sum, social media is another factor that drives consumers to purchase grey luxury fashion goods as explained by the respondents that it brings luxury goods closer to them. It also connects them to the grey sellers. Additionally, social media is a meditating factor between consumers’ luxury purchasing decision and their conspicuous consumption. Furthermore, it can extend the influence of celebrities on consumers’ luxury consumption.

#### 6.4 Chapter Summary

This chapter presented the research findings from the quantitative survey questionnaire and the qualitative interview. The quantitative findings from the Exploratory Factor Analysis confirm that there are eleven Thai consumer decision-making styles for grey luxury fashion goods: Perfectionist, Brand Conscious, Fashion Conscious, Hedonic, Price Conscious, Impulsive, Confused by Overchoice, Brand Loyal, Conspicuous Conscious,

Reliance on Celebrities and Exclusivity Conscious. These dimensions' measurement scales were then tested for their internal consistency with Cronbach's alpha reliability coefficient value of 0.7 or higher. The result showed that measurement scales of eleven decision-making styles are reliable to identify Thai consumers' decision-making styles for grey luxury fashion goods.

Moreover, the analysis of Thai consumers' decision-making styles for grey luxury fashion goods revealed that Price Conscious dimension is mostly found in Thai consumers when they buy grey luxury fashion goods. Conversely, Impulsive dimension is the least likely to be found in Thai consumers when it comes to grey luxury fashion consumption. Additionally, ANOVA and T-test analysis was performed to investigate the effect of demographic differences (gender, age, education, occupation and average monthly income) on Thai consumers' decision-making styles for grey luxury fashion dimensions. The results showed that the differences in consumers' gender, age, education, occupation and average monthly income greatly affect consumers' decision making-styles for grey luxury fashion goods.

The nine qualitative interview transcripts were analysed using a thematic analysis approach. The themes for qualitative analysis are Consumers' Attitude towards the Grey Luxury Fashion Goods, Pros of Purchasing Luxury Fashion Goods from the Grey Market, Cons of Purchasing Luxury Fashion Goods from the Grey Market, and Motivations for Grey Luxury Fashion Consumption. Based on the qualitative findings, most respondents have positive attitude towards the grey luxury fashion goods. Although some respondents exhibit negative attitude towards the grey luxury fashion goods, they still want to buy luxury goods from the grey market because they think that the benefits of grey luxury fashion goods are worth it.

The positive attitude of the respondents is related to the pros of purchasing luxury fashion goods from the grey market. The interpretation suggests that there are four main advantages of buying luxury fashion goods from the grey market which are money-saving, convenience, emotional benefits, and variety of products. In contrast, the negative attitude of the respondents is related to the cons of purchasing luxury fashion goods from the grey market. The main disadvantages of purchasing luxury fashion goods from the grey market are no guarantee of the purchase, no luxury purchasing experience, and threat to Thailand's revenue on import tax.

Last, the motivations for grey luxury fashion consumption were analysed. Based on the findings, there are eight factors that motivate consumers to purchase luxury fashion goods from the grey market: Price, Variety of Products, Convenience, Emotional Benefits, Quality, Social Benefits, Influence of Celebrities and Social Media. Four factors, which are Price, Variety of Product, Convenience, and Emotional Benefits, are perceived as pros in purchasing luxury fashion goods from the grey market. While other four factors, Quality, Social Benefits, Influence of Celebrities and Social Media are not directly related to the advantages of purchasing luxury fashion from the grey market.

The next chapter will provide a discussion of the research findings in relevant to the previous literature.

## CHAPTER 7: DISCUSSION OF FINDINGS

### 7.1 Introduction

This chapter provides a discussion of the research outcomes from a quantitative and qualitative approach. The first part of the discussion focuses on Thai consumers' decision-making styles for grey luxury fashion goods which is the central issue of this thesis. As previously discussed in section 5.2.2, this research adopts a sequential mixed-method in which the quantitative approach aims to validate the CSI model and categorize consumers into groups based on their decision-making styles while the qualitative approach seeks to expand the understanding on each decision-making style derived from the quantitative results. Accordingly, the outcome from both approaches will be treated together to identify and explain Thai consumers' decision-making styles for grey luxury fashion goods.

The second part of the discussion investigates the effects of the differences of demographic characteristics on Thai decision-making styles for grey luxury fashion goods, which can be drawn from quantitative outcome as explained in section 5.2.2. The last part of the discussion concentrates on consumer attitudes towards grey luxury fashion goods and the underlying motivations for grey luxury fashion consumption, through the qualitative outcome as discussed in section 5.2.2.

### 7.2 Thai Consumers' Decision-Making Styles for Grey Luxury Fashion Goods

In this section, the outcomes from the quantitative and qualitative approach will be discussed together to demonstrate the key findings of this research. The quantitative outcome reveals that eleven consumer decision-making styles: Perfectionist, Brand Conscious, Novelty-fashion Conscious, Recreational-Hedonistic Conscious, Price Conscious, Impulsive and Careless, Confused by Overchoice, Habitual and Brand Loyal, Conspicuous Conscious, Reliance on Celebrities, and Exclusivity Conscious are found in Thai consumers when purchasing grey luxury fashion goods while the qualitative outcome will further explain the underlying factors for each decision-making style as follows:

### 7.2.1 Perfectionist

Perfectionist dimension describes a consumer who mainly concerns about the quality aspect (Sproles and Kendall, 1986). The quantitative outcome exhibits that Perfectionist is the second most relevant to Thai consumers' characteristic when they purchase luxury fashion goods from the grey market after Price Conscious. This indicates that Thai consumers put a lot of weight on quality of products when they purchase grey luxury fashion goods. Meanwhile, the qualitative findings also confirm that quality of luxury fashion goods is one of the motivations for Thais to consume grey luxury fashion goods but it is not recognized as the main motivation by any of the respondents. Thai consumers believe that the quality of luxury fashion goods acquired from the grey market is equal to the quality of luxury fashion goods acquired from the authorized retailers. This expression explains why quality is not the first thing on consumers' minds when they purchase luxury fashion goods from the grey market as they expect that the grey luxury fashion goods are as high in quality as the luxury fashion goods purchased from the retail store.

Based on the thematic analysis, quality of luxury fashion goods can be divided into two categories: physical quality and design quality. Physical quality relates to durability and endurance while design quality involves the distinctive design of luxury products. The research outcome illustrates that Thai consumers assess physical quality of luxury fashion goods through quality of material and production process. On the other hand, they measure design quality through pattern, design, colour, and type of material, which beautifully integrates the brand's story and image together. Accordingly, it can be said that aesthetic value is the essential element of luxury fashion goods, which directly reflects consumers' buying choice.

### 7.2.2 Brand Conscious

Brand Conscious is a type of consumer who prefers to purchase products from well-known brands as they believe that quality of products is directly related to price (Sproles and Kendall, 1986). The quantitative results show that Thai consumers are Brand Conscious when they purchase luxury fashion goods from the grey market. However, it is ranked as the eighth dimension for grey luxury fashion goods behind Price Conscious, Perfectionist, Exclusivity Conscious, Conspicuous Conscious, Reliance on Celebrities, Novelty-fashion Conscious, and Habitual and Brand Loyal dimensions respectively. This outcome suggests that Thai consumers tend to choose well-known brands over less known brands.



As supported by the qualitative outcome, most respondents believe that luxury brands with high reputation offer good product quality. They think that quality and brand value of the luxury fashion goods from the grey market are the same as luxury goods purchased from the brand's official retailers. The respondents also assert that they prefer to use luxury fashion goods that are popular and widely used because they think that the well-known products are high in quality. Additionally, they recognize luxury brand by its equity such as symbolic value and brand status.

Furthermore, the respondents point out that Thai consumers believe that country of origin reflects the quality of products. They think that most luxury products are made in highly reputable countries with long production history, resulting in high product quality. For example, luxury goods which are made in highly reputable countries, such as France, are better in quality than those made in less reputable countries, such as China. However, the qualitative results also suggest that some Thai consumers see price as an indication of quality but some do not. Still, the respondents agree that luxury brands are high in quality because of the brand position and reputation.

### 7.2.3 Novelty-fashion Conscious

Novelty-fashion Conscious portrays consumers who purchase the latest collection of luxury fashion goods to enhance their self-image and self-fulfilment (Sproles and Kendall, 1986). The quantitative findings demonstrate that Thais are Novelty-fashion Conscious when it comes to grey luxury fashion purchasing decisions. However, it is ranked behind Price Conscious, Perfectionist, Exclusivity Conscious, Conspicuous Conscious, and Reliance on Celebrities dimensions respectively. This finding illustrates that Thai consumers buy grey luxury fashion goods to express their self-concept.

Further explained by the qualitative results, Thais consume luxury goods because they can elevate their view of themselves. Many respondents reveal that grey luxury fashion goods can provide the same emotional benefits as luxury goods bought from official retailers. They assert that luxury goods make them feel good because it boosts their confidence and enhances their self-concept as well as highlights their self-identity. In addition, they also purchase luxury goods to show their accomplishment or as a personal reward which encourages them to feel good about themselves. More importantly, they associate luxury brand image with their ideal-self and use luxury goods to reflect their personality. Accordingly, they strengthen their self-identity through regular consumption

of the same luxury brands. Consequently, it can be seen that self-concept is an important factor which influences Thais to purchase grey luxury fashion goods.

#### 7.2.4 Recreational-Hedonistic Conscious

Recreational-Hedonistic Conscious refers to a type of consumer who perceives shopping as a pleasant activity (Sproles and Kendall, 1986). This group of consumers is influenced by emotional benefits gained from grey luxury shopping. The quantitative outcomes of this study demonstrate that Hedonistic is the ninth most relevant characteristic to Thai consumers when they purchase luxury fashion goods from the grey market after Price Conscious, Perfectionist, Exclusivity Conscious, Conspicuous Conscious, Reliance on Celebrities, Novelty-fashion Conscious, Habitual and Brand Loyal, and Brand Conscious dimensions respectively. This result suggests that Thai consumers view grey luxury fashion shopping as an activity that provides emotional benefits.

The qualitative outcome also confirms that emotional benefits are a factor which motivates Thai consumers to purchase luxury fashion goods from the grey market. The respondents explain that Thai consumers see the purchase of luxury fashion goods from the grey market as an alternative shopping channel, which is more pleasant and convenient than purchasing from the brand's retail store. They explain that the whole shopping process can be done through the internet, which is quite time-efficient. In addition, many respondents emphasize that emotional benefits have stronger impact on their decision-making process than functional benefits.

Furthermore, the respondents elaborate that their purchasing experiences from the grey market are satisfying, which makes them feel more confident towards the future purchase of luxury fashion goods from the grey market. This finding implies that previous shopping experience also has an effect on future purchasing intention.

#### 7.2.5 Price Conscious

Price conscious dimension portrays consumers who always look for sales or lowest-price item (Sproles and Kendall, 1986). They heavily rely on the price of products when making a purchase as they want to get the best value for money. Based on quantitative analysis, Price Conscious is a consumer characteristic that is the most relevant decision-making style for grey luxury fashion good. This is because the price of luxury goods in the grey market is usually cheaper than the official retailer.

The qualitative findings also confirm that Thai consumers who buy luxury fashion goods from the grey market are mainly concerned about price. Six out of nine respondents rate price as the main motivation for their grey luxury fashion consumption. They feel that they receive more value when purchasing luxury fashion goods from the grey market. They see price as the main advantage of buying luxury fashion goods from the grey market. Furthermore, they can also save money on travelling cost to acquire luxury fashion goods because the grey sellers offer to deliver the luxury fashion goods to their homes. Additionally, the grey sellers allow them to negotiate the price while the official retailers have to stick with their retail price.

Although most consumers view price as a main advantage of purchasing grey luxury fashion goods, they also believe that the grey luxury fashion market is a threat to Thailand's revenue on import goods. In addition, they assert that the price of luxury fashion goods in the grey market is not always cheaper than the brand's official retail stores. There are many cases where the price of luxury fashion goods in the grey market is higher than the authorized channel, for example, the case of rare items. In contrast, some consumers have other concerns that are more important than price when buying luxury fashion goods from the grey market such as availability of products and convenience.

#### 7.2.6 Impulsive and Careless

Impulsive and Careless dimension describes a group of consumers who usually make impulse purchases and rarely plan their shopping beforehand (Sproles and Kendall, 1986). In terms of luxury goods, consumers' impulse purchase is often involved with conspicuousness and price (Chevalier and Lu, 2010). Collectivist consumers may make an impulse purchase of luxury goods to express their social status while individualist consumers may make an impulse purchase when they find the best value for money (Chevalier and Lu, 2010).

The quantitative research findings of this study demonstrate that Impulsive and Careless is the least relevant decision-making characteristic to Thai consumers when they purchase luxury fashion goods from the grey market. Supported by the qualitative outcomes, the respondents explain that they need to search for information on the luxury goods, the reputation of grey sellers and assess the quality of the grey luxury fashion goods before the purchasing-decision is made, implying that impulsive purchase rarely occurs when it comes to grey luxury fashion goods. Furthermore, the price of grey luxury fashion goods

is not surprisingly low that it can urge grey consumers to make an impulse purchase. Many respondents agree that the price of grey luxury fashion goods is cheaper than the price of luxury fashion goods offered by the official retailer but they are still considered to be high in price to many consumers due to the fact they are luxury products.

The respondents also point out that the grey sellers do not make them feel the pressure in buying like the sales assistants in the official store do. They can take their time to logically think about their purchases without being pressured by the grey sellers. Accordingly, it can be concluded that Thai consumers are not very impulsive and careless when they make a purchase of grey luxury fashion goods.

### 7.2.7 Confused by Overchoice

Confused by Overchoice is a type of consumer who has difficulties in making a choice because they know too much information about the brands or products (Sproles and Kendall, 1986). With the rapid growth of the internet, consumers are flooded with information. Tsai, Yang, and Liu (2013) illustrate that nowadays consumers are exposed to various sources of information and reference groups through the use of the internet.

Based on the quantitative results, Confused by Overchoice is another dimension that can be used to measure Thai consumers' decision-making styles for grey luxury fashion goods. However, the outcome suggests that Thai consumers are less likely to be confused by the information they received when they make a purchase of grey luxury fashion goods.

On the same side, the qualitative outcome further explains that the respondents view various choices of products and sources of information as a benefit rather than confusion. The respondents reveal that Thai consumers prefer to search for more information about the luxury products before they make a purchasing-decision. Many respondents point out that they see what celebrities or their friends are using as a valuable piece of information to help them make a better decision. They search for pictures of products they are interested in on social media. Instead of being confused, they use information wisely to make a logical purchase. The findings from quantitative and qualitative outcomes confirm that Thai consumers usually search for information on the luxury goods before they buy from the grey market.

### 7.2.8 Habitual and Brand Loyal

Habitual and Brand- Loyal portrays consumers who are loyal to their favourite brand or stores (Sproles and Kendall, 1986). According to the quantitative research outcome, Thai consumers express that they are Brand Loyal when purchasing grey luxury fashion goods. However, it is ranked as the seventh dimension for grey luxury fashion goods behind Price Conscious, Perfectionist, Exclusivity Conscious, Conspicuous Conscious, Reliance on Celebrities, and Novelty-fashion Conscious dimensions respectively. This result suggests that Thai consumers are loyal and prefer to purchase luxury goods from the brands they are familiar with.

The qualitative results reconfirm that Brand Loyal can be found in Thai consumers when they purchase grey luxury fashion goods. However, many respondents further explain that Thai consumers' loyalty in regards to grey luxury fashion goods can be divided into two aspects: loyal to luxury brands and loyal to the grey sellers. Loyal to luxury brands reflects Thai consumers' belief in the quality of the luxury brand's products. They purchase grey luxury goods because they believe that those products are great in quality. On the other hand, they are also loyal to the grey sellers whom they have already made a purchase with because credibility and trustworthiness of the grey sellers are the main concern when buying luxury fashion goods from the grey market. Thai consumers tend to trust and be loyal to the grey sellers with good reputation.

However, it is important to note that Thai consumers are aware that there are many sellers in the grey market. Some of these grey sellers are trustworthy while some are not. Thai consumers express that they have to carefully distinguish between the good and the bad grey sellers before making a purchase as they explain that doubtful sellers reflect their negative attitude towards the grey luxury fashion goods.

### 7.2.9 Conspicuous Conscious

Conspicuous Conscious is a dimension which explains consumers who express their social status through luxury consumption (Vigneron and Johnson, 1999). The quantitative results demonstrate that Conspicuous Conscious is the fourth most relevant decision-making style for grey luxury fashion goods, implying that Thai consumers are concerned with social benefits when they purchase luxury fashion goods from the grey market. The outcomes also indicate that Thai consumers value luxury consumption in public.

Consistent with quantitative findings, the qualitative results confirm that conspicuous consumption is one of the main motivations for Thai grey luxury fashion consumption.

Most respondents explain that they consume luxury fashion goods to communicate their social status and conform with a social group because Thai culture views luxury goods as an indication of wealth and social position. They also mention that grey luxury fashion goods can help them gain the same social benefits as luxury fashion goods purchased from the official retailers because it is common for Thais to purchase luxury fashion goods from the grey market. In addition, the respondents reveal that the widespread trends of social media also influence them to establish their social status more often because it is an effective way to gain social recognition.

However, one of the respondents suggests that the level of conspicuousness can be reflected by the individual's social environment as well. For example, she mentions that luxury goods are not widely seen in her neighbourhood so she won't wear luxury products if she decides to stay around that area but she will proudly wear her luxury goods to see a group of friends who share the same appetite for luxury goods. This outcome implies that Thai consumers can be easily influenced by their social context and that they use luxury goods to conform or differentiate themselves with their social references.

#### 7.2.10 Reliance on Celebrities

Reliance on Celebrities dimension refers to consumers who are influenced by celebrities when purchasing grey luxury fashion goods. They prefer to use similar products as the celebrities as celebrities play an important role in Thai society (The Nation, 2015). Based on the quantitative outcomes, Reliance on Celebrities is the fifth most relevant decision-making style for grey luxury fashion goods among Thai consumers after Price Conscious, Perfectionist, Exclusivity Conscious, and Conspicuous Conscious. It suggests that Thai consumers rely on celebrities when purchasing luxury fashion goods from the grey market.

The qualitative results also confirm that celebrities have an influence on Thai consumers because celebrities are seen as leaders in terms of lifestyle and fashion. However, there are two groups of consumers: consumers who are directly influenced by the celebrities and consumers who are indirectly influenced by the celebrities. Thai consumers, who are directly influenced by the celebrities, explain that they want to purchase luxury fashion goods from the grey market as they see the celebrities wearing it. They think that

celebrities make luxury fashion goods more desirable. They also believe that luxury goods that are worn by celebrities are fashionable and on-trend which seem to add extra value to their luxury consumption.

On the other hand, Thai consumers, who are indirectly influenced by the celebrities, express that celebrities trigger their interests in the product; however, their purchasing decision is also based on their personal taste as well. This group of respondents agree that they are indirectly influenced by celebrities because they are interested in celebrities and their lifestyles. They admit that celebrities sometimes introduce them to luxury fashion items that they have never seen or heard of. Nevertheless, they illustrate that they value their preferences towards purchasing-decision more than celebrities.

Furthermore, most respondents suggest that the impact of celebrities' influence on grey luxury fashion consumption can be extended through social media because most celebrities share pictures of their lifestyles on social media to promote their self-image. Accordingly it can be interpreted that celebrities and social media have a significant impact on the demand of grey luxury fashion goods as well as fashion trends in Thai society.

#### 7.2.11 Exclusivity Conscious

Exclusivity Conscious describes a type of consumer who concerns about exclusivity of luxury fashion goods. They prefer to use exclusive or rare items because they want to be unique from others (Tak, and Pareek, 2016). The quantitative findings show that Exclusivity Conscious is the third most relevant decision-making style for grey luxury fashion goods after Price Conscious and Perfectionist dimensions. This finding indicates that Thai consumers express the need for uniqueness when they purchase luxury fashion goods from the grey market.

The qualitative outcomes support that Thai consumers are Exclusivity Conscious as the need of uniqueness is one of the most important factors that influence Thai consumers to purchase luxury fashion goods from the grey market. A few respondents elaborated that the main reason, which makes them purchase grey luxury fashion goods, is because they cannot buy that item from the official store as it is out of stock or sometimes unavailable for sale in Thailand. While other respondents see variety of luxury products in the grey market as one of the main advantages of the grey market along with price. They also express that they have a positive attitude towards the grey market because of its variety

of products. The grey sellers offer selections of luxury fashion goods that are hard to get or very rare to the customers.

### 7.3 Effects of Differences in Demographic Variables on Thai Consumer Decision-Making Styles for Grey Luxury Fashion Goods

This section provides a discussion of the quantitative findings on the effects of differences in demographic variables on Thai consumers' decision-making styles for grey luxury fashion goods. The qualitative outcomes will not be included in the discussion for many reasons. First, the main purpose of the qualitative research is to focus on an in-depth understanding of the phenomena (Guba and Lincoln, 1994). Secondly, it aims to investigate the feelings and perceptions of the subjects towards the area of study (Solomon et al., 2006), which is consumers' decision-making styles for grey luxury fashion goods rather than the effect of demographic differences. Malhotra (2004) further explains that it is more important for qualitative research to focus on interpretation than statistical measures (Malhotra, 2004). Consequently, the effects of differences in the selected demographic variables (gender, age, education, occupation and income) are discussed in the following sub-sections.

#### 7.3.1 Gender

The quantitative outcomes on the effects of differences in gender on consumers' decision-making styles for grey luxury fashion goods reveal that differences in gender do not affect consumer decision-making styles for three dimensions which are Perfectionist, Confused by Overchoice and Exclusivity Conscious. The results imply that males and females are not significantly different when it comes to quality, the way to handle information and the need for uniqueness.

However, the differences in gender have an effect on the majority of consumers' decision-making styles for grey luxury fashion goods including Brand Conscious, Fashion Conscious, Hedonistic, Price Conscious, Impulsive, Conspicuous Conscious, Brand Loyal, and Reliance on Celebrities. Additionally, there are seven dimensions: Brand Conscious, Fashion Conscious, Hedonistic, Price Conscious, Impulsive, Conspicuous Conscious, and Reliance on Celebrities which females demonstrate more than males when purchasing grey luxury fashion goods.

This result suggests that females have a higher level of brand consciousness than males. Furthermore, females give more importance to fashion trends and enjoy shopping more



than males. They are also more price-sensitive and impulsive when purchasing luxury fashion goods than males. The results of this study also reveal that Thai women express higher conspicuous consumption than Thai men. In addition, they are also more influenced by celebrities than males. The only dimension that males exhibit more than females is Brand Loyal, indicating that males are more loyal to luxury brands than females.

### 7.3.2 Age

The quantitative results on the effects of differences in age on consumers' decision-making styles for grey luxury fashion goods demonstrate that differences in age do not affect consumer decision-making styles for three dimensions: Brand Conscious, Price Conscious, and Conspicuous Conscious. The results imply that different age subgroups are not significantly different when Thai consumers purchase grey luxury fashion goods, in terms of brand reputation, price and level of conspicuous conscious.

However, the differences in age have an effect on eight consumer decision-making styles for grey luxury fashion goods: Perfectionist, Fashion Conscious, Hedonistic, Impulsive, Confused by Overchoice, Brand Loyal and Reliance on Celebrities, and Exclusivity Conscious. The quantitative results suggest that young consumers (25 years or less) are more impulsive and rely on celebrities more than consumers in older sub-groups. On the other hand, older consumers (over 45 years old) are the least influenced by celebrities.

Although young consumers are the least Brand Loyal, they show higher level of Exclusivity Conscious than older consumers when purchasing grey luxury fashion goods. Mature and older consumers are less Fashion Conscious, Hedonistic and Impulsive than their two younger consumer sub-groups. On the other hand, they are more Perfectionist and Brand Loyal than young and middle-age consumers. Mature and older consumers are more Confused by Overchoice than the 25 years or less sub-group. Additionally, older consumers tend to have more difficulties in processing information and making decisions as they are more Confused by Overchoice than the 26-35 years old sub-group.

### 7.3.3 Education

The quantitative findings on the effects of differences in education level on consumers' decision-making styles for grey luxury fashion goods illustrate that differences in education level do not influence eight dimensions of decision-making styles for grey luxury fashion goods, which are Brand Conscious, Fashion Conscious, Hedonistic, Price

Conscious, Impulsive, Confused by Overchoice, Conspicuous Conscious, and Exclusivity Conscious as no significant difference was found.

There are three dimensions with significant differences in means between education sub-groups: Perfectionist, Brand Loyal, and Reliance on Celebrities. The results indicate that differences in education level have an effect on these dimensions when consumers purchase luxury fashion goods from the grey market. Consumers with postgraduate degrees and above are significantly more Perfectionist and Brand Loyal than consumers with undergraduate degrees and below. On the contrary, they show less Reliance on Celebrities than consumers with a lower level of education (undergraduate degree and below).

#### 7.3.4 Occupation

The quantitative results on the effects of differences in occupation on consumers' decision-making styles for grey luxury fashion goods illustrate that differences in three occupation sub-groups show insignificant differences in five dimensions: Perfectionist, Brand Conscious, Fashion Conscious, Hedonistic, and Price Conscious, which suggest that education level does not affect these consumers' decision-making styles for grey luxury fashion goods in these dimensions. Whereas other six dimensions: Impulsive, Confused by Overchoice, Brand Loyal, Conspicuous Conscious, Reliance on Celebrities, and Exclusivity Conscious are affected by differences in occupation level.

Consumers in executive positions are less Impulsive and have less Reliance on Celebrities than non-income earner consumers. On the other hand, they are more Conspicuous Conscious than the non-income earner sub-group. Occupation is related to consumers' purchasing power, which reflects their social class (Hoyer and Macinnis, 2008). As a result, it is reasonable for consumers in higher-occupation positions to be more Conspicuous Conscious than those with lower-occupation positions. Additionally, they are more Brand Loyal than the other two sub-groups. Meanwhile, non-income earner consumers are more Impulsive and Confused by Overchoice than consumers who are junior supervisors and other professionals sub-group but they show less in Conspicuous Conscious and Exclusivity Conscious dimensions.

#### 7.3.5 Income

The quantitative findings on the effects of differences in income on consumers' decision-making styles for grey luxury fashion goods reveal that differences in income do not have

an impact on six consumer decision-making styles for grey luxury fashion goods dimensions: Fashion Conscious, Hedonistic, Price Conscious, Confused by Overchoice, Conspicuous Conscious, and Exclusivity Conscious. On the other hand, there are five dimensions which are affected by differences in income as they show significant differences in means: Perfectionist, Brand Conscious, Impulsive, Brand Loyal, and Reliance on Celebrities.

Level of income is positively related to luxury consumption as level of income reflects purchasing power (e.g. Dubois and Duquesne, 1993; Husic and Cacic, 2009). Accordingly, consumers with a high level of income are able to purchase more luxury goods than consumers with a low level of income. High-income consumers (with income of more than 50,001 Baht) are more Perfectionist and Brand Loyal than low-income and lower-middle income consumers but they are less Impulsive than these two sub-groups. This result suggests that consumers with high-income are more likely to be loyal customers of high quality luxury brands than lower-income consumers. Additionally, they are the least Reliance on Celebrities among consumers in all levels of income. On the other side, low-income consumers (with an income of 20,000 Baht or less) are the most Impulsive consumers. However, they are less Brand Loyal than upper-middle and high-income consumers. On the contrary, middle-income consumers are more Brand Conscious than high-income consumers but they are less Brand Loyal than high-income consumers.

#### 7.4 Thai Consumers' Attitude towards the Grey Luxury Fashion Goods and Motivations for Grey Luxury Fashion Consumption

This section provides a discussion of the qualitative outcomes on consumers' attitude towards the grey luxury fashion goods and motivations for grey luxury fashion consumption as previously discussed in section 5.2.2. The quantitative analysis will be excluded from this section because the aim of the quantitative approach of this study is to validate the CSI model and identify consumer decision-making styles rather than trying to explain consumer attitudes. In addition, qualitative results can provide in-depth explanation on consumer perception and emotion better than the quantitative approach (Creswell, 2014).

Based on the review of literature on consumers' decision-making styles theory, consumer attitude has an influence on consumer purchasing intention (e.g. Engel, Kollat, and Blackwell, 1970; Howard and Sheth, 1969; Nicosia, 1986). Engel et al (1982) explain

that consumers' attitude affects consumers' future purchasing decision as the consumer learns about the overall purchasing experience. Consumer satisfaction will lead to positive attitude which influences future purchasing intention (Howard and Sheth, 1969). On the contrary, consumer dissatisfaction will lead to negative attitude, which might prevent future buying decision (Brady et al, 2001).

The qualitative findings of this study find that Thais, who have grey luxury fashion goods purchasing experience, have a positive attitude towards grey luxury fashion goods. The respondents think that grey luxury fashion goods are cheaper than the authorized luxury fashion goods while the quality of the products are the same. Additionally, they also mention that grey luxury fashion goods are easier to acquire as the purchasing process is convenient. Some respondents raise a concern about the authenticity of luxury fashion goods acquired from the grey market and the trustworthiness of the grey sellers. However, this negative attitude does not prevent them from purchasing luxury fashion goods from the grey market. On the contrary, they believe that the benefits of grey luxury fashion goods are worth the risks.

The respondents also express that there are eight motivations for grey luxury fashion consumption: Price, Variety of Products, Convenience, Emotional Benefits, Quality, Social Benefits, Influence of Celebrities, and Social Media.

The price of the grey luxury fashion goods is seen as one of the main motivations for grey luxury fashion goods. The respondents explain that the pricing of grey luxury fashion goods attracts them to the grey market as they can get the desired luxury goods at a discounted price. Furthermore, the respondents state that the grey market has more variety of luxury fashion goods than the authorized retailers in Thailand. They choose to buy from the grey market because they cannot purchase the luxury fashion goods they want from the brand's official stores as the item is unavailable in Thailand or out of stock. This finding implies that the scarcity of luxury fashion goods, resulting from an imbalance in supply and demand, can lead to the growth of the grey market.

Convenience is another factor that drives Thais to purchase luxury fashion goods from the grey market. The respondents explain that it is more convenient to make a purchase from the grey market than the authorized retailers because they do not have to travel to the store to acquire the product. In addition, the internet allows them to search for product information, read a review, communicate with the grey sellers and make a purchase at home. This finding implies that the internet is not only establish a connection between

the grey sellers and buyers, but it also reduces barriers in information exchange and business trading which enables consumers to learn more about the brands.

Moreover, the respondents also state that emotional benefits are another motivation that influences them to consume grey luxury fashion goods. They state that they feel better to purchase luxury fashion goods from the grey market because the grey sellers do not pressure them like the salespersons at the authorized retail stores. The respondents further explain that grey luxury fashion goods provide the same benefits as luxury fashion goods purchased from authorized retailers. It makes them feel good when wearing because it elevates their view of themselves. In addition, it also increases their confidence and establishes their self-concept.

The quality of luxury fashion goods is another reason that drives Thai consumers to purchase luxury products from the grey market because they believe that the quality of grey luxury fashion goods is the same as luxury fashion goods purchased from the authorized retailers. Furthermore, they assert that the grey sellers carefully source and select each luxury goods to ensure the quality (e.g. no scratch on the leather or hardware).

In addition, the respondents express that social benefits of luxury consumption also influence them to purchase grey luxury fashion goods. They elaborate that they use grey luxury fashion goods to gain social recognition. The respondents further explain that Thai culture values wealth and public consumption. Accordingly, it is very important to establish social position through luxury consumption in Thailand.

The qualitative findings demonstrate that the influence of celebrities is another motivation for grey luxury fashion consumption among Thais. Many respondents explain that celebrities influence them to purchase luxury fashion goods from the grey market (direct influence). In some cases, celebrities trigger their interests in luxury fashion goods, which might lead to the purchase later (indirect influence). However, they agree that celebrities play an important role in Thai society because they have a remarkable impact on the fashion trend and demand of luxury fashion goods.

Last, the respondents illustrate that social media is also a factor that influences them to consume grey luxury fashion goods. They explain that social media connects them to grey luxury fashion goods as they can browse for luxury fashion goods from the grey sellers. Furthermore, it is a meditating factor between their conspicuous consumption and purchasing decision because they can show their luxury goods to their social group on

social media. In addition, it can enlarge the influence of celebrities on their purchasing decision because social media makes them see images of celebrities and their lifestyle more often. Accordingly, it can be said that social media has a significant impact on the demand of luxury fashion goods and consumers' lifestyle in Thailand.

## 7.5 Chapter Summary

This chapter has provided an extensive discussion of the central issues of this thesis: Thai consumer decision-making styles for grey luxury fashion goods, the effects of differences in demographic variables on Thai consumer decision-making styles for grey luxury fashion goods and Thai consumers' attitudes towards the grey luxury fashion goods and motivations for grey luxury fashion consumption.

A discussion of quantitative outcome and qualitative outcome on Thai consumers' decision-making styles for grey luxury fashion goods illustrated that there are eleven dimensions that can be used to measure decision-making styles for grey luxury fashion goods: Perfectionist, Brand Conscious, Novelty-fashion Conscious, Recreational-Hedonistic Conscious, Price Conscious, Impulsive and Careless, Confused by Overchoice, Habitual and Brand Loyal, Conspicuous Conscious, Reliance on Celebrities, and Exclusivity Conscious. Among the eleven dimensions, Price Conscious is considered to be the most relevant decision-making style for grey luxury fashion goods while Impulsive and Careless is the least relevant decision-making style for grey luxury fashion goods for Thai consumers.

On the other hand, the discussion on the effects of the differences of selected demographic variables: gender, age, education, occupation, and income on Thai consumer decision-making styles for grey luxury fashion goods establish that differences in consumer demographic variables can affect purchasing-decision. The differences in consumer gender and age have the greatest impact on consumer decision-making styles for grey luxury fashion goods as their effect can be found in eight out of eleven decision-making style dimensions. On the other hand, differences in consumers' education level has the least effect on consumer decision-making styles for grey luxury fashion goods as their effect can only be found in three decision-making style dimensions: Perfectionist, Brand Loyal, and Reliance on Celebrities.

Finally, the discussion on Thai consumers' attitudes towards the grey luxury fashion goods and motivations for grey luxury fashion consumption drew out an interesting

finding that although Thai consumers have negative attitude towards grey luxury fashion goods, they still purchase luxury fashion goods from the grey market because they feel that the benefits of grey luxury fashion goods are worth the risk. In addition, the discussion also identified and explained the eight underlying motivational factors for grey luxury fashion consumption among Thai consumers which are Price, Variety of Products, Convenience, Emotional Benefits, Quality, Social Benefits, Influences of Celebrities and Social Media.

The next chapter will conclude the research result of this study and discuss the research contribution.

## CHAPTER 8: CONCLUSION AND RECOMMENDATION

### 8.1 Introduction

Before drawing conclusions on the research outcome, the aims of this research should be revisited. The aim of this research is to identify and explain Thai consumers' decision-making style for grey luxury fashion goods by adopting, validating and extending the Consumer Style Inventory (CSI) developed by Sproles and Kendall (1986) as a behavioural framework to categorize Thai consumers with similar shopping orientation into the same decision-making style.

This chapter provides an evaluation and conclusion on the research findings in relation to the three research questions which are the aims of this study:

1. What are the Thai consumer decision-making styles for grey luxury fashion goods?
2. How is Thai consumer decision making style influenced by demographic variables?
3. What are Thai consumers' attitudes towards grey luxury fashion goods and underlying motivations to purchase luxury fashion goods from the grey market?

The main purpose of this chapter is to demonstrate the key findings of this study and to ensure that all research questions have been addressed and the research aim has been met. To address the research questions and the research aim, a link between theoretical foundation from Chapter 2, 3, and 4 and the mixed-method research outcome from Chapter 6 and 7 will be established. The first part of this chapter includes three main topics in relation to the above research questions and research aim. The second part of this chapter mainly involves with the contributions of this research, including theoretical contributions and managerial implications. In addition, the limitation of this research will be discussed. Finally, suggestions for future research will be summarized to provide guidelines for future research.

### 8.2 Research Conclusion

8.2.1 Research Question 1: What are the Thai consumer decision-making styles for grey luxury fashion goods?



The Consumer Styles Inventory model, developed by Sproles and Kendall (1986), is adopted as a basis research instrument for this study to identify Thai consumer decision-making styles for grey luxury fashion goods. Although this model is reliable and applicable to be used in cross-cultural settings as previously discussed in section 4.2.1, it was initially developed to examine consumers' decision-making styles for general product class. Sproles and Kendall (1986) demonstrate that consumers have eight characteristic dimensions when purchasing general products: Perfectionist, Brand Conscious, Novelty-fashion Conscious, Recreational-Hedonistic Conscious, Price Conscious, Impulsive and Careless, Confused by Overchoice, and Habitual and Brand Loyal. As a result, the researcher further extends this model and proposes three additional consumer decision-making styles for grey luxury fashion goods: Conspicuous Conscious, Reliance on Celebrities, and Exclusivity Conscious as discussed in section 4.3.

The research findings reveal that the eight original dimensions: Perfectionist, Brand Conscious, Novelty-fashion Conscious, Recreational-Hedonistic Conscious, Price Conscious, Impulsive and Careless, Confused by Overchoice, Habitual and Brand Loyal are found in Thai consumers when purchasing grey luxury fashion goods as analysed in section 6.2.2 and discussed in section 7.2. These dimensions are also found in previous research on Asian consumers' decision-making styles (e.g. Boonlertvanich, 2009; Hafstrom et al, 1992; Mokhlis, 2009; Siu, Wang, Chang, and Hui, 2001; Yang and Wu, 2007) as shown in Table 29. Four decision-making styles found in this study: Perfectionist, Brand Conscious, Impulsive and Careless, and Confused by Overchoice dimensions are also reported in Korean (Hafstrom et al, 1992), Chinese (Mokhlis, 2009; Siu et al, 2001), Taiwanese (Yang and Wu, 2007), and Thai (Boonlertvanich, 2009) consumer research. It indicates that these four dimensions might be useful to measure Asian consumers' shopping orientation as they can be found in many Asian countries.

On the other hand, Novelty-Fashion Conscious dimension is confirmed in Chinese (Mokhlis, 2009; Siu et al, 2001), Taiwanese (Yang and Wu, 2007), and Thai (Boonlertvanich, 2009) consumer studies but cannot be found in Korean consumers (Hafstrom et al, 1992). Hafstrom et al (1992) elaborate that there might be a relationship between Fashion Conscious and Brand Conscious dimensions because measurement items of Fashion Conscious are loaded in the Brand Conscious dimension. Furthermore, they also identify a new consumer decision-making style for Korean consumers, Time-Energy Conserving, which includes measurement items from Brand Conscious and Habitual Brand-Loyal developed by Sproles and Kendall (1986) (Hafstrom, 1992). In

contrast to this study, the respondents perceive time-saving as a part of Recreational-Hedonistic dimension as they explain that grey market shopping procedure is considered to be pleasant and convenient because they do not need to travel to get luxury fashion goods as analysed in section 6.3.4.3 and explained in section 7.4.2.

Recreational-Hedonistic Conscious and Price Conscious dimensions are also found in Korean (Hafstrom et al, 1992), Chinese (Mokhlis, 2009; Siu et al, 2001), and Thai (Boonlertvanich, 2009) consumer studies while these two dimensions are absent in Taiwanese consumers (Yang and Wu, 2007). The researchers (Yang and Wu, 2007) explain that these two dimensions are not found in Taiwanese consumers because the study focuses on online shopping behaviour. They justify that online shoppers have already thought through their purchase before making decisions so they might not see online shopping as a hedonistic activity (Yang and Wu, 2007). Furthermore, they are not Price Conscious because they might not consider price as a main issue as they find it more convenient to make a purchase online than a traditional method (Yang and Wu, 2007). This argument contradicts with the findings of this study which demonstrate that Hedonistic and Price Conscious dimensions represent consumers' decision-making styles for grey luxury fashion goods, which are mainly bought online. Thai consumers view grey luxury fashion goods shopping as a pleasant activity because they think that it is convenient to purchase through the internet as previously discussed in section 7.2.4. Furthermore, online shopping allows them to be more Price Conscious as they can make a price comparison between the grey sellers before they make a purchase as illustrated in section 7.2.5.

Habitual and Brand-Loyal dimension is also confirmed in Korean (Hafstrom et al, 1992), Chinese (Siu et al, 2001), Taiwanese (Yang and Wu, 2007), and Thai (Boonlertvanich, 2009) consumer research while Chinese students in Malaysia do not exhibit this characteristic (Mokhlis, 2009). The author (Mokhlis, 2009) suggests that Habitual and Brand-Loyal is not found in Chinese students in Malaysia but it might be found in non-student Malaysians. However, there is a new dimension emerges from the study of Chinese students in Malaysia, Shopping Avoidance dimension, which is the opposite to the Recreational-Hedonistic dimension (Mokhlis, 2009).

Furthermore, three decision-making styles proposed by the researcher: Conspicuous Conscious, Reliance on Celebrities, and Exclusivity Conscious are also confirmed in this study as analysed in section 6.2.2 and discussed in sections 7.2.9, 7.2.10, and 7.2.11.

Conspicuous Conscious dimension found in this research mainly concerns with social influence such as conformity with social group and social status. This dimension, to some extent, is similar to Social Influence dimension, which is found in Boonlertvanich's (2009) study of Thai consumers' decision-making styles for digital cameras. Additionally, there is a connection between Reliance on Celebrities and Boonlertvanich's (2009) Mass Media Influence dimensions because celebrities are a part of mass media which has a great impact on Thai consumers (Chadha and Husband, 2006). Then, it can be said that Thai consumers have some similarity in decision-making styles for different product classes. However, the Exclusivity Conscious dimension is not found in Boonlertvanich's (2009) study because digital camera is a product that is not as exclusive as luxury fashion goods. In conclusion, eleven consumer decision-making styles have been confirmed in this study.

Research	Present Study	Hafstrom et al (1992)	Siu, Wang, Chang and Hui (2001)	Yang and Wu (2007)	Mokhlis (2009)	Boonlertvanich (2009)
<b>Samples</b>	Thai Consumers	Korean College Student	Chinese Consumers	Taiwan Consumers	Chinese Students in Malaysia	Thai Undergraduate Students
<b>Shopping for</b>	Grey Luxury Fashion Goods	General Product	General Product	Online Shopping	General Product	Digital Camera
<b>Eight Original Decision-making Styles</b>	Perfectionist	Perfectionist	Perfectionist	Perfectionist	Perfectionist	Perfectionist
	Brand Conscious	Brand Conscious	Brand Conscious	Brand Conscious	Brand Conscious	Brand Conscious
	Novelty-fashion Conscious	N.A.	Novelty-fashion Conscious	Novelty-fashion Conscious	Novelty-fashion Conscious	Novelty-fashion Conscious
	Recreational-Hedonistic Conscious	Recreational-Hedonistic Conscious	Recreational-Hedonistic Conscious	N.A.	Recreational-Hedonistic Conscious	Recreational-Hedonistic Conscious
	Price Conscious	Price Conscious*	Price Conscious	N.A.	Price Conscious*	Price Conscious
	Impulsive and Careless	Impulsive and Careless	Impulsive and Careless	Impulsive and Careless	Impulsive and Careless*	Impulsive and Careless
	Confused by Overchoice	Confused by Overchoice	Confused by Overchoice	Confused by Overchoice	Confused by Overchoice	Confused by Overchoice
* Factors with Cronbach alpha levels below 0.4	Habitual and Brand Loyal	Habitual and Brand Loyal*	Habitual and Brand Loyal	Habitual and Brand Loyal	N.A.	Habitual and Brand Loyal
	Decision-making	Conspicuous Conscious	Time-Energy Conserving*		Shopping Avoidance	Mass Media Influence

<b>Styles Emerged from the Study</b>						
	Reliance on Celebrities					Social Influence
	Exclusivity Conscious					Lifestyle Influence

*Table 29: Comparison of Asian Consumers' Decision-Making Styles*

### 8.2.2 Research Question 2: How is Thai consumer decision making style influenced by demographic variables?

To address this research question, the conclusion is drawn from the quantitative analysis and the outcome discussion of the five selected demographic variables: gender, age, education, occupation, and income in sections 6.2.5 and 7.3. However, it is important to note that this research only investigates these demographic variables at sub-group levels, meaning that each variable is treated individually, because it is sufficient to determine if differences in demographic characteristics have an impact on consumers' decision-making styles for grey luxury fashion goods.

At sub-group levels, the relationships between eleven consumer decision-making styles for grey luxury fashion goods and the differences of each selected demographic characteristic are identified. The significance of the relationship is determined by the number of decision-making style dimensions in which demographic variables are related to. For example, demographic variables that relate to more decision-making style dimensions portray stronger effects of differences in demographic characteristics on consumer's decision-making styles than variables that relate to less decision-making style dimensions.

At sub-group levels, differences in consumers' gender and age pose to have the strongest effect on consumer's decision-making styles for grey luxury fashion goods as they significantly relate to eight out of eleven decision-making styles. Differences in consumers' gender and age relate to the same six dimensions: Fashion Conscious, Hedonistic, Price Conscious, Impulsive and Careless, Brand Loyal, and Reliance on Celebrities. Apart from these six dimensions, gender variable also links with two other dimensions which are Brand Conscious and Conspicuous Conscious, where females significantly exhibit these orientations more than males as previously discussed in section 7.3.1. On the other hand, differences in consumers' age relate to two other dimensions: Perfectionist and Exclusivity Conscious. The result discussion in section 7.3.2 reveals

that younger consumers (25 years old or less) exhibit Perfectionist orientation less than mature and older consumers (36-45 and over 45 years old sub-groups respectively) but they tend to be more Exclusivity Conscious than older consumers.

Differences in consumers' occupation seem to have significant relationships with six out of eleven consumer decision-making styles including Impulsive and Careless, Confused by Overchoice, Brand Loyal, Conspicuous Conscious, Reliance on Celebrities, and Exclusivity Conscious. As discussed in section 7.3.4, the significant differences of this variable rely heavily on the non-income earner sub-group across six dimensions. This outcome is very reasonable as non-income earner sub-group does not only portray profession but also income position of consumer. Schiffman et al (2014) support that an individual's occupation can reflect his/her lifestyle and purchasing power.

Income is another demographic variable to be considered for grey luxury fashion purchase as it outlines the consumer's ability to pay. This variable has a significant relationship with five out of eleven consumer decision-making styles, which are Perfectionist, Brand Conscious, Impulsive and Careless, Brand Loyal, and Reliance on Celebrities as explained in section 7.3.5. In contrast to consumers' occupation, the significant differences of this variable are mainly due to high-income sub-group across five dimensions. However, Brand Conscious is the only dimension where the low-income sub-group is not significantly different from other income sub-groups which is consistent with analysis of differences in consumers' occupation, particularly non-income earners, that no significant relationship is found in the Brand Conscious dimension.

Differences in education sub-group only establish a relationship with three out of eleven decision-making styles. This implies that education level has the weakest effect on consumer decision-making styles for grey luxury fashion goods among the five selected demographic variables. Consumers with postgraduate degree and above are more Perfectionist and Brand Loyal than consumers with undergraduate degree and below but they are less Reliance on Celebrities than consumers with undergraduate degree.

In summary, this study has provided an analysis of the effects of differences in selected demographic variables on Thai consumer decision-making styles for grey luxury fashion goods. It demonstrated that differences in consumers' gender, age, education, occupation, and income are related to the differences in consumers' decision-making styles. These findings indicate that the selected variables can influence consumers' decision-making styles for grey luxury fashion goods. However, it is important to acknowledge that each

demographic variable is analysed independently while in reality all of these demographic variables are inseparable. Accordingly, it might be possible that this complexity may affect the relationships between demographic variables and consumer decision-making styles. For example, younger consumers in the age sub-group and non-income earners in the occupation sub-group exhibit more of an Impulsive and Careless characteristic than other sub-groups. It is possible that age effect is confounded with occupation effect because many younger consumers can be students, which is referred to as non-income earners in the occupation sub-group.

8.2.3 Research Question 3: What are Thai consumers' attitudes towards grey luxury fashion goods and underlying motivations to purchase luxury fashion goods from the grey market?

With a post-positivist stance, the research not only aimed to identify consumer decision-making styles for grey luxury fashion goods but also to understand the underlying influences for each decision-making style dimension. For this reason, the researcher adopted a qualitative interview approach to draw out consumers' attitudes and motives for grey luxury fashion consumption as justified in section 5.2.2. The concept of attitude is widely used in consumer behaviour research because it is recognized as a main factor of many consumer behaviour models (Batkoska and Koseska, 2012) as discussed in section 3.2. Many researchers (e.g. Howard and Sheth, 1969; Nicosia, 1986) regard attitude as an influencing factor that has an impact on purchasing intention and drives consumers to make an actual purchase.

As previously analysed and discussed in sections 6.3.1, 6.3.2, 6.3.3 and 7.4, most Thai consumers, who have grey luxury fashion goods purchasing experience, have a positive attitude towards grey luxury fashion goods. They also exhibit that positive attitude is related to the advantages of buying luxury fashion goods from the grey market which are money-saving, convenience, emotional benefits, and variety of products. This group of consumers tends to have high purchasing intention towards the grey luxury fashion goods. This finding is consistent with previous research (e.g. Engel, Kollat, and Blackwell, 1970; Howard and Sheth, 1969) that positive attitude leads to higher purchasing intention.

On the contrary, negative attitude towards grey luxury fashion goods mainly relies on authenticity of the grey luxury fashion goods and trustworthiness of the grey sellers. However, consumers explain that negative attitude towards grey luxury fashion goods has no impact on their purchasing intention because they still want to buy luxury fashion

goods from the grey market. This outcome contradicts to previous research (e.g. Engel, Kollat, and Blackwell, 1970; Howard and Sheth, 1969) but it might be because consumers think that the benefits of grey luxury fashion goods are worth the risk as previously explained in sections 6.3.1 and 7.4.

In addition, there are a few drawbacks of grey luxury fashion goods, which arise from the consumers' point of view but are not taken into account for negative attitude towards grey luxury fashion goods. First, there is no luxury purchasing experience for grey luxury fashion goods because consumers do not need to go to the official retail store to make a purchase. However, luxury purchasing experience provided by the grey sellers is seen as convenient and time-saving. Second, grey luxury fashion goods are recognized as a threat to Thailand's revenue on import tax by many Thai consumers as they fully understand the process of the grey market as explained in section 2.5.2. Nevertheless, this concern does not prevent consumers from buying grey luxury fashion goods as they care about their own benefits over the country as a whole.

Furthermore, the qualitative analysis also demonstrates that there are eight motivations for grey luxury fashion consumption which are Price, Variety of Products, Convenience, Emotional Benefits, Quality, Social Benefits, Influence of Celebrities, and Social Media.

The price of grey luxury fashion goods is usually cheaper than the price of luxury fashion goods in official retailers in Thailand by 20-30%. Accordingly, price is recognized to be one of the main reasons for grey luxury fashion consumption. This result is in line with many literatures on Asian luxury fashion consumption (e.g. Chan, To, and Chu, 2015; Park, 2014) that many luxury consumers are price sensitive as they are willing to get luxury goods at a cheap price as possible.

The variety of luxury fashion goods offered in the grey market is another factor that drives consumers to choose the grey market over the official retailer. Unlike the mature luxury markets, authorized luxury retailers in Thailand cannot provide a full-range of product availability to customers. Sometimes, the launch of luxury products is far behind the Western countries such as the United Kingdom and France. Consequently, many consumers turn to the grey sellers who can bridge this gap and offer a wide variety of products to them. It can be said that consumers, who buy grey luxury fashion goods due to the variety of selections, are in need of uniqueness as they want luxury goods that are not widely available and consumed in their social group. This finding is consistent with previous research (e.g. Hung et al, 2011; Young and Combs, 2016) that uniqueness is

considered to be one of the motivations for Asian luxury consumption; while Young and Combs (2016) specifically assert that Thais are motivated by the uniqueness concept of luxury goods.

The convenience process of the grey market also motivates Thais to buy luxury fashion goods from the grey market. It is both cost and time saving for consumers as they can get grey luxury fashion goods without leaving the house. Furthermore, authorized luxury retailers in Thailand are not currently offered online shopping features to their customers. Many consumers illustrate that grey luxury shopping experience is a pleasant activity. This reflection on emotional benefits is also another motivation for grey luxury fashion consumption among Thai consumers. Moreover, the respondents also state that emotional benefits are another motivation that influences them to consume grey luxury fashion goods. Grey luxury fashion goods provide the same functional benefits and emotional benefits as luxury fashion goods acquired from the authorized retailers. Accordingly, it can boost consumers' self-confidence and enhance their self-concept. This outcome is in line with previous literature on Asian luxury consumption that consumer motives for luxury consumption include individual dimensions such as Hedonistic (Bian and Forsythe, 2012; Liang, Ghosh and Oe, 2017) and self-identity (Choo et al, 2012; Hung et al, 2011; Kulsiri, 2012).

In addition, quality is also considered to be another motivation for grey luxury fashion goods as consumers view that there is no difference in quality between luxury fashion goods and grey luxury fashion goods. Most consumers believe that quality feature is embedded in luxury fashion goods and luxury fashion goods are high in quality. This finding reconfirms that Asian consumers consume luxury goods because of their quality (e.g. Timperio et al, 2016; Wu et al, 2015).

Social benefits such as conspicuous consumption (Chen and Lamberti, 2015; Siu, Kwan and Zeng, 2016) and prestige (Bian and Forsythe, 2012; Young and Combs, 2015) are known to be one of the main factors for luxury fashion consumption among Asians. The outcome of this study confirms that conspicuous consumption and group conformity are social benefits that greatly influence Thai consumers to purchase luxury fashion goods from the grey market. King (2016) further explains that Thai culture values wealthy people over less wealthy people and that is why public consumption to signal social status is important in Thailand.



Celebrities are known to have a significant influence in Thai culture (Chadha and Husband, 2006). They are perceived as a leader in lifestyle as well as fashion trend in Thailand (The Nation, 2015). For this reason, it is sensible that celebrities also influence Thais to consume grey luxury fashion goods. Thai consumers admit that their grey luxury fashion purchases are motivated directly and indirectly by celebrities. They assert that the impact of celebrities’ influence is widely expanded through social media as social media connects them directly to the celebrities. On the other hand, social media is recognized as one of the motivations for grey luxury fashion goods as social media makes it easier for consumers to reach the grey sellers. Additionally, consumers use social media to communicate their social status through the use of grey luxury fashion goods in a digital community. This outcome is in line with previous research, which illustrates that social media plays an important role in consumer lifestyle as well as demand of luxury fashion goods in Thailand (Euromonitor, 2013; Sakawee, 2013).

Based on the above conclusion, it can be seen that there are similarities in consumer motivations for grey luxury fashion goods in this study and motivations for luxury fashion goods among Asian consumers from previous literature which has been discussed in section 3.5. These factors are summarized in Table 30 below:

Motivations for grey luxury fashion consumption found in this research	Motivations for luxury fashion consumption found in Asian luxury consumption research discussed in section 3.5
Price	Price
Variety of Product	Uniqueness
Convenience	Hedonic (in shopping)
Emotional Benefits	Self-identity and Hedonic (from consumption)
Quality	Quality
Social Benefits	Conspicuous Consumption and Prestige
Influence of Celebrities	N/A
Social Media	N/A
N/A	Usability

*Table 30: Summarization of motivations for grey luxury fashion goods vs luxury fashion goods*

From Table 30, it can be seen that motivations for grey luxury fashion goods and luxury fashion goods are quite the same which indicates that Thai consumers’ motivations for grey luxury fashion goods are somewhat similar to motivations for luxury fashion goods

and vice versa. However, there are three factors: Influence of Celebrities, Social Media, and Usability that are not directly linked across studies, which may occur for many reasons. First, Influence of Celebrities and Social Media are not included in the Consumers' Luxury Value Perception model proposed by Wiedmann et al (2007), which has been adopted to analyse motivations for Asian luxury consumption in section 3.5; it is possible that these two factors are not considered in the first place. Second, usability feature is perceived as a basic requirement of luxury fashion goods (Chen and Lamberti, 2015); it is possible that the respondents overlook this function and focus on other more obvious motivations.

#### 8.2.4 Discussion on the Aim of the Research and Answering the Research Questions

A discussion on the aim of the research in this section reflects on the process in achieving the research aim and addressing the research questions to make sure that the aim of this research was met. In achieving the aim of the research, a sequential mixed-method technique was adopted as a research approach as justified in section 5.2.2. A sequential mixed-method technique is effective in addressing the research questions through the online survey questionnaire and semi-structured interviews of Thais who have grey luxury fashion goods purchasing experience in the past 12 months. The research aim for this study is:

“to identify and explain Thai consumers' decision-making style for grey luxury fashion goods by adopting, validating and extending the Consumer Style Inventory (CSI) developed by Sproles and Kendall (1986) as a behavioural framework to categorize Thai consumers with similar shopping orientation into the same decision-making style”

The research aims and questions of this study are successfully realized as follows:

First, the researcher successfully adopted and extended the CSI model as a behavioural framework in explaining the cognitive behavioural factors of Thai consumers when purchasing grey luxury fashion goods as proposed in section 4.3. This process was done through the extensive review of literature on Thai luxury fashion consumers (section 2.3.2), consumers' decision-making models in relation to luxury fashion consumption (section 3.3), cultural differences and luxury consumption (section 3.4), Asian luxury fashion consumption (section 3.5), and consumers' decision-making styles (section 4.2) which provided a detailed understanding of Thai consumers' decision-making styles for

grey luxury fashion goods. Furthermore, this procedure assisted the researcher to identify gaps in previous literatures and verify the originality of the research subject regarding Thai consumer behaviour on grey luxury fashion goods, which highlights a contribution of this research.

Second, this research identified and explained Thai consumer decision-making styles for grey luxury fashion goods through the analysis of quantitative data (section 6.2.2), qualitative data (section 6.3.4) and discussion on the outcome (section 7.2) to address the first research question of this study “What are the Thai consumer decision-making styles for grey luxury fashion goods?” (section 8.2.1). This was to categorize Thai consumers with similar shopping orientation into the same decision-making style and establish an understanding on each consumer decision-making style dimension. This research demonstrated that there are eleven decision-making style dimensions regarding grey luxury fashion consumption of Thai consumers, which are Perfectionist, Brand Conscious, Novelty-fashion Conscious, Recreational-Hedonistic Conscious, Price Conscious, Impulsive and Careless, Confused by Overchoice, Habitual and Brand Loyal, Conspicuous Conscious, Reliance on Celebrities, and Exclusivity Conscious.

Third, the effects of differences in selected demographic variables on Thai consumers’ decision-making styles regarding grey luxury fashion goods were investigated through quantitative outcomes (section 6.2.5), discussed in section 7.3, to address the second research question “How is Thai consumer decision making style influenced by demographic variables?”. This research revealed that differences in demographic variables (gender, age, education, occupation, and income) have an effect on Thai consumers’ decision-making styles for grey luxury fashion goods as concluded in section 8.2.2.

Finally, the researcher investigated Thai consumers’ attitudes towards the grey luxury fashion goods and further identified underlying motivations for grey luxury fashion goods through qualitative analysis (section 6.3), as discussed in section 7.4, to address the third research question “What are Thai consumers’ attitudes towards grey luxury fashion goods and underlying motivations to purchase luxury fashion goods from the grey market?”. This study found that Thai consumers’ attitudes towards grey luxury fashion goods are mostly positive. However, negative attitudes towards grey luxury fashion goods can be seen but they do not prevent Thai consumers from purchasing grey luxury fashion goods. Motivations that drive Thai consumers to purchase luxury fashion goods from the grey

market are price, variety of products, convenience, emotional benefits, quality, conspicuous consumption, influence of celebrities, and social media as concluded in section 8.2.3.

### 8.3 Theoretical Contributions

The principal contribution of this thesis is to address a lack of research on grey luxury fashion consumption behaviour. The effects of the grey market are not only significant in Thailand (Pantong, 2013) but also emerging consumer markets in Asia such as China (Chitrakorn, 2016) and Singapore (McGeever, 2016). However, no research has been conducted to establish an understanding on consumer behaviour regarding the grey luxury fashion segment. Accordingly, this thesis makes contributions to knowledge in extending an understanding of Thai consumers' decision-making styles for grey luxury fashion goods.

First, the current study validated the applicability of the widely accepted CSI model (Durvasula, Lysonsky, and Andrews, 1993; Hafstrom, Lung, and Young, 1992; Tanksale, Neelam, and Venkatachalam, 2014) for grey luxury fashion consumption in Thailand, an emerging country with growing economic significance for the luxury fashion industry (Euromonitor, 2013; Ipsos, 2013). It also extended the applicability of the CSI to a non-student population in Thailand with a particular focus on grey luxury fashion goods instead of general product class. This study confirmed that eight consumer decision-making styles developed by Sproles and Kendall (1986) can be found in Thai consumers. The findings help in reducing the gap in research on consumers' decision-making styles on difference product classes.

Second, the researcher bridged a gap in the literature by extending the CSI framework to a new and distinct level by developing three new decision-making styles for Thai consumers, thereby testing its extended validity with a non-student population. The three new decision-making styles are developed in reference to previous literature on Asian luxury consumption (e.g. Han, 2010; Hung et al, 2011; Kulsiri, 2012; Li et al, 2012; Park Rabolt, and Jeon, 2008; Zhan and He, 2012). This is an important contribution towards the development of consumers' decision-making styles dimensions, which provides linkages between consumers' shopping characteristics and luxury fashion dimensions from recent studies on Asian luxury fashion consumption. The three emerging decision-making style dimensions can be used as a basis in explaining Thai consumers' and, to some extent, Asian luxury fashion consumption behaviour.

Third, this research contributed to the application of the CSI from an additional country perspective, Thailand. The CSI has been replicated in a cross-cultural context such as New Zealand (Durvasula, Lysonsky, and Andrews, 1993), Malaysia (Kamaruddin, and Mokhlis, 2003) and China (Fan and Xiao, 1998). The empirical data on grey luxury consumption for Thailand, combined with qualitative interviews, was triangulated with previous studies, to understand the main decision-making styles for Thai consumers and highlight the applicability of the CSI in Thailand. The outcomes of this research suggest that the CSI model is valid to explain Thai consumers' behaviour.

Fourth, the outcome of this study depicted the key motivational drivers that influence Thai consumers to purchase luxury fashion goods from the grey market. Many of these motivations, such as emotional benefits, quality, and conspicuous consumption, are similar to luxury fashion dimensions identified in previous literature (e.g. Kulsiri, 2012; Li et al, 2012; Park, Rabolt, and Jeon, 2008) as discussed in section 8.2.3. Thus, this study also provides a linkage between motivations for grey luxury fashion consumption and traditional luxury fashion consumption.

Finally, this research has provided a broad theoretical perspective to an emerging consumer market in Asia where the grey market exists. As previously discussed in section 3.4, there are similarities in Asian consumer culture (e.g. Chadha and Husband, 2006; Wong and Ahuvia, 1998). This research can serve as a foundation for emerging consumer literature.

#### 8.4 Managerial Implications

This thesis also intends to extend the usefulness of the research outcome to a more practical real-world situation for Thailand, especially the Thai government. This research outlined consumers' decision-making styles for grey luxury fashion goods as well as consumers' attitudes and motives for grey luxury fashion goods to provide an understanding of consumer behaviour on grey luxury fashion consumption in Thailand. This information is valuable for the Thai government as it demonstrates the key factors that influence consumers to purchase luxury fashion goods from the grey market, which has an impact on the import revenue of Thailand. However, the researcher will only focus on the implications that emerged from this research as discussed below:

#### 8.4.1 Thai Economic Implication

The grey market industry hurts the Thai economy as it causes the Thai government to lose billions of pounds on import duty revenue as the grey sellers avoid to pay for the import tax (Pantong, 2013). Furthermore, the Thai government is also losing on personal income tax as most grey sellers are hiding their income on the grey transactions, which are impossible to track down. This study finds that the differences in selling prices of luxury fashion goods between the grey market and authorized stores in Thailand is one of the main reasons that influences Thais to purchase luxury fashion goods from the grey market. The outcomes show that Price Conscious is the most exhibited consumer shopping characteristic among Thais when purchasing luxury fashion goods from the grey market. Thai consumers are Price Conscious when purchasing grey luxury fashion goods regardless of their age, education, occupation and income while women are more Price Conscious than men. This finding emphasises that Thais are very concerned about price.

Additionally, the qualitative outcomes indicate that the selling price of luxury goods is around 20-30% higher in retail stores than the grey market. This large pricing gap mainly relies on Thailand import duty for luxury goods of 30% (Yuvejwattana and Nguyen, 2013). To prevent the loss on import duty and improve the economic situation of Thailand, the Thai government should act against the grey luxury fashion market by reducing import tax for the luxury product segment for many reasons.

First, the Thai government will not have to lose on import revenue to the grey sellers. Once the price gap of luxury fashion goods between authorized retailers and the grey market is narrowed down, consumers who concern about price, will turn down the grey market and make a luxury fashion purchase from the official brand stores. Based on the qualitative finding in section 6.3.3, most Thai consumers are aware that the price of luxury fashion goods in the grey market is cheaper than official retailers because the grey sellers avoid paying import tax. Although they think that it is not a very ethical thing to do, they still choose to purchase luxury fashion goods from the grey market because of its competitive price.

Second, Thailand's economy will be improved when it becomes a leading shopping destination for Asian tourists. Currently, the tourism and travel industry plays an important role in the Thai economy as they directly contribute to Gross Domestic Product (GDP) and employment to Thailand as reported by World Travel and Tourism Council

(2017). Furthermore, tourists also drive the growth of the luxury fashion industry in Thailand (Bain and Company, 2015). Fernquest (2016) reveals that Thailand will attract more tourists and become the main luxury shopping destination in Asia if the import tax on luxury goods is reduced. Furthermore, the decrease in import tax will encourage Thais to shop for luxury goods in Thailand rather than abroad as well (Fernquest, 2016).

Additionally, it is important to reflect on the benefits of the grey luxury fashion market because they are reasons for the continuous growth, which drive the grey market to become a part of cultural consumption in Thailand. Although the grey luxury fashion market has negative effect on the Thai government, it is deemed to be beneficial to involved parties identified in section 2.5.2 such as the grey consumers, the grey sellers, cabin crews, and even many government officers. It is obviously seen that the grey consumers get a lot of benefits from purchasing luxury fashion goods from the grey market. The qualitative outcome illustrates that price, variety of products and convenience are the distinct benefits of the grey luxury fashion market while other variables such as emotional and social benefits can also be found in the traditional luxury shopping.

On the other hand, the grey sellers can generate solid profits from the grey luxury fashion goods through the differences in selling price between countries and exclusivity of the product (e.g. Hermes Birkin handbag as mentioned in the qualitative outcome). Moreover, cabin crews get extra fees from obtaining luxury goods from another country and deliver to Thailand while some government officers, such as custom officers at airport, are bribed for not charging import duty on those luxury goods. The grey luxury fashion market is embedded into Thai culture as its benefits widespread among the individuals in the society. Additionally, the barrier to the grey luxury fashion community is barely recognized as it is broadly opened and welcome everyone to join. There are increasing parties that gain these kinds of benefits from the grey luxury fashion goods as the market expands, however; its ethical concern has been raised in the qualitative outcome. The next section will look into social implication which focuses on ethical issues of the existence of the grey luxury fashion market in Thailand.

#### 8.4.2 Thai Social Implication

The grey market has been identified as legal, but its business ethics remain in doubt (Chaudhry, 2014; Zhao et al, 2016). This is because the grey market has infringed the rights of authorized dealers (Ahmadi, Iravani, and Mamani, 2017). In Thailand, many of

luxury brand stores are not solely owned by the luxury companies but also Thai shareholders. The researcher reflects that the grey market transaction is unethical in the way that the official retailers in Thailand lost their sales from Thai customers to the grey market. Additionally, the researcher also recognizes that most grey luxury fashion sellers are not only unethical but also involving with illegal transactions such as bribery, and tax avoidance. Furthermore, the outcome of this study illustrates that many grey consumers are aware that the grey luxury fashion market is unethical and poses a threat to Thai import duty. but they still commit to the grey market as they choose their personal benefits over others as explained in section 7.4. These ethical issues raise concern regarding the impact of the grey luxury fashion market to the Thai social situation.

As discussed in section 7.2.4, Hedonistic Conscious is one of the characteristics that is seen by Thai consumers when purchasing grey luxury fashion goods. Thai consumers who purchase luxury fashion goods from the grey market elaborate that the grey sellers provide impressive service and make the whole shopping process more convenient and enjoyable. However, convenience of grey consumers does have an effect on convenience of others in the society as Thai custom strictly inspects the belongings of every Thai passenger entering Thailand with the maximum allowance of £400 with the aim to prevent the import of grey luxury fashion goods. This process is not only time-consuming but also intimidating to many Thai consumers because it means that they cannot enjoy shopping during their holiday especially for luxury goods as an effect of the grey market. Furthermore, authorized luxury retailers such as Louis Vuitton and Chanel limit the amount of luxury products a consumer can buy to prevent the grey market (Robertson, 2016). This policy is a consequence of the grey market, which has a direct effect on luxury consumers as their rights to purchase luxury goods have also been restricted. Though the actions of Thai customs and luxury retailers can partially prevent the process of the grey market, they also push the burden to other consumers on the social scale.

Based on this notion, the effects of the grey market are not limited to the authorized luxury retailers in Thailand or Thai import duty but also Thai travellers and traditional luxury consumers. Accordingly, it is important for the grey luxury fashion community to acknowledge that the consequences of their actions are far more unethical than they think. This research finds that Thai consumers are greatly influenced by celebrities when it comes to grey luxury fashion goods as they see celebrities as fashion trend setters (The Nation, 2015). Additionally, Reliance on Celebrities is one of the most relevant decision-making styles for grey luxury fashion goods among Thai consumers while influence of



celebrities is seen as motivation for grey luxury fashion consumption as discussed in section 7.2.10 and 7.4 respectively. Accordingly, celebrities should be able to influence Thai consumers to avoid purchasing luxury fashion goods from the grey market at some level. It is highly recommended for the Thai government to set up a campaign in which celebrities create awareness on the downside of grey luxury fashion goods such as fraud as well as ethical considerations. This is to make consumers aware that grey luxury fashion goods should not be widely accepted in Thai culture as they have negative impacts on society as a whole.

## 8.5 Research Limitations

This section presents the limitations which emerge from this study. First, the samples of this study were restricted to Thais who purchased luxury fashion goods from the grey market within the past 12 months in order to be able to identify and explain Thai consumers' decision-making styles for grey luxury fashion goods. The samples who had not purchased luxury fashion goods from the grey market were excluded from the study because they might not have an understanding about the grey market or grey luxury fashion shopping orientations. Therefore, the generalizability of the findings would be limited to grey luxury fashion consumers only.

Second, the qualitative interview samples may not cover all eleven decision-making styles for grey luxury fashion goods as explained and justified in section 6.6. Thus, the depth in interpretation and conclusion in some decision-making styles may be less than others. However, the results obtained from a mixed-method technique are reliable and valid to explain Thai consumers' decision-making styles for grey luxury fashion goods and serve the purpose of this research.

Third, the number of respondents regarding their gender for both research approaches are significantly different due to the nature of the luxury fashion market where the main consumers are female as previously discussed in sections 2.3.2.1 and 5.4.4. Although the research outcome can explain consumers' decision-making styles for grey luxury fashion goods, it might not be applicable to other luxury segments such as luxury cars where male consumers are predominant.

Last, this research only focuses on a specific industry, the grey luxury fashion market, which has never been studied before. The findings and conclusion of this research are only limited to the grey luxury fashion goods in Thailand rather than the luxury fashion

segment as a whole. Furthermore, the literature which can be used to support or argue with this study is also limited. Although the aims of this study in focusing on Thai consumers and their decision-making styles for grey luxury fashion goods are achieved, the limitations of generalizability to different industries should be acknowledged.

## 8.6 Suggestion for Future Research

This section provides a starting point for further research by highlighting new avenues for researchers who are interested in consumer behaviour as well as the grey luxury fashion market.

First, the consumers' decision-making styles in this study should be replicated using samples from other cultures with high growth in the grey luxury fashion market such as China. Although the findings from this study are not generalizable, the measurement instruments were developed from a review of literatures on Asian luxury fashion consumption and the CSI model, which is widely replicated in cross-cultural contexts. The measurement model should be applicable to different consumer cultures, especially Asian.

Second, the findings of this research, to some extent, are also relevant to consumers' decision-making styles for luxury fashion goods purchased from the authorized retail stores as the respondents explain that some benefits and motivations for grey luxury fashion consumption are similar to their motives for luxury fashion consumption. Future research may partially adopt Thai consumers' decision-making styles for grey luxury fashion goods to determine decision-making styles for luxury fashion goods or other luxury goods segments.

Third, this study successfully replicates the CSI model developed by Sproles and Kendall (1986), which further supports that the CSI model is reliable and useful to be adopted in different cultural settings. The results from this study are also consistent with previous research, suggesting that the CSI model can be used with specific product categories. Future research, whether in academic or marketing practice, may use this model as a basis in establishing an understanding in the consumer behaviour context.

Fourthly, this research has extended the benefits of using a sequential mixed-method research technique through quantitative survey questionnaire and qualitative interview. It exhibited a level of in-depth information gained from the use of both research approaches to explain Thai consumers' decision-making styles for grey luxury fashion goods. Both

methods assisted the researcher to successfully draw out underlying factors for grey luxury fashion consumption among Thais. Researchers with similar theoretical and methodological assumptions can use this research to support their stances and approaches as research triangulation can provide valuable insightful information by reducing weaknesses and enhancing the strengths of research techniques.

Last, this research reflects that the existence of the grey luxury fashion market has a negative effect on other parties, beyond the Thai government, including the authorized retailers in Thailand, the luxury brands, and luxury consumers who do not commit to the grey market as identified in section 8.4.2. It demonstrates that Thai authorized luxury shareholders lost their sales of luxury fashion goods to the grey market as part of luxury cultural consumption as many Thais choose to purchase luxury fashion goods outside the official trading channel for its benefits such as price, convenience, and variety of products. On the other hand, luxury brands try to prevent the grey market trading because it interferes with the relationship between the luxury brands and end consumers (Robertson, 2016), for example, luxury brands do not have access to actual consumers' profile but instead they get details of the cabin crews who purchase luxury goods at their store. Accordingly, they cannot make connection and establish the relationship with their consumers to enhance brand loyalty.

Furthermore, the method that luxury brands adopt, to fight against the grey market, involves purchase limitation which does not only disturb the grey sellers but also luxury consumers who buy luxury goods from the authorized dealers (Robertson, 2016). These traditional luxury consumers, especially Asians, are inevitably restricted by this policy as they cannot purchase 'another' luxury handbag as a gift for their friends. Gift-giving plays an important part in luxury consumption among Asian consumers as it is a way to honour and pay respect to each other (Walley and Li, 2015). Although this research identifies the negative effects on surrounding parties of the grey luxury fashion market, it has not yet determined the significance of these effects as it mainly focuses on consumer's point of view. Future research may use this information as a guideline to investigate the impact of the grey luxury fashion market on these effected parties, especially the local authorized dealer and luxury brands because it will provide valuable information on how much the grey market can hurt their business and to determine if it requires serious attention to stop the grey market.

## APPENDICES

### APPENDIX A: Pilot Questionnaire

#### Pilot Questionnaire

My name is Marisa Rojanasingsawad. I am a Doctoral Business Administration (DBA) student at University of Gloucestershire in the United Kingdom. This questionnaire is part of my academic research for the completion of my dissertation. It is designed to investigate Thai consumer decision-making styles for grey luxury fashion good. This research recognizes grey luxury fashion goods as high-end fashion brands' accessories and apparel, including leather goods, handbags, shoes, small accessories, and clothes, which are traded outside an authorized distribution channel. If you have involved with transaction that has been described above, please proceed in answering the questionnaire. If not, then please ignore this questionnaire. All information provided will be treated with anonymity and confidentiality. The survey result will strictly be used for academic purposes only. Thank you very much for your cooperation and participation.

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#### SECTION A: Personal Information

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Instruction: For each of the following statements, please circle one letter or fill in the blanks.

1. Gender:  Male  Female

2. Age:  Under 18  18-25  26-35  36-45  More than 45

3. Education- Please specify the highest educational qualification you hold

Secondary  High school  Undergraduate

Postgraduate and above  Others (Please specify) \_\_\_\_\_

4. Occupation:

Executive/ Managerial  Self-employed/ Own Company

Professional (doctor, lawyer, etc.)  Junior Supervisor  Supervisor

Unemployed/Retired  Student  Others (Please specify) \_\_\_\_\_

5. Average Monthly Income:

Less than 10,000 Baht  10,001-20,000 Baht  20,001-30,000 Baht

30,001-40,000 Baht  40,001-50,000 Baht  More than 50,000 Baht

6. Have you ever purchased luxury fashion products from the grey market?

Yes     No     Don't Know

**SECTION B: Consumer Decision-Making Styles for Grey Luxury Fashion Goods**

Instruction: For each of the following statements, please circle the number that indicates your attitude (from 1 = strongly disagree to 5 = strongly agree.)

<b>Consumer Decision-Making Styles for Grey Luxury Fashion Goods</b>	<b>1 = Strongly Disagree to 5 = Strongly Agree</b>				
<b>Dimension1: Perfectionistic, High-Quality Conscious Consumer</b>					
1. Getting very good quality is very important to me.	1	2	3	4	5
2. When it comes to purchasing products, I try to get the very best or perfect choice.	1	2	3	4	5
3. In general, I usually try to buy the best overall quality.	1	2	3	4	5
4. I make special effort to choose the very best quality products.	1	2	3	4	5
5. I really don't give my purchases much thought or care.	1	2	3	4	5
6. My standards and expectations for products I buy are very high.	1	2	3	4	5
7. I shop quickly, buying the first product or brand I find that seems good enough.	1	2	3	4	5
8. A product doesn't have to be perfect, or the best, to satisfy me.	1	2	3	4	5
<b>Dimension2: Brand Conscious, "Price Equals Quality" Consumer</b>					
9. The well-known national brands are best for me.	1	2	3	4	5
10. The more expensive brands are usually my choices.	1	2	3	4	5
11. The higher the price of a product, the better its quality.	1	2	3	4	5
12. Nice department and specialty stores offer me the best products.	1	2	3	4	5
13. I prefer buying the best-selling brands.	1	2	3	4	5
14. The most advertised brands are usually very good choices.	1	2	3	4	5
15. A product doesn't have to be perfect, or the best, to satisfy me.	1	2	3	4	5
<b>Dimension 3: Novelty-Fashion Conscious Consumer</b>					
16. I usually have one or more outfits of the very newest style	1	2	3	4	5
17. I keep my wardrobe up-to-date with the changing fashions.	1	2	3	4	5

18. Fashionable, attractive styling is very important to me.	1	2	3	4	5
19. To get variety. I shop different stores and choose different brands.	1	2	3	4	5
20. It's fun to buy something new and exciting.	1	2	3	4	5
<b>Dimension 4: Recreational, Hedonistic Consumer</b>					
21. Shopping is not a pleasant activity to me.	1	2	3	4	5
22. Going shopping is one of the enjoyable activities of my life.	1	2	3	4	5
23. Shopping the stores wastes my time.	1	2	3	4	5
24. I enjoy shopping just for the fun of it.	1	2	3	4	5
25. I make my shopping trips fast.	1	2	3	4	5
<b>Dimension 5: Price Conscious, "Value for Money" Consumer</b>					
26. I buy as much as possible at sale prices.	1	2	3	4	5
27. The lower price products are usually my choice.	1	2	3	4	5
28. I look carefully to find the best value for the money.	1	2	3	4	5
<b>Dimension 6: Impulsive, Careless Consumer</b>					
29. I should plan my shopping more carefully than I do.	1	2	3	4	5
30. I am impulsive when purchasing.	1	2	3	4	5
31. Often I make careless purchases I later wish I had not.	1	2	3	4	5
32. I take the time to shop carefully for best buys.	1	2	3	4	5
33. I carefully watch how much I spend.	1	2	3	4	5
<b>Dimension 7: Confused by Overchoice Consumer</b>					
34. There are so many brands to choose from that often I feel confused.	1	2	3	4	5
35. Sometimes it's hard to choose which stores to shop.	1	2	3	4	5
36. The more I learn about products, the harder it seems to choose the best.	1	2	3	4	5
37. All the information I get on different products confuses me.	1	2	3	4	5
<b>Dimension 8: Habitual, Brand-Loyal Consumer</b>					
38. I have favourite brands I buy over and over.	1	2	3	4	5
39. Once I find a product or brand I like, I stick with it.	1	2	3	4	5
40. I go to the same stores each time I shop.	1	2	3	4	5
41. I change brands I buy regularly.	1	2	3	4	5
<b>Dimension 9: Conspicuous Conscious</b>					
42. This luxury brand reflects the kind of person I see myself to be.	1	2	3	4	5
43. This luxury brand helps me communicate my self-identity.	1	2	3	4	5
44. This luxury brand helps me express myself.	1	2	3	4	5
45. This luxury brand is a symbol of social status.	1	2	3	4	5

46. This luxury brand helps me fit into important social situations.	1	2	3	4	5
47. I like to be seen wearing this luxury brand.	1	2	3	4	5
<b>Dimension 10: Social Conscious</b>					
48. To make sure I buy the right product or brand, I often observe what others are buying and using.	1	2	3	4	5
49. I often identify with other people by purchasing the same products and brands they purchase.	1	2	3	4	5
50. If I want to be like someone, I often try to buy the same brands that they buy.	1	2	3	4	5
51. I achieve a sense of belonging by purchasing the same products and brands that others purchase.	1	2	3	4	5
52. I rarely purchase the latest fashion styles until I am sure my friends approve of them.	1	2	3	4	5
53. It is important that others like the products and brands I buy.	1	2	3	4	5
54. When buying products, I generally purchase those brands that I think others will approve of.	1	2	3	4	5
55. If other people can see me using a product, I often purchase the brand they expect me to buy.	1	2	3	4	5
56. I like to know what brands and products make good impressions on others.	1	2	3	4	5
57. If I have little experience with a product, I often ask my friends about the product.	1	2	3	4	5
58. I often consult other people to help choose the best alternative available from a product class.	1	2	3	4	5
59. I frequently gather information from friends or family about a product before I buy.	1	2	3	4	5
<b>Dimension 11: Reliance on Celebrities</b>					
60. I have bought products under the influence of celebrity.	1	2	3	4	5
61. I will stop buying a brand if its endorsing celebrity is involved in any scandal.	1	2	3	4	5
62. I pay more attention to the Advertisements using Celebrity Icon.	1	2	3	4	5
63. I get attracted more towards a film star than any other celebrity.	1	2	3	4	5
64. I keep using a brand only because of the endorsing Celebrity.	1	2	3	4	5
65. I will stop buying a brand if the celebrities I don't like start endorsing it.	1	2	3	4	5
66. I think that celebrities bring Credibility to advertising messages.	1	2	3	4	5
67. I think celebrities influence my style.	1	2	3	4	5

68. I feel that celebrities initiate an action to buy that product.	1	2	3	4	5
69. I feel celebrities cast an impact through advertisements.	1	2	3	4	5
70. Celebrities help me to remember a brand.	1	2	3	4	5
71. I will buy the product if the celebrity I like start endorsing it.	1	2	3	4	5
72. I would continue to buy same products from the market irrespective of the act of advertising the same product through any specific celebrity.	1	2	3	4	5
<b>Dimension 12: Exclusivity Conscious</b>					
73. When a product I own becomes popular among the general population, I begin to use it less.	1	2	3	4	5
74. I often try to avoid products or brands that I know are bought by the general population.	1	2	3	4	5
75. Products don't seem to hold much value for me when they are purchased regularly by everyone.	1	2	3	4	5

**\*\*\* Thank you for your valuable time and cooperation \*\*\***



## Post-Pilot Questionnaire

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My name is Marisa Rojanasingsawad. I am a Doctoral Business Administration (DBA) student at University of Gloucestershire in the United Kingdom. This questionnaire is part of my academic research for the completion of my dissertation. It is designed to investigate Thai consumer decision-making styles for grey luxury fashion good. This research recognizes grey luxury fashion goods as high-end fashion brands' accessories and apparel, including leather goods, handbags, shoes, small accessories, and clothes, which are traded outside an authorized distribution channel. All information provided will be treated with anonymity and confidentiality. The survey result will strictly be used for academic purposes only. Thank you very much for your cooperation and participation.

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### SECTION A: Personal Information

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Instruction: For each of the following statements, please select one that describes yourself the most.

1. Gender:     Male                       Female

2. Age:     Under 18             18-25             26-35             36-45             More than 45

3. Education- Please specify the highest educational qualification you hold

Primary Education                       Secondary Education                       Undergraduate

Postgraduate and above             Others (Please specify) \_\_\_\_\_

4. Occupation:

Executive/ Managerial             Self-employed/ Own Company

Professional (doctor, lawyer. etc.)     Junior Supervisor                       Supervisor

Unemployed/Retired             Student             Others (Please specify) \_\_\_\_\_

5. Average Monthly Income:

Less than 10,001 Baht                       10,001-20,000 Baht                       20,001-30,000 Baht

30,001-40,000 Baht                       40,001-50,000 Baht                       More than 50,000 Baht

6. Did you purchased luxury fashion products from the grey market in the past 12 months?

- Yes       No       Don't Know

**SECTION B: Consumer Decision-Making Styles for Grey Luxury Fashion Goods**

Instruction: For each of the following statements, please select the number that indicates your attitude when making a purchase of grey fashion goods from the grey market (from 1 = strongly disagree to 5 = strongly agree.)

<b>Consumer Decision-Making Styles for Grey Luxury Fashion Goods</b>	<b>1 = Strongly Disagree to 5 = Strongly Agree</b>				
1. It's fun to buy something new and exciting.	1	2	3	4	5
2. Getting very good quality is very important to me.	1	2	3	4	5
3. I prefer buying the best-selling brands.	1	2	3	4	5
4. I go to the same stores each time I shop.	1	2	3	4	5
5. I feel that celebrities initiate an action to buy that product.	1	2	3	4	5
6. I like to be seen wearing this luxury brand.	1	2	3	4	5
7. Products don't seem to hold much value for me when they are purchased regularly by everyone.	1	2	3	4	5
8. I have favourite brands I buy over and over.	1	2	3	4	5
9. There are so many brands to choose from that often I feel confused.	1	2	3	4	5
10. I buy as much as possible at sale prices.	1	2	3	4	5
11. I am impulsive when purchasing.	1	2	3	4	5
12. I keep my wardrobe up-to-date with the changing fashions.	1	2	3	4	5
13. Shopping the stores wastes my time.	1	2	3	4	5
14. The well-known national brands are best for me.	1	2	3	4	5
15. In general, I usually try to buy the best overall quality.	1	2	3	4	5
16. Sometimes it's hard to choose which stores to shop.	1	2	3	4	5
17. Once I find a product or brand I like, I stick with it.	1	2	3	4	5
18. This luxury brand is a symbol of social status.	1	2	3	4	5
19. I will buy the product if the celebrity I like start endorsing it.	1	2	3	4	5
20. I'm often on the lookout for new products or brands that will add to my personal uniqueness.	1	2	3	4	5
21. I have bought products under the influence of celebrity.	1	2	3	4	5

22. This luxury brand helps me fit into important social situations.	1	2	3	4	5
23. The more I learn about products, the harder it seems to choose the best.	1	2	3	4	5
24. I should plan my shopping more carefully than I do.	1	2	3	4	5
25. I look carefully to find the best value for the money.	1	2	3	4	5
26. Going shopping is one of the enjoyable activities of my life.	1	2	3	4	5
27. To get variety, I shop different stores and choose different brands.	1	2	3	4	5
28. The higher the price of a product, the better its quality.	1	2	3	4	5
29. I change brands I buy regularly.	1	2	3	4	5
30. I make special effort to choose the very best quality products.	1	2	3	4	5
31. The most advertised brands are usually very good choices.	1	2	3	4	5
32. I enjoy shopping just for the fun of it.	1	2	3	4	5
33. I often try to avoid products or brands that I know are bought by the general population.	1	2	3	4	5
34. I pay more attention to the Advertisements using Celebrity Icon.	1	2	3	4	5
35. All the information I get on different products confuses me.	1	2	3	4	5
36. Often I make careless purchases I later wish I had not.	1	2	3	4	5
37. I make my shopping trips fast.	1	2	3	4	5
38. Fashionable, attractive styling is very important to me.	1	2	3	4	5
39. My standards and expectations for products I buy are very high.	1	2	3	4	5
40. The lower price products are usually my choice.	1	2	3	4	5
41. I carefully watch how much I spend.	1	2	3	4	5
42. I am very concerned about low prices, but I am equally concerned about overall product utility.	1	2	3	4	5
43. If other people can see me using a product, I often purchase the brand they expect me to buy.	1	2	3	4	5
44. When a product I own becomes popular among the general population, I begin to use it less.	1	2	3	4	5

**\*\*\* Thank you for your valuable time and cooperation \*\*\***

## APPENDIX C: Survey Questionnaire (Thai Version)

### แบบสอบถาม

ข้าพเจ้า นางสาว มารีสา โรจนสิงห์สวัสดิ์ เป็นนักศึกษาชั้นปริญญาเอก สาขา บริหารธุรกิจ ของมหาวิทยาลัย เกลา สเตอร์เชอร์ ประเทศอังกฤษ แบบสอบถามนี้เป็นเครื่องมือในการศึกษาวิจัยเกี่ยวกับประกอบผลงานวิทยานิพนธ์ มีจุดประสงค์เพื่อสำรวจกระบวนการตัดสินใจของลูกค้า ในการเลือกซื้อสินค้าแบรนด์เนมจากเยอรมันด์ ซึ่งในที่นี่หมายถึง สินค้าแฟชั่นของ พต่างประเทศ ประเทศเครื่องหนัง, กระเป๋าถือ, รองเท้า, เครื่องประดับ และเสื้อผ้า ที่มีการซื้อขาดผ่านผู้ขายที่ไม่ได้รักษาไว้รับรองของบริษัทจัดจำหน่ายสินค้าดีที่นั่น ข้อมูลที่ขอรหัสไว้จะไม่มีการเปิดเผยสู่บุคคลภายนอกทั้งสิ้น ข้อสรุปจากงานวิจัยชิ้นนี้จะนำมาใช้สำหรับการศึกษาเท่านั้น ขอขอบคุณทุกท่านที่ให้ความช่วยเหลือและมีส่วนร่วมในการวิจัยครั้งนี้

#### หมวด ก: ข้อมูลส่วนตัว

**ข้อมูลทั่วไป:** สำหรับแต่ละข้อ โปรดเลือกคำตอบเพียงหนึ่งข้อที่ตรงกับตัวคุณมากที่สุด

1. เพศ:  ชาย  หญิง

2. อายุ:  ต่ำกว่า 18 ปี  18-25 ปี  26-35 ปี  36-45 ปี  มากกว่า 45 ปี

3. ระดับการศึกษา- โปรดเลือกวุฒิการศึกษาสูงสุดที่คุณได้รับ:

ประถมศึกษา  มัธยมศึกษา  ปริญญาตรี

ปริญญาโทหรือระดับอื่นที่สูงกว่า  อื่นๆ (โปรดระบุ)

4. อาชีพ:

ผู้บริหาร/ผู้จัดการ  เจ้าของธุรกิจ/เจ้าของกิจการ  อาชีพเฉพาะทาง (แพทย์, หนวดความ เป็นต้น)

ผู้ประกอบการอิสระ  ที่ปรึกษาอิสระ  วางแผนเกษียณ  นักเรียนนักศึกษา

อื่นๆ (โปรดระบุ)

5. รายได้โดยเฉลี่ยต่อเดือน:

- น้อยกว่า 10,001 บาท     
  10,001-20,000 บาท     
  20,001-30,000 บาท  
 30,001-40,000 บาท     
  40,001-50,000 บาท     
  มากกว่า 50,000 บาท

6. ท่านได้ซื้อสินค้าแบรนด์เนมจากแกรย์มาร์เก็ตภายใน 12 เดือนที่ผ่านมาหรือไม่?

- ใช่     
  ไม่ใช่     
  ไม่แน่ใจ

**หมวด ข: กระบวนการตัดสินใจของลูกค้า ในการเลือกซื้อสินค้าแบรนด์เนมจากแกรย์มาร์เก็ต**

ชี้แนะ: กรุณาจัดอันดับข้อความด้านล่างต่อไปนี้ ที่ตรงต่อทัศนคติของท่านในการเลือกซื้อสินค้าแบรนด์เนมจากแกรย์มาร์เก็ต โดยเลือกเพียงหนึ่งตัวเลขที่เหมาะสม (จาก 1=ไม่เห็นด้วยอย่างยิ่ง ไปจนถึง 5= เห็นด้วยอย่างยิ่ง)

กระบวนการตัดสินใจของลูกค้า ในการเลือกซื้อสินค้าแบรนด์เนมจากแกรย์มาร์เก็ต	1 = ไม่เห็นด้วยอย่างยิ่ง ถึง 5 = เห็นด้วยอย่างยิ่ง				
	1	2	3	4	5
1. การเลือกซื้อสินค้าใหม่ๆและน่าสนใจเป็นกิจกรรมที่สนุก					
2. คุณภาพของสินค้าสำคัญกับข้าพเจ้ามาก					
3. ข้าพเจ้าชอบที่จะซื้อสินค้ายี่ห้อที่ขายดีที่สุด					
4. เมื่อต้องซื้อปี๋ ข้าพเจ้าไปร้านเดิมเสมอ					
5. มาตรฐานในการเลือกซื้อสินค้าของข้าพเจ้าสูงมาก					
6. ข้าพเจ้าชอบใส่สินค้าแบรนด์เนมให้คนอื่นเห็น					
7. ข้าพเจ้าคิดว่าคุณค่าของสินค้าลดลง เมื่อคนส่วนใหญ่เลือกซื้อมัน					
8. ข้าพเจ้ามีแบรนด์โปรดที่ข้าพเจ้าซื้อซ้ำแล้วซ้ำเล่า					
9. ยี่ห้อของสินค้ามีเยอะมากมายซึ่งบ่อยครั้งได้ทำให้ข้าพเจ้าสับสน					
10. ข้าพเจ้าซื้อสินค้าที่ลดราคาเป็นจำนวนมาก					
11. ข้าพเจ้าเป็นคนรวดเร็วในการซื้อของ					
12. ข้าพเจ้าหาซื้อเสื้อผ้าใหม่ๆตามกระแสแฟชั่นที่เปลี่ยนตลอดเวลา					
13. การซื้อปี๋เป็นการเสียเวลา					
14. สินค้าของยี่ห้อที่เป็นที่รู้จักอย่างแพร่หลายเป็นสินค้าที่ข้าพเจ้าเลือกซื้อ					
15. โดยทั่วไปแล้ว ข้าพเจ้าพยายามเลือกซื้อของที่มีคุณภาพ โดยรวมที่ลิเย่น					
16. บางครั้งการเลือกร้านในการซื้อสินค้าก็เป็นเรื่องยาก					
17. เมื่อข้าพเจ้าค้นพบสินค้าหรือยี่ห้อที่ข้าพเจ้าชอบ ข้าพเจ้าจะเป็นลูกค้าประจำทันที					
18. สินค้าแบรนด์เนมเป็นตัวบ่งบอกชนชั้นทางสังคม					

19. ถ้าคาราหรือเซเลบริตี้ที่ข้าพเจ้าชื่นชอบ โฆษณาหรือแนะนำสินค้าใด ข้าพเจ้าจะซื้อสินค้านั้น	1	2	3	4	5
20. ข้าพเจ้าซื้อสินค้าหลายชิ้น เพราะ ข้าพเจ้าเห็นคาราหรือเซเลบริตี้ใช้		2	3	4	5
21. ข้าพเจ้ารู้สึกเป็นส่วนหนึ่งในกลุ่มสังคม เมื่อข้าพเจ้าซื้อสินค้าชนิดเดียวกันหรือแบรนด์เดียวกันกับคนอื่นในกลุ่ม	1	2	3	4	5
22. สินค้าแบรนด์นั้นช่วยให้ข้าพเจ้ากลมกลืนไปกับสถานะทางสังคมที่สำคัญ	1	2	3	4	5
23. การที่ข้าพเจ้ารู้ข้อมูลของสินค้าหลายยี่ห้อ ทำให้การตัดสินใจเลือกสินค้าซึ่งยากขึ้นไปด้วย		2	3	4	5
24. ข้าพเจ้าควรวางแผนในการซื้อป้องกันมากกว่าที่เป็นอยู่	1	2	3	4	5
25. ข้าพเจ้าเลือกสินค้าอย่างระมัดระวังเพื่อให้ได้สินค้าที่คุ้มค่าที่สุด	1	2	3	4	5
26. การซื้อป้องกันหนึ่งในกิจกรรมที่เพลิดเพลินอย่างหนึ่งในชีวิตของข้าพเจ้า	1	2	3	4	5
27. ข้าพเจ้ารู้สึกดีใจที่ห่างจากร้านและที่จัดที่ต่างกับที่ลดความหลากหลาย	1	2	3	4	5
28. ยิ่งสินค้ามีราคาสูงเท่าไร ยิ่งมีคุณภาพดีเท่านั้น	1	2	3	4	5
29. ข้าพเจ้าเปลี่ยนแบรนด์ที่ซื้อไปเรื่อยๆ	1	2	3	4	5
30. ข้าพเจ้าใช้ความพยายามในการเลือกสินค้าให้ได้คุณภาพดีที่สุด	1	2	3	4	5
31. สินค้าที่ได้รับรางวัลจากนิตยสารเกี่ยวกับสินค้าที่แนะนำสินค้า	1	2	3	4	5
32. ข้าพเจ้าชอบซื้อป้องกันเพื่อความสนุก	1	2	3	4	5
33. ข้าพเจ้าพยายามที่จะไม่ซื้อสินค้าหรือยี่ห้อที่มีคนใช้กันอย่างแพร่หลายหรือเป็นที่นิยมมากเกินไป	1	2	3	4	5
34. ข้าพเจ้าสนใจโฆษณาที่ใช้ดาราดังมากกว่าโฆษณาที่ไม่ได้ใช้ดาราดัง	1	2	3	4	5
35. ข้อมูลของสินค้ามากมายที่ข้าพเจ้าได้รับทำให้ข้าพเจ้าสับสน		2	3	4	5
36. เมื่อครั้งที่ข้าพเจ้าซื้อสินค้าจากโลกโซเชียลมีเดียและสื่อออนไลน์หลายฉบับแล้ว		2	3	4	5
37. ข้าพเจ้าใช้เวลาโดยในการค้นหา	1	2	3	4	5
38. การแต่งตัวที่ทันสมัยและดูดีสำคัญกับข้าพเจ้ามาก	1	2	3	4	5
39. ข้าพเจ้ารู้สึกว่าการเป็นฟรีแอมให้ซื้อสินค้านั้น		2	3	4	5
40. สินค้าที่ราคาถูกกว่าเป็นสินค้าที่ข้าพเจ้าเลือกซื้อ	1	2	3	4	5
41. ข้าพเจ้าสำรวจผลรวมจําพวกต่างสํานักเสมอ		2	3	4	5
42. ข้าพเจ้าให้ความสำคัญกับราคาและคุณภาพโดยรวมของสินค้า		2	3	4	5
43. ถ้าคนอื่นต้องเห็นข้าพเจ้าใช้สินค้า ข้าพเจ้าเลือกที่จะใส่แบรนด์ที่พวกเขาคาดหวังให้ข้าพเจ้าซื้อ	1	2	3	4	5
44. เมื่อสินค้าที่ข้าพเจ้ามีอยู่เริ่มมีคนที่ชอบมากขึ้น ข้าพเจ้าจะเริ่มใช้มันน้อยลง		2	3	4	5

\*\*\* ขอบคุณที่สละเวลาอันมีค่าของท่านและให้ความร่วมมือในการตอบแบบสอบถาม\*\*\*

## **APPENDIX D: Interview Guideline (English)**

My name is Marisa Rojanasingsawad. I am a Doctoral Business Administration (DBA) student at University of Gloucestershire in the United Kingdom. This interview is conducted as a part of my academic research for the completion of my dissertation which is designed to investigate Thai consumer decision-making styles for grey luxury fashion goods. This research recognizes grey luxury fashion goods as high-end fashion brands' accessories and apparel, including leather goods, handbags, shoes, small accessories, and clothes, which are traded outside an authorized distribution channel. Before conducting the interview, I would like to thank you for your valuable time to participate in this interview. The interview usually lasts around 45 minutes to one hour. All information provided will be treated with anonymity and confidentiality. If there is no concern, I would like to start the interview and record the whole conversation using ALON Dictaphone application on my iPhone.

### **Personal Information**

Gender:

Age:

### **Interview Questions**

1. What is your understanding of luxury fashion goods trading in the grey market?
2. Can you explain your view regarding the purchase of luxury products through unauthorised channels?

Probe1: Based on your feeling, when you think about purchasing luxury goods through the grey market is it positive, neutral, or negative feeling?

Probe2: Can you please explain the reason causing that feeling?

3. Can you please provide reasons/motivations that influence you to buy luxury fashion goods from the grey market?

Probe1: Among these factors, which one is the most important factor to you when it comes to purchasing luxury goods from the grey market?

4. How would you define quality in relation to luxury goods?
5. How do you assess quality when purchasing luxury goods from unauthorized channels?

Probe1: Can you describe your expectations of quality or provide examples as to what criteria you use when assessing quality?

6. In your view, can you explain whether 'price is an indication of quality' or not?

Probe1: Do you think it is applicable to luxury goods? Why or why not?

7. Can you explain how you feel when wearing luxury products that have been purchased through an authorised channel?

Probe1: Does it make you feel different when wearing luxury products that have been bought from the unauthorised channels? If yes, please explain why?

Probe2: Does wearing luxury goods which have been purchased from the grey market affect your view of yourself?

8. How do you view luxury limited edition items?

Probe1: How does it make you feel to own luxury limited edition item?

Probe2: Do you think the grey market affect the availability of luxury limited edition item? Please explain how?

9. How does it make you feel when you wear luxury fashion products in public or among friends?

Probe1: Can you explain the extent to which you like to use similar brand/product as your social group and why?

Probe2: Can you try to explain how you might feel if your friends know that you wear luxury fashion products bought through unauthorised channels, often referred to as the grey market?

10. How would you define celebrity influence in your own words?

Probe1: To what extent do you buy luxury garments because of the celebrity influence?

Probe2: How do you describe your feeling when you see your favourite celebrities using the same luxury goods as you?

Probe 3: To what extent are celebrity influence important for your decision making when it comes to buying luxury goods?



11. What is your view on luxury brand e-commerce and marketing through social media?

Probe1: In your opinion, do you think social media influence you to obtain more luxury goods?

Probe2: What do you feel when you share your latest purchase of luxury goods through social media?

12. How important is price when purchasing luxury goods in unauthorised channels?

Probe1: Can you explain the extent to which price plays a significant part in your decision making when purchasing luxury goods through unauthorized channels?

Probe2: Do you feel you receive more value when purchasing grey luxury goods as opposed to buying these goods in store?

Probe3: If price of luxury goods selling in the grey market is the same as in retail store, will you still buy from the grey market?

## APPENDIX E: Interview Guideline (Thai)

ข้าพเจ้า นางสาว มารีสา โรจนสิงห์สวัสดิ์ เป็นนักศึกษาระดับปริญญาเอก สาขา บริหารธุรกิจ ของมหาวิทยาลัย เกสตันเดอร์เซียร์ ประเทศอังกฤษ แบบสอบถามนี้เป็นเครื่องมือในการศึกษาวิจัยสำหรับประกอบผลงานวิทยานิพนธ์ มีจุดประสงค์เพื่อสำรวจกระบวนการตัดสินใจของลูกค้านำในการเลือกซื้อสินค้าแบรนด์เนมจากแกรนด์มาร์เก็ต ซึ่งในที่นี่หมายถึง สินค้าที่มียี่ห้อจากต่างประเทศ ประเภทเครื่องหนัง, กระเป๋าถือ, รองเท้า, เครื่องประดับ และเสื้อผ้า ที่มีการซื้อขายผ่านผู้ขายที่ไม่ได้รับการรับรองจากบริษัทจัดจำหน่ายสินค้าชื่อที่นั่น ก่อนที่จะเริ่มการสัมภาษณ์ข้าพเจ้าขอขอบคุณที่ท่านได้สละเวลาอันมีค่าเพื่อการให้สัมภาษณ์ การสัมภาษณ์จะให้เวลาประมาณ 45 นาที ถึง หนึ่งชั่วโมง ข้อมูลที่ท่านไม่ให้ไว้จะไม่มีการเปิดเผยสู่บุคคลภายนอกทั้งสิ้น ถ้าท่านไม่มีเหตุขัดข้อง ข้าพเจ้าขออนุญาตเริ่มการสัมภาษณ์และบันทึกการสนทนาผ่านแอปพลิเคชัน หอจดบันทึกโทรโฟน จากโทรศัพท์มือถือได้ไหม

### ข้อมูลส่วนตัว

เพศ:

อายุ:

### บทสัมภาษณ์

1. คุณมีความเข้าใจต่อสินค้าแบรนด์เนมที่ซื้อขายผ่านแกรนด์มาร์เก็ตได้อย่างไร?
2. คุณจะอธิบายทัศนคติของคุณที่มีต่อการซื้อสินค้าแบรนด์เนมจากแกรนด์มาร์เก็ตได้อย่างไร?

สอบถาม 1 : เมื่อคุณนึกถึงการซื้อสินค้าแบรนด์เนมจากแกรนด์มาร์เก็ต คุณมีความรู้สึกในแง่บวก, สั้นกลาง, หรือ แง่ลบ?

สอบถาม2: คุณช่วยอธิบายสาเหตุที่ทำให้คุณรู้สึกเช่นนั้น ได้หรือไม่?

3. คุณช่วยบอกเหตุผลหรือแรงจูงใจในการที่ทำไมให้คุณตัดสินใจซื้อสินค้าแบรนด์เนมจากแกรนด์มาร์เก็ตได้หรือไม่?

สอบถาม 1 : จากปัจจัยทั้งหมดที่คุณกล่าวมา คุณคิดว่าอะไร คือปัจจัยที่สำคัญที่สุด ที่ทำให้คุณตัดสินใจซื้อสินค้าแบรนด์เนมจากแกรนด์มาร์เก็ต?

4. คุณให้นิยามความหมายของคำว่าคุณภาพของสินค้าแบรนด์เนมว่าอย่างไร?

5. คุณประเมินคุณภาพของสินค้าแบรนด์เนมอย่างไร เมื่อคุณซื้อสินค้าจากแกรย์มาร์เก็ต?

สอบถาม1: คุณช่วยยกตัวอย่างเกณฑ์ในการประเมินคุณภาพของสินค้าที่คุณใช้ได้หรือไม่?

6. ในมุมมองของคุณคิดว่า ราคาเป็นตัวกำหนดคุณภาพของสินค้า ใช่หรือไม่อย่างไร?

สอบถาม1: คุณคิดว่าราคาเป็นตัวกำหนดคุณภาพของสินค้าแบรนด์เนมหรือไม่? ทำไมจึงเป็นเช่นนั้น?

7. คุณมีความรู้สึกอย่างไรเมื่อคุณใช้หรือสวมใส่ สินค้าแบรนด์เนมที่ซื้อจากร้านที่เป็นตัวแทนจัดจำหน่าย?

สอบถาม1: คุณมีความรู้สึกแตกต่างหรือไม่เมื่อคุณใช้หรือสวมใส่ สินค้าแบรนด์เนมที่ซื้อจากแกรย์มาร์เก็ต? โปรดอธิบาย?

สอบถาม2: การใช้หรือสวมใส่ สินค้าแบรนด์เนมที่ซื้อจากแกรย์มาร์เก็ต มีผลทำให้คุณมีมุมมองเกี่ยวกับตัวเองที่ต่างไปหรือไม่?

8. คุณมีความคิดเห็นอย่างไรต่อสินค้าแบรนด์เนมที่มีจำนวนจำกัดหรือสินค้าจำกัดสิทธิ์พิเศษ?

สอบถาม1: คุณมีความรู้สึกอย่างไรเมื่อคุณได้เป็นเจ้าของสินค้าแบรนด์เนมที่มีจำนวนจำกัดหรือสินค้าจำกัดสิทธิ์พิเศษ?

สอบถาม2: คุณคิดว่าแกรย์มาร์เก็ตมีผลกระทบต่อการใช้ซื้อสินค้าแบรนด์เนมที่มีจำนวนจำกัดหรือสินค้าจำกัดสิทธิ์พิเศษหรือไม่? โปรดอธิบาย?

9. คุณมีความรู้สึกอย่างไรเมื่อคุณใช้หรือสวมใส่ สินค้าแบรนด์เนมในที่สาธารณะหรือในกลุ่มสังคม?

สอบถาม1: คุณชอบที่จะใช้สินค้าจากแบรนด์ที่เป็นที่รู้จักในกลุ่มสังคมของคุณมากแค่ไหน? ทำไมจึงเป็นเช่นนั้น โปรดอธิบาย?

สอบถาม2: คุณสามารถอธิบายได้หรือไม่ว่าคุณจะรู้สึกอย่างไร เมื่อเพื่อนของคุณรู้ว่าคุณใช้หรือสวมใส่ สินค้าแบรนด์เนมที่ซื้อจากแกรย์มาร์เก็ต?

10. คุณให้คำนิยามของคำว่าอิทธิพลจากเซเลบริตี้ว่าอย่างไร?

สอบถาม1: คุณคิดว่าคุณซื้อสินค้าแบรนด์เนม เพราะ อิทธิพลทางสื่อที่ได้รับจากเซเลบริตี้หรือดารานักแสดงหรือไม่?

สอบถาม2: คุณมีความรู้สึกอย่างไรเมื่อคุณเห็นดารานักแสดงหรือเซเลบริตี้ที่คุณชื่นชอบใช้สินค้าแบรนด์เนมเหมือนของ

สอบถาม 3: คุณคิดว่าดารานักแสดงหรือเซเลบริตี้มีผลต่อการตัดสินใจในการซื้อสินค้าแบรนด์เนมของคุณมากน้อยแค่ไหน?

11. คุณมีความคิดเห็นอย่างไรต่อการที่แบรนด์จำหน่ายสินค้าแบรนด์เนมใช้อินเทอร์เน็ตในการโฆษณาผ่านสื่อออนไลน์ เช่น โซเชียลมีเดีย?

สอบถาม1: คุณคิดว่าโซเชียลมีเดียมีผลทำให้คุณต้องการซื้อหรือครอบครองสินค้าแบรนด์เนมมากขึ้นหรือไม่?

สอบถาม2: คุณมีความรู้สึกร้อย่างไรเมื่อคุณได้แร้สินค้าแบรนด์เนมที่คุณซื้อลงไปในโซเชียลมีเดีย?

12. คุณคิดว่าราคามีส่วนสำคัญมากแค่ไหนเมื่อคุณซื้อสินค้าแบรนด์เนมจากแกรย์มาร์เก็ต?

สอบถาม1: คุณคิดว่าราคามีผลต่อการตัดสินใจในการซื้อสินค้าแบรนด์เนมจากแกรย์มาร์เก็ตของคุณมากน้อยแค่ไหน?

สอบถาม2: คุณรู้สึกว่าการซื้อสินค้าแบรนด์เนมจากแกรย์มาร์เก็ตให้ความคุ้มค่าทางการเงินมากกว่าการซื้อสินค้าแบรนด์เนมจากร้านค้าของแบรนด์หรือไม่?

สอบถาม3: ถ้าราคาของสินค้าแบรนด์เนมที่ซื้อจากแกรย์มาร์เก็ตเท่ากับราคาของสินค้าแบรนด์เนมที่ซื้อจากร้านค้าของแบรนด์ คุณจะยังซื้อสินค้าจากแกรย์มาร์เก็ตหรือไม่?

## APPENDIX F: Participant Informed Consent Form



Researcher's Name: Marisa Rojanasingsawad

ID: [redacted]

Email: [redacted]

Telephone: [redacted]

The purpose of this form is to provide a brief information on the research topic and procedure so you can decide whether you want to participate in the interview. This research will be conducted by Marisa Rojanasingsawad, a Doctoral Business Administration (DBA) student at University of Gloucestershire in the United Kingdom.

The interview is conducted as a part of an academic research for the completion of her dissertation, which is designed to investigate Thai consumer decision-making styles for grey luxury fashion good. This research recognizes grey luxury fashion goods as high-end fashion brands' accessories and apparel, including leather goods, handbags, shoes, small accessories, and clothes, which are traded outside an authorized distribution channel.

The interview will be digitally recorded for the transcribing purpose. The interview usually lasts around 45 minutes to one hour. All information provided will be treated with anonymity and confidentiality. Data obtained through this research may be reproduced and published in other forms for academic purpose. It will not be used for other purposes than academic purpose without your permission.

You may withdraw from the study at stage and you may decline to answer specific questions you are uncomfortable with. If you have any question regarding the interview, please contact the researcher with the given contact details above.

By signing below, you confirm that you understand the purpose of the study, have been given the opportunity to ask questions regarding the study and that you agree to being interviewed and recorded.

Name (BLOCK CAPITALS) .....

Signature .....

Date .....

Please keep a copy of this form for your own records.

## APPENDIX G: Quantitative Data Analysis

### 1. Exploratory Factor Analysis with Varimax Rotation

Communalities		
	Initial	Extraction
Perfectionist1	1.000	.773
Perfectionist2	1.000	.778
Perfectionist3	1.000	.730
Perfectionist4	1.000	.733
Brand Conscious1	1.000	.661
Brand Conscious2	1.000	.545
Brand Conscious3	1.000	.613
Brand Conscious4	1.000	.659
Fashion Conscious1	1.000	.659
Fashion Conscious2	1.000	.672
Fashion Conscious3	1.000	.687
Fashion Conscious4	1.000	.561
Hedonistic1	1.000	.667
Hedonistic2	1.000	.703
Hedonistic3	1.000	.616
Hedonistic4	1.000	.542
Price Conscious1	1.000	.583
Price Conscious2	1.000	.589
Price Conscious3	1.000	.652
Price Conscious4	1.000	.625
Impulsive1	1.000	.733
Impulsive2	1.000	.779
Impulsive3	1.000	.740
Impulsive4	1.000	.810
Confused by Overchoice1	1.000	.527
Confused by Overchoice2	1.000	.552
Confused by Overchoice3	1.000	.630
Confused by Overchoice4	1.000	.682
Brand Loyal1	1.000	.648
Brand Loyal2	1.000	.663
Brand Loyal3	1.000	.511
Brand Loyal4	1.000	.619
Conspicuous Conscious1	1.000	.649
Conspicuous Conscious2	1.000	.604
Conspicuous Conscious3	1.000	.684
Conspicuous Conscious4	1.000	.563

Reliance on Celebrities1	1.000	.612
Reliance on Celebrities2	1.000	.627
Reliance on Celebrities3	1.000	.717
Reliance on Celebrities4	1.000	.515
Exclusivity Conscious1	1.000	.491
Exclusivity Conscious2	1.000	.567
Exclusivity Conscious3	1.000	.683
Exclusivity Conscious4	1.000	.712

Extraction Method: Principal Component Analysis.



**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.848	13.292	13.292	5.848	13.292	13.292	3.208	7.290	7.290
2	3.569	8.111	21.403	3.569	8.111	21.403	3.049	6.930	14.220
3	3.239	7.362	28.765	3.239	7.362	28.765	2.751	6.252	20.472
4	2.677	6.084	34.849	2.677	6.084	34.849	2.646	6.013	26.485
5	2.358	5.358	40.207	2.358	5.358	40.207	2.428	5.518	32.003
6	2.135	4.852	45.059	2.135	4.852	45.059	2.423	5.506	37.510
7	2.064	4.691	49.750	2.064	4.691	49.750	2.391	5.434	42.944
8	1.989	4.519	54.269	1.989	4.519	54.269	2.389	5.430	48.374
9	1.696	3.854	58.123	1.696	3.854	58.123	2.386	5.422	53.796
10	1.463	3.326	61.448	1.463	3.326	61.448	2.368	5.381	59.177
11	1.330	3.022	64.470	1.330	3.022	64.470	2.329	5.293	64.470
12	.815	1.853	66.323						
13	.802	1.823	68.146						
14	.752	1.709	69.855						
15	.723	1.643	71.497						
16	.700	1.591	73.088						
17	.670	1.522	74.610						
18	.629	1.430	76.040						
19	.618	1.404	77.444						
20	.584	1.328	78.771						
21	.577	1.311	80.083						
22	.558	1.268	81.351						
23	.544	1.236	82.587						
24	.535	1.215	83.802						
25	.510	1.158	84.961						

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
26	.500	1.135	86.096						
27	.489	1.110	87.207						
28	.469	1.065	88.272						
29	.439	.997	89.269						
30	.422	.959	90.227						
31	.411	.934	91.161						
32	.402	.913	92.074						
33	.383	.871	92.945						
34	.370	.842	93.787						
35	.352	.801	94.588						
36	.334	.760	95.348						
37	.311	.707	96.054						
38	.296	.672	96.726						
39	.285	.647	97.373						
40	.268	.610	97.983						
41	.247	.561	98.544						
42	.239	.544	99.087						
43	.209	.476	99.563						
44	.192	.437	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix<sup>a</sup>

	Component										
	1	2	3	4	5	6	7	8	9	10	11
Perfectionist1	-.174	.618	.483	-.148	.028	-.028	.255	-.067	.132	.039	-.128
Perfectionist2	-.127	.493	.560	-.191	.048	.011	.303	-.076	.148	.092	-.197
Perfectionist3	-.118	.582	.484	-.137	-.024	-.062	.307	-.081	.120	.012	-.076
Perfectionist4	-.155	.623	.471	-.157	-.049	-.024	.163	-.077	.162	.034	-.108
Brand Conscious1	.201	.362	.089	.366	.468	-.167	-.119	.102	-.015	-.275	-.010
Brand Conscious2	.225	.093	.157	.309	.506	-.297	.024	.088	-.016	-.103	.047
Brand Conscious3	.180	.066	.107	.264	.565	-.291	.006	.086	-.036	-.255	.128
Brand Conscious4	.182	.113	.068	.379	.587	-.187	-.038	.030	-.008	-.288	-.017
Fashion Conscious1	.654	.086	.112	-.192	.017	-.133	.000	-.107	.027	.153	.347
Fashion Conscious2	.574	.116	.206	-.068	-.029	-.067	-.177	-.157	.093	.154	.434
Fashion Conscious3	.610	.236	.116	-.188	-.173	-.105	-.168	-.143	.041	.037	.342
Fashion Conscious4	.449	.221	.145	-.110	-.149	-.071	-.246	-.158	-.010	.001	.405
Hedonistic1	.539	.262	.099	-.109	-.053	-.006	-.457	-.129	-.084	.030	-.224
Hedonistic2	-.458	-.249	.013	.165	.051	.074	.508	.142	.163	.050	.297
Hedonistic3	.461	.201	-.081	-.057	-.054	-.044	-.470	-.033	-.066	-.004	-.349
Hedonistic4	-.375	-.008	.078	.108	-.020	.181	.258	.147	.057	-.158	.484
Price Conscious1	.341	-.059	.246	-.124	.244	.540	-.100	.043	.007	.054	.144
Price Conscious2	.292	-.105	.067	-.037	.309	.594	-.060	.136	.073	-.032	-.100
Price Conscious3	.097	-.059	.322	-.144	.252	.635	-.161	.122	-.021	-.077	-.010
Price Conscious4	.004	-.057	.291	-.189	.223	.640	-.099	.156	-.043	-.067	.036
Impulsive1	.262	.544	-.447	.158	-.149	.221	.161	.211	.005	.037	.029
Impulsive2	.332	.513	-.483	.160	-.162	.201	.103	.258	.003	-.051	.021
Impulsive3	.367	.516	-.437	.129	-.143	.133	.159	.240	.042	-.087	-.024
Impulsive4	-.313	-.506	.527	-.189	.165	-.150	-.128	-.272	-.012	.032	-.049

Component Matrix\*

	Component										
	1	2	3	4	5	6	7	8	9	10	11
Confused by Overchoice1	-.137	-.005	.121	.502	-.127	.277	-.076	-.373	.047	-.042	.006
Confused by Overchoice2	-.159	.042	.001	.527	-.126	.214	.038	-.424	.033	.060	-.017
Confused by Overchoice3	-.033	.193	.071	.562	-.149	.191	-.065	-.447	.093	-.016	.003
Confused by Overchoice4	-.037	.039	-.021	.609	-.022	.197	-.043	-.504	.002	.113	.013
Brand Loyal1	-.346	.185	.177	.293	-.025	-.101	-.370	.288	.070	.366	.082
Brand Loyal2	-.385	.230	.142	.245	.001	-.039	-.321	.406	.042	.324	.071
Brand Loyal3	-.333	.074	.149	.244	.027	-.020	-.334	.326	.029	.305	.003
Brand Loyal4	.559	-.027	-.143	-.252	-.034	.030	.160	-.286	-.024	-.334	-.036
Conspicuous Conscious1	.198	.028	.340	.176	-.279	-.015	.178	.150	-.567	-.052	-.076
Conspicuous Conscious2	.224	-.196	.434	.177	-.258	-.001	.071	.209	-.423	.041	-.013
Conspicuous Conscious3	.402	-.041	.366	.235	-.224	-.034	.191	.146	-.470	-.003	.034
Conspicuous Conscious4	.391	-.196	.314	.242	-.156	.024	.200	.124	-.360	-.041	.060
Reliance on Celebrities1	.535	-.113	-.066	.127	.152	-.042	.274	.065	.129	.393	-.133
Reliance on Celebrities2	.585	-.204	-.055	.022	.220	-.011	.205	-.098	.079	.353	-.090
Reliance on Celebrities3	.568	-.213	-.069	.068	.249	.008	.329	-.012	.118	.390	-.063
Reliance on Celebrities4	.512	-.250	-.073	.114	.189	-.021	.178	.003	.100	.262	-.159
Exclusivity Conscious1	.390	-.235	.258	.108	.218	-.073	-.033	.199	.320	-.076	.064
Exclusivity Conscious2	.323	-.326	.259	.206	.337	-.080	.010	.075	.331	.095	-.058
Exclusivity Conscious3	.296	-.300	.219	.200	-.300	-.010	-.031	.206	.452	-.239	-.149
Exclusivity Conscious4	.318	-.190	.265	.156	-.299	-.034	-.072	.289	.467	-.274	.089

Extraction Method: Principal Component Analysis.

a. 11 components extracted.

Rotated Component Matrix<sup>a</sup>

	Component										
	1	2	3	4	5	6	7	8	9	10	11
Perfectionist1	.026	.866	-.095	.017	.066	-.073	.051	-.017	.001	.006	.011
Perfectionist2	.077	.873	.018	.022	.028	-.026	.002	-.013	.036	-.016	.078
Perfectionist3	.033	.841	-.082	.068	.007	-.035	.044	.059	.051	.007	.034
Perfectionist4	.037	.833	-.145	.076	.090	-.026	.000	.037	-.025	.024	.003
Brand Conscious1	.187	.110	-.043	.043	.076	.000	.758	.148	.011	.078	.043
Brand Conscious2	-.039	.044	.188	.069	.061	.012	.700	.004	.073	-.016	-.039
Brand Conscious3	-.051	-.025	.065	.073	-.020	-.015	.770	-.053	.024	-.060	.010
Brand Conscious4	.013	-.020	.069	-.044	-.028	.002	.799	.050	-.012	.087	.049
Fashion Conscious1	.056	.034	.313	.691	-.178	.052	.069	.104	.090	-.142	.025
Fashion Conscious2	.007	.026	.189	.772	-.030	.111	.074	.111	.049	.027	.079
Fashion Conscious3	.141	.074	.070	.748	-.150	.112	-.006	.230	.071	-.062	-.004
Fashion Conscious4	.075	.030	-.065	.713	-.060	.057	.026	.169	.069	.020	.020
Hedonistic1	.093	.060	.045	.331	-.034	.055	.050	.718	.076	.013	.123
Hedonistic2	-.083	.011	.055	-.236	.081	.021	-.051	-.789	-.044	.043	-.043
Hedonistic3	.165	.065	.040	.135	-.006	.077	.054	.743	.014	-.028	.045
Hedonistic4	.049	.028	-.278	.027	.080	-.007	.011	-.664	.003	.054	.104
Price Conscious1	-.016	.004	.163	.247	-.048	.017	.022	.025	.055	.007	.699
Price Conscious2	.098	-.080	.205	-.060	.082	.077	.071	.079	-.030	.007	.709
Price Conscious3	-.084	.058	-.046	.002	.013	.023	.007	.042	.049	-.008	.797
Price Conscious4	-.071	.066	.086	-.026	.022	-.026	-.051	-.053	.045	-.053	.772
Impulsive1	.842	.052	.072	.056	.001	-.087	-.024	.035	-.014	.055	-.001
Impulsive2	.873	-.026	.035	.067	-.033	-.020	.018	.089	-.003	.012	.003
Impulsive3	.840	.043	.066	.058	-.097	.026	.058	.101	-.005	-.024	-.036
Impulsive4	-.890	.052	-.052	-.065	.015	.025	-.029	.047	.015	-.007	.061

Rotated Component Matrix<sup>a</sup>

	Component										
	1	2	3	4	5	6	7	8	9	10	11
Confused by Overchoice1	-.053	-.010	-.106	-.050	.045	.071	-.007	-.047	.042	.703	.077
Confused by Overchoice2	.015	.008	-.001	-.089	.030	-.031	-.037	-.082	.013	.729	-.052
Confused by Overchoice3	.086	.089	-.063	.049	.031	.056	.055	.037	.003	.773	-.040
Confused by Overchoice4	.002	-.067	.093	.005	.039	-.080	.070	.000	.008	.809	-.036
Brand Loyal1	-.030	.064	-.109	.012	.785	.001	.034	.004	-.029	.085	-.070
Brand Loyal2	.057	.082	-.150	-.059	.789	-.028	.037	-.042	-.021	-.009	-.005
Brand Loyal3	-.055	-.004	-.087	-.100	.699	.004	.028	.007	-.005	.027	.028
Brand Loyal4	.127	-.049	.103	.226	-.694	.084	.030	.205	.028	-.059	.046
Conspicuous Conscious1	.049	.091	-.053	.000	-.026	-.008	-.003	.056	.794	.013	-.020
Conspicuous Conscious2	-.123	-.020	.039	.061	.089	.155	-.039	.015	.738	-.016	.067
Conspicuous Conscious3	.050	.032	.112	.162	-.045	.099	.076	.022	.789	.031	.013
Conspicuous Conscious4	-.015	-.050	.181	.037	-.110	.180	.078	.017	.684	.050	.074
Reliance on Celebrities1	.144	-.022	.745	.074	-.042	.115	.067	.056	.085	-.030	.001
Reliance on Celebrities2	.004	-.089	.733	.163	-.174	.040	.062	.112	.048	-.012	.071
Reliance on Celebrities3	.062	-.070	.809	.113	-.146	.059	.080	-.016	.058	-.035	.077
Reliance on Celebrities4	.026	-.144	.656	.028	-.124	.138	.101	.102	.065	-.010	.051
Exclusivity Conscious1	-.036	-.050	.148	.218	.009	.629	.021	-.002	.129	-.059	.039
Exclusivity Conscious2	-.103	-.061	.147	.094	-.048	.690	-.064	.016	.162	.097	-.055
Exclusivity Conscious3	-.016	-.058	.065	-.031	-.048	.815	-.005	.042	.062	.034	.037
Exclusivity Conscious4	.041	.008	-.004	.050	.000	.834	.040	.050	.062	-.047	.056

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

## 2. Effect of Demographic Differences on Consumers' Decision-Making Style Dimensions

### 2.1 T-Test by Gender

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perfectionist	Male	97	3.4923	.97324	.09882
	Female	334	3.5823	1.07313	.05872
Brand Conscious	Male	97	3.0129	.83023	.08430
	Female	334	3.2695	.79199	.04334
Fashion Conscious	Male	97	2.5644	.83641	.08492
	Female	334	3.4528	.80808	.04422
Hedonistic	Male	97	2.5670	.75218	.07637
	Female	334	3.3488	.79197	.04333
Price Conscious	Male	97	3.7448	.59400	.06031
	Female	334	3.9214	.54387	.02976
Impulsive	Male	97	2.6675	.85826	.08714
	Female	334	2.9484	.88370	.04835
Confused by Overchoice	Male	97	2.9459	.72459	.07357
	Female	334	2.8930	.74457	.04074
Brand Loyal	Male	97	3.5335	.68715	.06977
	Female	334	3.1490	.76234	.04171
Conspicuous Conscious	Male	97	3.1830	.77688	.07888
	Female	334	3.5397	.84058	.04599
Reliance on Celebrities	Male	97	2.9510	1.02928	.10451
	Female	334	3.5075	.92245	.05047
Exclusivity Conscious	Male	97	3.3273	.84499	.08580
	Female	334	3.5022	.80992	.04432

## Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Perfectionist	25 or less	92	3.2174	1.21360	.12653	2.9661	3.4687	1.25	4.75
	26-35	209	3.5694	1.00628	.06961	3.4322	3.7066	1.25	5.00
	36-45	96	3.7396	.91689	.09358	3.5538	3.9254	1.25	5.00
	More than 45	34	3.9485	.97658	.16748	3.6078	4.2893	1.50	4.75
	Total	431	3.5621	1.05105	.05063	3.4626	3.6616	1.25	5.00
Brand Conscious	25 or less	92	3.2799	.81944	.08543	3.1102	3.4496	1.50	5.00
	26-35	209	3.1758	.78973	.05463	3.0681	3.2835	1.00	4.75
	36-45	96	3.2578	.79592	.08123	3.0965	3.4191	1.25	4.75
	More than 45	34	3.1176	.91750	.15735	2.7975	3.4378	1.50	4.50
	Total	431	3.2117	.80694	.03887	3.1353	3.2881	1.00	5.00
Fashion Conscious	25 or less	92	3.4674	.92450	.09639	3.2759	3.6588	1.50	5.00
	26-35	209	3.4019	.87049	.06021	3.2832	3.5206	1.00	5.00
	36-45	96	2.9063	.76541	.07812	2.7512	3.0613	1.25	4.50
	More than 45	34	2.7353	.84149	.14431	2.4417	3.0289	1.25	4.50
	Total	431	3.2529	.89434	.04308	3.1682	3.3376	1.00	5.00
Hedonistic	25 or less	92	3.3016	.82253	.08576	3.1313	3.4720	1.75	5.00
	26-35	209	3.2847	.85150	.05890	3.1686	3.4008	1.25	5.00
	36-45	96	2.9479	.79382	.08102	2.7871	3.1088	1.50	4.50
	More than 45	34	2.7721	.82427	.14136	2.4845	3.0597	1.25	4.25
	Total	431	3.1729	.84787	.04084	3.0926	3.2531	1.25	5.00
Price Conscious	25 or less	92	3.8668	.50878	.05304	3.7615	3.9722	2.25	4.75
	26-35	209	3.8959	.58804	.04068	3.8157	3.9761	2.00	5.00
	36-45	96	3.8724	.54410	.05553	3.7622	3.9826	2.25	4.75
	More than 45	34	3.8603	.57798	.09912	3.6586	4.0620	2.50	5.00
	Total	431	3.8817	.55972	.02696	3.8287	3.9347	2.00	5.00
Impulsive	25 or less	92	3.3125	.79285	.08266	3.1483	3.4767	1.50	4.75
	26-35	209	2.9569	.85411	.05908	2.8405	3.0734	1.00	5.00
	36-45	96	2.5026	.80826	.08249	2.3388	2.6664	1.25	4.75
	More than 45	34	2.3676	.86435	.14824	2.0661	2.6692	1.25	4.50
	Total	431	2.8852	.88487	.04262	2.8014	2.9689	1.00	5.00



**Descriptives**

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Confused by Overchoice	25 or less	92	2.7065	.64791	.06755	2.5723	2.8407	1.25	4.00
	26-35	209	2.8732	.73015	.05051	2.7736	2.9728	1.25	4.50
	36-45	96	3.0234	.70625	.07208	2.8803	3.1665	1.25	4.50
	More than 45	34	3.3015	.92478	.15860	2.9788	3.6241	1.00	4.75
	Total	431	2.9049	.73962	.03563	2.8348	2.9749	1.00	4.75
Brand Loyal	25 or less	92	2.7690	.66839	.06968	2.6306	2.9074	1.25	4.25
	26-35	209	3.2416	.74895	.05181	3.1395	3.3438	1.25	5.00
	36-45	96	3.5208	.58340	.05954	3.4026	3.6390	2.25	4.75
	More than 45	34	3.6544	.89615	.15369	3.3417	3.9671	1.25	5.00
	Total	431	3.2355	.76245	.03673	3.1633	3.3077	1.25	5.00
Conspicuous Conscious	25 or less	92	3.3478	.78355	.08169	3.1856	3.5101	1.50	4.75
	26-35	209	3.4797	.85899	.05942	3.3625	3.5968	1.00	5.00
	36-45	96	3.5234	.84998	.08675	3.3512	3.6957	1.25	4.75
	More than 45	34	3.4559	.83818	.14375	3.1634	3.7483	1.50	5.00
	Total	431	3.4594	.83914	.04042	3.3800	3.5388	1.00	5.00
Reliance on Celebrities	25 or less	92	3.9022	.75133	.07833	3.7466	4.0578	1.25	5.00
	26-35	209	3.3744	.99007	.06848	3.2394	3.5094	1.00	4.75
	36-45	96	3.1901	.83646	.08537	3.0206	3.3596	1.00	4.75
	More than 45	34	2.5662	1.03775	.17797	2.2041	2.9283	1.00	4.00
	Total	431	3.3823	.97448	.04694	3.2900	3.4745	1.00	5.00
Exclusivity Conscious	25 or less	92	3.6196	.80390	.08381	3.4531	3.7860	1.50	5.00
	26 35	209	3.4880	.78667	.05441	3.3808	3.5953	1.00	5.00
	36 45	96	3.3854	.76081	.07765	3.2313	3.5396	1.50	4.50
	More than 45	34	3.1029	1.09253	.18737	2.7217	3.4841	1.25	4.75
	Total	431	3.4629	.82021	.03951	3.3852	3.5405	1.00	5.00

## ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Perfectionist	Between Groups	19.044	3	6.348	5.945	.001
	Within Groups	455.983	427	1.068		
	Total	475.027	430			
Brand Conscious	Between Groups	1.201	3	.400	.613	.607
	Within Groups	278.792	427	.653		
	Total	279.993	430			
Fashion Conscious	Between Groups	29.519	3	9.840	13.363	.000
	Within Groups	314.415	427	.736		
	Total	343.934	430			
Hedonistic	Between Groups	14.459	3	4.820	6.984	.000
	Within Groups	294.664	427	.690		
	Total	309.122	430			
Price Conscious	Between Groups	.087	3	.029	.091	.965
	Within Groups	134.629	427	.315		
	Total	134.715	430			
Impulsive	Between Groups	41.033	3	13.678	19.754	.000
	Within Groups	295.657	427	.692		
	Total	336.690	430			
Confused by Overchoice	Between Groups	10.527	3	3.509	6.668	.000
	Within Groups	224.698	427	.526		
	Total	235.225	430			
Brand Loyal	Between Groups	33.810	3	11.270	22.262	.000
	Within Groups	216.162	427	.506		
	Total	249.972	430			
Conspicuous Conscious	Between Groups	1.625	3	.542	.768	.512
	Within Groups	301.164	427	.705		
	Total	302.789	430			
Reliance on Celebrities	Between Groups	51.070	3	17.023	20.346	.000
	Within Groups	357.267	427	.837		
	Total	408.337	430			
Exclusivity Conscious	Between Groups	7.372	3	2.457	3.722	.012
	Within Groups	281.909	427	.660		
	Total	289.281	430			

Multiple Comparisons

Scheffe

Dependent Variable	(I) Age (recode)	(J) Age (recode)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Perfectionist	25 or less	26-35	-.35199	.12929	.061	-.7149	.0109
		36-45	-.52219*	.15077	.008	-.9453	-.0990
		More than 45	-.73114*	.20740	.007	-1.3132	-.1490
	26-35	25 or less	.35199	.12929	.061	-.0109	.7149
		36-45	-.17021	.12741	.619	-.5278	.1874
		More than 45	-.37915	.19110	.270	-.9155	.1572
	36-45	25 or less	.52219*	.15077	.008	.0990	.9453
		26-35	.17021	.12741	.619	-.1874	.5278
		More than 45	-.20895	.20623	.795	-.7878	.3699
More than 45	25 or less	.73114*	.20740	.007	.1490	1.3132	
	26-35	.37915	.19110	.270	-.1572	.9155	
	36-45	.20895	.20623	.795	-.3699	.7878	
Brand Conscious	25 or less	26-35	.10405	.10110	.787	-.1797	.3878
		36-45	.02208	.11789	.998	-.3088	.3530
		More than 45	.16224	.16217	.801	-.2929	.6174
	26-35	25 or less	-.10405	.10110	.787	-.3878	.1797
		36-45	-.08198	.09962	.879	-.3616	.1976
		More than 45	.05819	.14942	.985	-.3612	.4776
	36-45	25 or less	-.02208	.11789	.998	-.3530	.3088
		26-35	.08198	.09962	.879	-.1976	.3616
		More than 45	.14017	.16126	.860	-.3124	.5928
More than 45	25 or less	-.16224	.16217	.801	-.6174	.2929	
	26-35	-.05819	.14942	.985	-.4776	.3612	
	36-45	-.14017	.16126	.860	-.5928	.3124	
Fashion Conscious	25 or less	26-35	.06548	.10736	.946	-.2359	.3668
		36-45	.56114*	.12520	.000	.2098	.9125
		More than 45	.73210*	.17222	.001	.2487	1.2155
	26-35	25 or less	-.06548	.10736	.946	-.3668	.2359
		36-45	.49566*	.10580	.000	.1987	.7926
		More than 45	.66662*	.15868	.001	.2213	1.1120
	36-45	25 or less	-.56114*	.12520	.000	-.9125	-.2098
		26-35	-.49566*	.10580	.000	-.7926	-.1987
		More than 45	.17096	.17125	.802	-.3097	.6516
More than 45	25 or less	-.73210*	.17222	.001	-1.2155	-.2487	
	26-35	-.66662*	.15868	.001	-1.1120	-.2213	
	36-45	-.17096	.17125	.802	-.6516	.3097	
Hedonistic	25 or less	26-35	.01694	.10394	.999	-.2748	.3087
		36-45	.35371*	.12120	.038	.0135	.6939
		More than 45	.52957*	.16673	.019	.0616	.9975
	26-35	25 or less	-.01694	.10394	.999	-.3087	.2748
		36-45	.33677*	.10242	.014	.0493	.6242
		More than 45	.51263*	.15362	.012	.0815	.9438
	36-45	25 or less	-.35371*	.12120	.038	-.6939	-.0135
		26-35	-.33677*	.10242	.014	-.6242	-.0493
		More than 45	.17586	.16579	.771	-.2894	.6412
More than 45	25 or less	-.52957*	.16673	.019	-.9975	-.0616	
	26-35	-.51263*	.15362	.012	-.9438	-.0815	
	36-45	-.17586	.16579	.771	-.6412	.2894	
Price Conscious	25 or less	26-35	-.02909	.07025	.982	-.2263	.1681
		36-45	-.00555	.08192	1.000	-.2355	.2244
		More than 45	.00655	.11270	1.000	-.3097	.3229
	26-35	25 or less	.02909	.07025	.982	-.1681	.2263
		36-45	.02354	.06923	.990	.1708	.2178
		More than 45	.03564	.10384	.990	-.2558	.3271
	36-45	25 or less	.00555	.08192	1.000	-.2244	.2355
		26-35	-.02354	.06923	.990	-.2178	.1708
		More than 45	.01210	.11206	1.000	-.3024	.3266

	More than 45	25 or less	-.00655	.11270	1.000	-.3229	.3097
		26-35	-.03564	.10384	.990	-.3271	.2558
		36-45	-.01210	.11206	1.000	-.3266	.3024
Impulsive	25 or less	26-35	.35556*	.10411	.009	.0634	.6478
		36-45	.80990*	.12140	.000	.4692	1.1506
		More than 45	.94485*	.16701	.000	.4761	1.4136
	26-35	25 or less	-.35556*	.10411	.009	-.6478	-.0634
		36-45	.45433*	.10259	.000	.1664	.7423
		More than 45	.58929*	.15388	.002	.1574	1.0212
	36-45	25 or less	-.80990*	.12140	.000	-1.1506	-.4692
		26-35	-.45433*	.10259	.000	-.7423	-.1664
		More than 45	.13496	.16606	.882	-.3311	.6010
	More than 45	25 or less	-.94485*	.16701	.000	-1.4136	-.4761
		26-35	-.58929*	.15388	.002	-1.0212	-.1574
		36-45	-.13496	.16606	.882	-.6010	.3311
Confused by Overchoice	25 or less	26-35	-.16668	.09076	.339	-.4214	.0881
		36-45	-.31692*	.10584	.031	-.6140	-.0199
		More than 45	-.59495*	.14559	.001	-1.0036	-.1863
	26-35	25 or less	.16668	.09076	.339	-.0881	.4214
		36-45	-.15023	.08944	.421	-.4013	.1008
		More than 45	-.42826*	.13415	.018	-.8048	-.0518
	36-45	25 or less	.31692*	.10584	.031	.0199	.6140
		26-35	.15023	.08944	.421	-1.008	.4013
		More than 45	-.27803	.14477	.299	-.6844	1.283
	More than 45	25 or less	.59495*	.14559	.001	.1863	1.0036
		26-35	.42826*	.13415	.018	.0518	.8048
		36-45	.27803	.14477	.299	-.1283	.6844
Brand Loyal	25 or less	26-35	-.47261*	.08902	.000	-.7225	-.2228
		36-45	-.75181*	.10381	.000	-1.0432	-.4605
		More than 45	-.88539*	.14280	.000	-1.2862	-.4846
	26-35	25 or less	.47261*	.08902	.000	.2228	.7225
		36-45	-.27921*	.08772	.018	-.5254	-.0330
		More than 45	-.41278*	.13157	.021	-.7821	-.0435
	36-45	25 or less	.75181*	.10381	.000	.4605	1.0432
		26-35	.27921*	.08772	.018	.0330	.5254
		More than 45	-.13358	.14199	.829	-.5321	.2650
	More than 45	25 or less	.88539*	.14280	.000	.4846	1.2862
		26-35	.41278*	.13157	.021	.0435	.7821
		36-45	.13358	.14199	.829	-.2650	.5321
Conspicuous Conscious	25 or less	26-35	.35556*	.10411	.009	.0634	.6478
		36-45	.80990*	.12140	.000	.4692	1.1506
		More than 45	.94485*	.16701	.000	.4761	1.4136
	26-35	25 or less	-.35556*	.10411	.009	-.6478	-.0634
		36-45	.45433*	.10259	.000	.1664	.7423
		More than 45	.58929*	.15388	.002	.1574	1.0212
	36-45	25 or less	-.80990*	.12140	.000	-1.1506	-.4692
		26-35	-.45433*	.10259	.000	-.7423	-.1664
		More than 45	.13496	.16606	.882	-.3311	.6010
	More than 45	25 or less	-.94485*	.16701	.000	-1.4136	-.4761
		26-35	-.58929*	.15388	.002	-1.0212	-.1574
		36-45	-.13496	.16606	.882	-.6010	.3311
Reliance on Celebrities	25 or less	26-35	.52777(*)	.11445	.000	.2066	.8490
		36-45	.71207(*)	.13345	.000	.3375	1.0866
		More than 45	1.33600(*)	.18358	.000	.8207	1.8513
	26-35	25 or less	-.52777(*)	.11445	.000	-.8490	-.2066
		36-45	.18430	.11278	.446	-.1322	.5008
		More than 45	.80823(*)	.16915	.000	.3335	1.2830
	36-45	25 or less	-.71207(*)	.13345	.000	-1.0866	-.3375
		26-35	-.18430	.11278	.446	-.5008	.1322
		More than 45	.62393(*)	.18255	.009	.1116	1.1363
	More than 45	25 or less	-1.33600(*)	.18358	.000	-1.8513	-.8207
		26-35	-.80823(*)	.16915	.000	-1.2830	-.3335
		36-45	-.62393(*)	.18255	.009	-1.1363	-.1116

Exclusivity Conscious	25 or less	26-35	.13153	.10166	.643	-.1538	.4169
		36-45	.23415	.11855	.274	-.0986	.5669
		More than 45	.51662(*)	.16308	.019	.0589	.9743
	26-35	25 or less	-.13153	.10166	.643	-.4169	.1538
		36-45	.10262	.10018	.789	-.1786	.3838
		More than 45	.38510	.15026	.089	-.0366	.8068
	36-45	25 or less	-.23415	.11855	.274	-.5669	.0986
		26-35	-.10262	.10018	.789	-.3838	.1786
		More than 45	.28248	.16216	.387	-.1726	.7376
More than 45	25 or less	-.51662(*)	.16308	.019	-.9743	-.0589	
	26-35	-.38510	.15026	.089	-.8068	.0366	
	36-45	-.28248	.16216	.387	-.7376	.1726	

\*. The mean difference is significant at the 0.05 level.

### 2.3 T-Test by Education

Group Statistics

	Education (recode)	N	Mean	Std. Deviation	Std. Error Mean
Perfectionist	Undergraduate and below	270	3.4148	1.08627	.06611
	Postgraduate and above	161	3.8090	.94187	.07423
Brand Conscious	Undergraduate and below	270	3.2676	.78165	.04757
	Postgraduate and above	161	3.1180	.84181	.06634
Fashion Conscious	Undergraduate and below	270	3.2565	.88786	.05403
	Postgraduate and above	161	3.2469	.90786	.07155
Hedonistic	Undergraduate and below	270	3.1454	.82673	.05031
	Postgraduate and above	161	3.2189	.88289	.06958
Price Conscious	Undergraduate and below	270	3.8963	.53968	.03284
	Postgraduate and above	161	3.8571	.59274	.04671
Impulsive	Undergraduate and below	270	2.9130	.84364	.05134
	Postgraduate and above	161	2.8385	.95091	.07494
Confused by Overchoice	Undergraduate and below	270	2.9370	.72477	.04411
	Postgraduate and above	161	2.8509	.76310	.06014
Brand Loyal	Undergraduate and below	270	3.1324	.74569	.04538
	Postgraduate and above	161	3.4084	.76121	.05999
Conspicuous Conscious	Undergraduate and below	270	3.4833	.83025	.05053
	Postgraduate and above	161	3.4193	.85495	.06738
Reliance on Celebrities	Undergraduate and below	270	3.6000	.84660	.05152
	Postgraduate and above	161	3.0171	1.06438	.08389
Exclusivity Conscious	Undergraduate and below	270	3.5185	.79035	.04810
	Postgraduate and above	161	3.3696	.86245	.06797

**Independent Samples Test**

		Levene's Test for Equality of Variances		t test for Equality of Means						
		F	Sig.	t	df	Sig. (2 tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Perfectionist	Equal variances assumed	13.577	.000	-3.826	429	.000	-.39419	.10304	-.59671	-.19167
	Equal variances not assumed			-3.966	374.378	.000	-.39419	.09940	-.58964	-.19874
Brand Conscious	Equal variances assumed	1.402	.237	1.867	429	.063	.14958	.08012	-.00789	.30705
	Equal variances not assumed			1.832	316.975	.068	.14958	.08164	-.01104	.31020
Fashion Conscious	Equal variances assumed	.262	.609	.108	429	.914	.00959	.08916	-.16565	.18482
	Equal variances not assumed			.107	330.586	.915	.00959	.08966	-.16679	.18596
Hedonistic	Equal variances assumed	.392	.532	-.871	429	.384	-.07357	.08445	-.23956	.09241
	Equal variances not assumed			-.857	319.156	.392	-.07357	.08587	-.24251	.09536
Price Conscious	Equal variances assumed	1.010	.315	.702	429	.483	.03915	.05577	-.07046	.14876
	Equal variances not assumed			.686	311.939	.493	.03915	.05710	-.07321	.15151
Impulsive	Equal variances assumed	6.665	.010	.845	429	.399	.07445	.08814	-.09878	.24769
	Equal variances not assumed			.820	305.420	.413	.07445	.09084	-.10430	.25321
Confused by Overchoice	Equal variances assumed	.082	.774	1.170	429	.243	.08611	.07361	-.05859	.23080
	Equal variances not assumed			1.155	322.858	.249	.08611	.07458	-.06062	.23283
Brand Loyal	Equal variances assumed	.293	.589	-3.688	429	.000	.27598	.07483	-.42306	-.12890
	Equal variances not assumed			-3.669	331.031	.000	-.27598	.07522	-.42395	-.12800
Conspicuous Conscious	Equal variances assumed	.063	.802	.767	429	.444	.06408	.08360	-.10023	.22839
	Equal variances not assumed			.761	328.716	.447	.06408	.08422	-.10160	.22976
Reliance on Celebrities	Equal variances assumed	15.886	.000	6.269	429	.000	.58292	.09298	.40017	.76567
	Equal variances not assumed			5.921	279.803	.000	.58292	.09844	.38913	.77670
Exclusivity Conscious	Equal variances assumed	3.522	.061	1.829	429	.068	.14895	.08145	-.01114	.30904
	Equal variances not assumed			1.789	313.594	.075	.14895	.08327	-.01488	.31279

## Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Perfectionist	Executive position	251	3.6454	1.01231	.06390	3.5196	3.7713	1.25	5.00
	Junior supervisions and other professionals	128	3.4785	1.08770	.09614	3.2883	3.6688	1.25	4.75
	Non-income earner	52	3.3654	1.11963	.15527	3.0537	3.6771	1.50	4.75
	Total	431	3.5621	1.05105	.05063	3.4626	3.6616	1.25	5.00
Brand Conscious	Executive position	251	3.1544	.80394	.05074	3.0544	3.2543	1.25	5.00
	Junior supervisions and other professionals	128	3.2520	.79954	.07067	3.1121	3.3918	1.00	5.00
	Non-income earner	52	3.3894	.82309	.11414	3.1603	3.6186	1.50	4.50
	Total	431	3.2117	.80694	.03887	3.1353	3.2881	1.00	5.00
Fashion Conscious	Executive position	251	3.2291	.90654	.05722	3.1164	3.3418	1.00	5.00
	Junior supervisions and other professionals	128	3.2793	.86068	.07607	3.1288	3.4298	1.25	4.75
	Non-income earner	52	3.3029	.92928	.12887	3.0442	3.5616	1.25	5.00
	Total	431	3.2529	.89434	.04308	3.1682	3.3376	1.00	5.00
Hedonistic	Executive position	251	3.1673	.81724	.05158	3.0657	3.2689	1.25	4.75
	Junior supervisions and other professionals	128	3.1387	.87552	.07739	2.9855	3.2918	1.25	5.00
	Non-income earner	52	3.2837	.92888	.12881	3.0251	3.5423	1.25	4.50
	Total	431	3.1729	.84787	.04084	3.0926	3.2531	1.25	5.00
Price Conscious	Executive position	251	3.8606	.58564	.03697	3.7878	3.9334	2.00	5.00
	Junior supervisions and other professionals	128	3.9434	.53446	.04724	3.8499	4.0368	2.00	5.00
	Non-income earner	52	3.8317	.48437	.06717	3.6969	3.9666	2.25	5.00
	Total	431	3.8817	.55972	.02696	3.8287	3.9347	2.00	5.00
Impulsive	Executive position	251	2.7779	.87762	.05539	2.6688	2.8870	1.00	5.00
	Junior supervisions and other professionals	128	2.8789	.82468	.07289	2.7347	3.0231	1.25	4.50
	Non-income earner	52	3.4183	.88661	.12295	3.1714	3.6651	1.75	4.75
	Total	431	2.8852	.88487	.04262	2.8014	2.9689	1.00	5.00
Confused by Overchoice	Executive position	251	2.9353	.76847	.04851	2.8397	3.0308	1.25	4.75
	Junior supervisions and other professionals	128	2.7520	.68411	.06047	2.6323	2.8716	1.00	4.75
	Non-income earner	52	3.1346	.65951	.09146	2.9510	3.3182	1.75	4.50
	Total	431	2.9049	.73962	.03563	2.8348	2.9749	1.00	4.75
Brand Loyal	Executive position	251	3.3506	.70823	.04470	3.2626	3.4386	1.25	5.00
	Junior supervisions and other professionals	128	3.1504	.81650	.07217	3.0076	3.2932	1.25	5.00
	Non-income earner	52	2.8894	.75960	.10534	2.6779	3.1009	1.25	4.75
	Total	431	3.2355	.76245	.03673	3.1633	3.3077	1.25	5.00



**Descriptives**

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Conspicuous Conscious	Executive position	251	3.5329	.86583	.05465	3.4252	3.6405	1.00	5.00
	Junior supervisions and other professionals	128	3.5215	.75362	.06661	3.3897	3.6533	1.00	4.75
	Non-income earner	52	2.9519	7.4102	.10276	2.7456	3.1582	1.25	4.00
	Total	431	3.4594	.83914	.04042	3.3800	3.5388	1.00	5.00
Reliance on Celebrities	Executive position	251	3.2888	.94696	.05977	3.1711	3.4066	1.00	4.75
	Junior supervisions and other professionals	128	3.4160	1.04159	.09206	3.2338	3.5982	1.00	5.00
	Non-income earner	52	3.7500	.85176	.11812	3.5129	3.9871	1.25	5.00
	Total	431	3.3823	.97448	.04694	3.2900	3.4745	1.00	5.00
Exclusivity Conscious	Executive position	251	3.4781	.81885	.05169	3.3763	3.5799	1.00	5.00
	Junior supervisions and other professionals	128	3.5469	.78542	.06942	3.4095	3.6842	1.00	5.00
	Non-income earner	52	3.1827	.86619	.12012	2.9415	3.4238	1.50	4.50
	Total	431	3.4629	.82021	.03951	3.3852	3.5405	1.00	5.00

## ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Perfectionist	Between Groups	4.649	2	2.324	2.115	.122
	Within Groups	470.378	428	1.099		
	Total	475.027	430			
Brand Conscious	Between Groups	2.674	2	1.337	2.064	.128
	Within Groups	277.319	428	.648		
	Total	279.993	430			
Fashion Conscious	Between Groups	.361	2	.181	.225	.798
	Within Groups	343.572	428	.803		
	Total	343.934	430			
Hedonistic	Between Groups	.796	2	.398	.552	.576
	Within Groups	308.327	428	.720		
	Total	309.122	430			
Price Conscious	Between Groups	.729	2	.364	1.164	.313
	Within Groups	133.987	428	.313		
	Total	134.715	430			
Impulsive	Between Groups	17.672	2	8.836	11.855	.000
	Within Groups	319.018	428	.745		
	Total	336.690	430			
Confused by Overchoice	Between Groups	5.970	2	2.985	5.572	.004
	Within Groups	229.255	428	.536		
	Total	235.225	430			
Brand Loyal	Between Groups	10.480	2	5.240	9.365	.000
	Within Groups	239.492	428	.560		
	Total	249.972	430			
Conspicuous Conscious	Between Groups	5.970	2	7.620	11.342	.000
	Within Groups	229.255	428	.672		
	Total	235.225	430			
Reliance on Celebrities	Between Groups	10.480	2	4.684	5.025	.007
	Within Groups	239.492	428	.932		
	Total	249.972	430			
Exclusivity Conscious	Between Groups	10.480	2	2.522	3.797	.023
	Within Groups	239.492	428	.664		
	Total	249.972	430			

## Multiple Comparisons

Scheffé

Dependent Variable	(I) Occupation (recode)	(J) Occupation (recode)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Perfectionist	Executive position	Junior supervisions and other professionals	.16690	.11386	.342	-.1128	.4466
		Non-income earner	.28003	.15973	.216	-.1123	.6724
	Junior supervisions and other professionals	Executive position	-.16690	.11386	.342	-.4466	.1128
		Non-income earner	.11313	.17240	.806	-.3103	.5366
	Non-income earner	Executive position	-.28003	.15973	.216	-.6724	.1123
		Junior supervisions and other professionals	-.11313	.17240	.806	-.5366	.3103
Brand Conscious	Executive position	Junior supervisions and other professionals	-.09757	.08743	.537	-.3123	.1172
		Non-income earner	-.23504	.12265	.161	-.5363	.0662
	Junior supervisions and other professionals	Executive position	.09757	.08743	.537	-.1172	.3123
		Non-income earner	-.13747	.13237	.584	-.4626	.1877
	Non-income earner	Executive position	.23504	.12265	.161	-.0662	.5363
		Junior supervisions and other professionals	.13747	.13237	.584	-.1877	.4626
Fashion Conscious	Executive position	Junior supervisions and other professionals	-.05021	.09731	.875	-.2892	.1888
		Non-income earner	-.07380	.13651	.864	-.4091	.2615
	Junior supervisions and other professionals	Executive position	.05021	.09731	.875	-.1888	.2892
		Non-income earner	-.02359	.14734	.987	-.3855	.3383
	Non-income earner	Executive position	.07380	.13651	.864	-.2615	.4091
		Junior supervisions and other professionals	.02359	.14734	.987	-.3383	.3855
Hedonistic	Executive position	Junior supervisions and other professionals	.02866	.09219	.953	-.1978	.2551
		Non-income earner	-.11632	.12932	.668	-.4340	.2013
	Junior supervisions and other professionals	Executive position	-.02866	.09219	.953	-.2551	.1978
		Non-income earner	-.14498	.13958	.583	-.4878	.1979
	Non-income earner	Executive position	.11632	.12932	.668	-.2013	.4340
		Junior supervisions and other professionals	.14498	.13958	.583	-.1979	.4878
Price Conscious	Executive position	Junior supervisions and other professionals	-.08280	.06077	.396	-.2321	.0665
		Non-income earner	.02883	.08525	.944	-.1806	.2382
	Junior supervisions and other professionals	Executive position	.08280	.06077	.396	-.0665	.2321
		Non-income earner	.11163	.09201	.480	-.1144	.3376
	Non-income earner	Executive position	-.02883	.08525	.944	-.2382	.1806
		Junior supervisions and other professionals	-.11163	.09201	.480	-.3376	.1144

## Multiple Comparisons

Scheffe

Dependent Variable	(I) Occupation (recode)	(J) Occupation (recode)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Impulsive	Executive position	Junior supervisions and other professionals	-.10102	.09377	.560	-.3313	.1293
		Non-income earner	-.64038*	.13154	.000	-.9635	-.3173
	Junior supervisions and other professionals	Executive position	.10102	.09377	.560	-.1293	.3313
		Non-income earner	-.53936*	.14198	.001	-.8881	-.1906
	Non-income earner	Executive position	.64038*	.13154	.000	.3173	.9635
		Junior supervisions and other professionals	.53936*	.14198	.001	.1906	.8881
Confused by Overchoice	Executive position	Junior supervisions and other professionals	.18331	.07949	.071	-.0119	.3786
		Non-income earner	-.19936	.11151	.203	-.4733	.0746
	Junior supervisions and other professionals	Executive position	-.18331	.07949	.071	-.3786	.0119
		Non-income earner	-.38266*	.12036	.007	-.6783	-.0870
	Non-income earner	Executive position	.19936	.11151	.203	-.0746	.4733
		Junior supervisions and other professionals	.38266*	.12036	.007	.0870	.6783
Brand Loyal	Executive position	Junior supervisions and other professionals	.20021*	.08125	.049	.0006	.3998
		Non-income earner	.46117*	.11397	.000	.1812	.7411
	Junior supervisions and other professionals	Executive position	-.20021*	.08125	.049	-.3998	-.0006
		Non-income earner	.26097	.12301	.107	-.0412	.5631
	Non-income earner	Executive position	-.46117*	.11397	.000	-.7411	-.1812
		Junior supervisions and other professionals	-.26097	.12301	.107	-.5631	.0412

Multiple Comparisons

Scheffe

Dependent Variable	(I) Occupation (recode)	(J) Occupation (recode)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Conspicuous Conscious	Executive position	Junior supervisions and other professionals	.01138	.08903	.992	-.2073	.2301
		Non-income earner	.58095*	.12489	.000	.2742	.8877
	Junior supervisions and other professionals	Executive position	-.01138	.08903	.992	-.2301	.2073
		Non-income earner	.56956*	.13479	.000	.2385	.9007
	Non-income earner	Executive position	-.58095*	.12489	.000	-.8877	-.2742
		Junior supervisions and other professionals	-.56956*	.13479	.000	-.9007	-.2385
Reliance on Celebrities	Executive position	Junior supervisions and other professionals	-.12717	.10486	.480	-.3848	.1304
		Non-income earner	-.46116*	.14711	.008	-.8225	-.0998
	Junior supervisions and other professionals	Executive position	.12717	.10486	.480	-.1304	.3848
		Non-income earner	-.33398	.15877	.111	-.7240	.0560
	Non-income earner	Executive position	.46116*	.14711	.008	.0998	.8225
		Junior supervisions and other professionals	.33398	.15877	.111	-.0560	.7240
Exclusivity Conscious	Executive position	Junior supervisions and other professionals	-.06879	.08851	.740	-.2862	.1486
		Non-income earner	.29540	.12417	.060	-.0096	.6004
	Junior supervisions and other professionals	Executive position	.06879	.08851	.740	-.1486	.2862
		Non-income earner	.36418*	.13401	.026	.0350	.6934
	Non-income earner	Executive position	-.29540	.12417	.060	-.6004	.0096
		Junior supervisions and other professionals	-.36418	.13401	.026	-.6934	-.0350

\*. The mean difference is significant at the 0.05 level.

## Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Perfectionist	20,000 Baht or less	41	3.1768	.11006	.17180	2.8296	3.5241	1.25	4.75
	20,001-30,000 Baht	62	3.2823	.118519	.15052	2.9813	3.5832	1.25	4.75
	30,001-40,000 Baht	99	3.4697	.105962	.10650	3.2584	3.6810	1.25	4.75
	40,001-50,000 Baht	102	3.6765	.103083	.10207	3.4740	3.8789	1.25	5.00
	More than 50,001 Baht	127	3.8031	.90448	.08026	3.6443	3.9620	1.50	5.00
	Total	431	3.5621	.105105	.05053	3.4626	3.6616	1.25	5.00
Brand Conscious	20,000 Baht or less	41	3.3780	.81033	.12655	3.1223	3.6338	1.50	4.50
	20,001-30,000 Baht	62	3.1371	.70228	.08919	2.9588	3.3154	1.50	4.75
	30,001-40,000 Baht	99	3.3990	.80172	.08058	3.2391	3.5589	2.00	5.00
	40,001-50,000 Baht	102	3.1422	.80339	.07955	2.9844	3.3000	1.00	4.75
	More than 50,001 Baht	127	3.1043	.83834	.07439	2.9571	3.2515	1.25	4.75
	Total	431	3.2117	.80694	.03887	3.1353	3.2881	1.00	5.00
Fashion Conscious	20,000 Baht or less	41	3.3415	.98227	.15341	3.0314	3.6515	1.50	5.00
	20,001-30,000 Baht	62	3.3952	.90711	.11520	3.1648	3.6255	1.25	4.75
	30,001-40,000 Baht	99	3.3712	.79247	.07965	3.2132	3.5293	1.75	4.50
	40,001-50,000 Baht	102	3.2230	.83541	.08272	3.0589	3.3871	1.25	4.75
	More than 50,001 Baht	127	3.0866	.96176	.08534	2.9177	3.2555	1.00	5.00
	Total	431	3.2529	.89434	.04308	3.1682	3.3376	1.00	5.00
Hedonistic	20,000 Baht or less	41	3.1463	.92867	.14503	2.8532	3.4395	1.25	4.50
	20,001-30,000 Baht	62	3.2742	.81320	.10328	3.0677	3.4807	1.25	5.00
	30,001-40,000 Baht	99	3.2146	.83453	.08387	3.0482	3.3811	1.50	4.75
	40,001-50,000 Baht	102	3.2328	.85760	.08491	3.0644	3.4013	1.50	4.75
	More than 50,001 Baht	127	3.0512	.83887	.07444	2.9039	3.1985	1.25	5.00
	Total	431	3.1729	.84787	.04084	3.0926	3.2531	1.25	5.00
Price Conscious	20,000 Baht or less	41	3.7683	.48215	.07530	3.6161	3.9205	2.25	5.00
	20,001-30,000 Baht	62	3.9476	.51839	.06584	3.8159	4.0792	2.50	4.75
	30,001-40,000 Baht	99	3.8965	.52002	.05226	3.7927	4.0002	2.50	4.75
	40,001-50,000 Baht	102	3.9191	.56743	.05618	3.8077	4.0306	2.25	5.00
	More than 50,001 Baht	127	3.8445	.62276	.05526	3.7351	3.9538	2.00	5.00
	Total	431	3.8817	.55972	.02696	3.8287	3.9347	2.00	5.00

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Impulsive	20,000 Baht or less	41	3.7012	.61801	.09652	3.5062	3.8963	2.25	4.75
	20,001-30,000 Baht	62	3.1129	.84649	.10750	2.8979	3.3279	1.50	4.50
	30,001-40,000 Baht	99	2.8965	.79540	.07994	2.7378	3.0551	1.00	4.50
	40,001-50,000 Baht	102	2.7426	.79561	.07878	2.5864	2.8989	1.25	4.25
	More than 50,001 Baht	127	2.6161	.93424	.08290	2.4521	2.7802	1.25	5.00
	Total	431	2.8852	.88487	.04262	2.8014	2.9689	1.00	5.00
Confused by Overchoice	20,000 Baht or less	41	2.9390	.65379	.10210	2.7327	3.1454	1.75	4.00
	20,001-30,000 Baht	62	2.7742	.69351	.08808	2.5981	2.9503	1.25	4.50
	30,001-40,000 Baht	99	2.8965	.66145	.06648	2.7645	3.0284	1.25	4.50
	40,001-50,000 Baht	102	2.8505	.74150	.07342	2.7048	2.9961	1.50	4.50
	More than 50,001 Baht	127	3.0079	.83389	.07400	2.8614	3.1543	1.00	4.75
	Total	431	2.9049	.73962	.03563	2.8348	2.9749	1.00	4.75
Brand Loyal	20,000 Baht or less	41	2.7683	.77740	.12141	2.5229	3.0137	1.50	5.00
	20,001-30,000 Baht	62	2.9919	.71570	.09089	2.8102	3.1737	1.50	4.75
	30,001-40,000 Baht	99	3.1944	.67059	.06740	3.0607	3.3282	1.25	4.75
	40,001-50,000 Baht	102	3.2574	.74417	.07368	3.1112	3.4035	1.25	5.00
	More than 50,001 Baht	127	3.5197	.75304	.06682	3.3874	3.6519	1.75	5.00
	Total	431	3.2355	.76245	.03673	3.1633	3.3077	1.25	5.00

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Conspicuous Conscious	20,000 Baht or less	41	3.1524	.70017	.10935	2.9314	3.3734	1.75	4.50
	20,001-30,000 Baht	62	3.3952	.82177	.10436	3.1865	3.6039	1.25	4.75
	30,001-40,000 Baht	99	3.5000	.77179	.07757	3.3461	3.6539	1.50	4.75
	40,001-50,000 Baht	102	3.5637	.88279	.08741	3.3903	3.7371	1.00	4.75
	More than 50,001 Baht	127	3.4744	.88855	.07885	3.3184	3.6304	1.00	5.00
	Total	431	3.4594	.83914	.04042	3.3800	3.5388	1.00	5.00
Reliance on Celebrities	20,000 Baht or less	41	3.8293	.97698	.15258	3.5209	4.1376	1.25	5.00
	20,001-30,000 Baht	62	3.6815	.86029	.10926	3.4630	3.8999	1.25	5.00
	30,001-40,000 Baht	99	3.6035	.79540	.07994	3.4449	3.7622	1.00	5.00
	40,001-50,000 Baht	102	3.4020	.86471	.08562	3.2321	3.5718	1.00	4.75
	More than 50,001 Baht	127	2.9035	1.05317	.09345	2.7186	3.0885	1.00	4.75
	Total	431	3.3823	.97448	.04694	3.2900	3.4745	1.00	5.00
Exclusivity Conscious	20,000 Baht or less	41	3.3780	.73127	.11121	3.1472	3.6089	1.75	4.50
	20,001-30,000 Baht	62	3.4879	.87007	.11050	3.2669	3.7089	1.50	5.00
	30,001-40,000 Baht	99	3.5227	.77845	.07824	3.3675	3.6780	1.75	4.75
	40,001-50,000 Baht	102	3.5123	.75974	.07523	3.3630	3.6615	1.00	4.75
	More than 50,001 Baht	127	3.3917	.90171	.08001	3.2334	3.5501	1.00	5.00
	Total	431	3.4629	.82021	.03951	3.3852	3.5405	1.00	5.00



## ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Perfectionist	Between Groups	20.500	4	5.125	4.803	.001
	Within Groups	454.527	426	1.067		
	Total	475.027	430			
Brand Conscious	Between Groups	6.910	4	1.727	2.695	.031
	Within Groups	273.084	426	.641		
	Total	279.993	430			
Fashion Conscious	Between Groups	6.565	4	1.641	2.072	.084
	Within Groups	337.369	426	.792		
	Total	343.934	430			
Hedonistic	Between Groups	3.086	4	.771	1.074	.369
	Within Groups	306.037	426	.718		
	Total	309.122	430			
Price Conscious	Between Groups	1.137	4	.284	.906	.460
	Within Groups	133.579	426	.314		
	Total	134.715	430			
Impulsive	Between Groups	41.795	4	10.449	15.094	.000
	Within Groups	294.895	426	.692		
	Total	336.690	430			
Confused by Overchoice	Between Groups	2.763	4	.691	1.266	.283
	Within Groups	232.462	426	.546		
	Total	235.225	430			
Brand Loyal	Between Groups	23.100	4	5.775	10.844	.000
	Within Groups	226.872	426	.533		
	Total	249.972	430			
Conspicuous Conscious	Between Groups	5.421	4	1.355	1.941	.103
	Within Groups	297.368	426	.698		
	Total	302.789	430			
Reliance on Celebrities	Between Groups	47.734	4	11.933	14.098	.000
	Within Groups	360.603	426	.846		
	Total	408.337	430			
Exclusivity Conscious	Between Groups	1.580	4	.395	.585	.674
	Within Groups	287.701	426	.675		
	Total	289.281	430			

## Multiple Comparisons

Scheffe

Dependent Variable	(I) Income per month (recode)	(J) Income per month (recode)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Perfectionist	20,000 Baht or less	20,001-30,000 Baht	-.10543	.20792	.992	-.7487	.5378
		30,001-40,000 Baht	-.29287	.19184	.675	-.8864	.3006
		40,001-50,000 Baht	-.49964	.19101	.147	-1.0906	.0913
		More than 50,001 Baht	-.62632*	.18554	.024	-1.2003	-.0523
	20,001-30,000 Baht	20,000 Baht or less	.10543	.20792	.992	-.5378	.7487
		30,001-40,000 Baht	-.18744	.16729	.869	-.7050	.3301
		40,001-50,000 Baht	-.39421	.16634	.232	-.9088	.1204
		More than 50,001 Baht	-.52089*	.16003	.033	-1.0160	-.0258
	30,001-40,000 Baht	20,000 Baht or less	.29287	.19184	.675	-.3006	.8864
		20,001-30,000 Baht	.18744	.16729	.869	-.3301	.7050
		40,001-50,000 Baht	-.20677	.14573	.733	-.6576	.2441
		More than 50,001 Baht	-.33345	.13849	.217	-.7619	.0950
	40,001-50,000 Baht	20,000 Baht or less	-.49964	.19101	.147	-.0913	1.0906
		20,001-30,000 Baht	-.39421	.16634	.232	-.1204	.9088
		30,001-40,000 Baht	.20677	.14573	.733	-.2441	.6576
		More than 50,001 Baht	-.12668	.13734	.931	-.5516	.2982
More than 50,001 Baht	20,000 Baht or less	.62632*	.18554	.024	.0523	1.2003	
	20,001-30,000 Baht	.52089*	.16003	.033	.0258	1.0160	
	30,001-40,000 Baht	.33345	.13849	.217	-.0950	.7619	
	40,001-50,000 Baht	.12668	.13734	.931	-.2982	.5516	
Brand Conscious	20,000 Baht or less	20,001-30,000 Baht	.24095	.16117	.693	-.2577	.7396
		30,001-40,000 Baht	-.02094	.14870	1.000	-.4810	.4391
		40,001-50,000 Baht	.23589	.14805	.638	-.2222	.6939
		More than 50,001 Baht	.27372	.14381	.461	-.1712	.7187
	20,001-30,000 Baht	20,000 Baht or less	-.24095	.16117	.693	-.7396	.2577
		30,001-40,000 Baht	-.26189	.12967	.397	-.6631	.1393
		40,001-50,000 Baht	-.00506	.12893	1.000	-.4040	.3938
		More than 50,001 Baht	.03277	.12404	.999	-.3510	.4165

## Multiple Comparisons

Scheffe

(I) Income per month (recode)	(J) Income per month (recode)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
30,001-40,000 Baht	20,000 Baht or less	.02094	.14870	1.000	-.4391	.4810
	20,001-30,000 Baht	.26189	.12967	.397	-.1393	.6631
	40,001-50,000 Baht	.25683	.11296	.272	-.0926	.6063
	More than 50,001 Baht	.29466	.10734	.112	-.0374	.6268
40,001-50,000 Baht	20,000 Baht or less	-.23589	.14805	.638	-.6939	.2222
	20,001-30,000 Baht	.00506	.12893	1.000	-.3938	.4040
	30,001-40,000 Baht	-.25683	.11296	.272	-.6063	.0926
	More than 50,001 Baht	.03783	.10645	.998	-.2915	.3672
More than 50,001 Baht	20,000 Baht or less	-.27372	.14381	.461	-.7187	.1712
	20,001-30,000 Baht	-.03277	.12404	.999	-.4165	.3510
	30,001-40,000 Baht	-.29466	.10734	.112	-.6268	.0374
	40,001-50,000 Baht	-.03783	.10645	.998	-.3672	.2915
Fashion Conscious 20,000 Baht or less	20,001-30,000 Baht	-.05370	.17913	.999	-.6079	.5005
	30,001-40,000 Baht	-.02975	.16527	1.000	-.5411	.4816
	40,001-50,000 Baht	.11842	.16456	.972	-.3907	.6275
	More than 50,001 Baht	.25485	.15985	.637	-.2397	.7494
20,001-30,000 Baht	20,000 Baht or less	.05370	.17913	.999	-.5005	.6079
	30,001-40,000 Baht	.02395	.14413	1.000	-.4220	.4698
	40,001-50,000 Baht	.17212	.14331	.837	-.2712	.6155
	More than 50,001 Baht	.30855	.13787	.288	-.1180	.7351
30,001-40,000 Baht	20,000 Baht or less	.02975	.16527	1.000	-.4816	.5411
	20,001-30,000 Baht	-.02395	.14413	1.000	-.4698	.4220
	40,001-50,000 Baht	.14817	.12555	.845	-.2403	.5366
	More than 50,001 Baht	.28460	.11931	.226	-.0845	.6537
40,001-50,000 Baht	20,000 Baht or less	-.11842	.16456	.972	-.6275	.3907
	20,001-30,000 Baht	-.17212	.14331	.837	-.6155	.2712
	30,001-40,000 Baht	-.14817	.12555	.845	-.5366	.2403
	More than 50,001 Baht	.13643	.11832	.856	-.2296	.5025

Multiple Comparisons

Scheffe

		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
(I) Income per month (recode)	(J) Income per month (recode)				Lower Bound	Upper Bound	
More than 50,001 Baht	20,000 Baht or less	-.25485	.15985	.637	-.7494	.2397	
	20,001-30,000 Baht	-.30855	.13787	.288	-.7351	.1180	
	30,001-40,000 Baht	-.28460	.11931	.226	-.6537	.0845	
	40,001-50,000 Baht	-.13643	.11832	.856	-.6025	.2296	
Hedonistic	20,000 Baht or less	20,001-30,000 Baht	-.12785	.17061	.967	-.6557	.4000
		30,001-40,000 Baht	-.06831	.15741	.996	-.5553	.4187
		40,001-50,000 Baht	-.08650	.15673	.989	-.5714	.3984
		More than 50,001 Baht	.09516	.15224	.983	-.37590	.5662
	20,001-30,000 Baht	20,000 Baht or less	.12785	.17061	.967	-.4000	.6557
		30,001-40,000 Baht	.05955	.13727	.996	-.3651	.4842
		40,001-50,000 Baht	.04135	.13649	.999	-.3809	.4636
		More than 50,001 Baht	.22301	.13132	.578	-.1832	.6293
	30,001-40,000 Baht	20,000 Baht or less	.06831	.15741	.996	-.4187	.5553
		20,001-30,000 Baht	-.05955	.13727	.996	-.4842	.3651
		40,001-50,000 Baht	-.01820	.11958	1.000	-.3882	.3518
		More than 50,001 Baht	.16347	.11364	.723	-.1881	.5150
	40,001-50,000 Baht	20,000 Baht or less	.08650	.15673	.989	-.3984	.5714
		20,001-30,000 Baht	-.04135	.13649	.999	-.4636	.3809
		30,001-40,000 Baht	.01820	.11958	1.000	-.3518	.3882
		More than 50,001 Baht	.18166	.11269	.627	-.1670	.5303
More than 50,001 Baht	20,000 Baht or less	-.09516	.15224	.983	-.5662	.3759	
	20,001-30,000 Baht	-.22301	.13132	.578	-.6293	.1832	
	30,001-40,000 Baht	-.16347	.11364	.723	-.5150	.1881	
	40,001-50,000 Baht	-.18166	.11269	.627	-.5303	.1670	
Price Conscious	20,000 Baht or less	20,001-30,000 Baht	-.179290	.11272	.640	-.5280	.1694
		30,001-40,000 Baht	-.128170	.10400	.823	-.4499	.1936
		40,001-50,000 Baht	-.150820	.10355	.713	-.4712	.1695
		More than 50,001 Baht	-.076200	.10058	.966	-.3874	.2350

## Multiple Comparisons

Scheffe

(I) Income per month (recode)	(J) Income per month (recode)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
20,001-30,000 Baht	20,000 Baht or less	.17929	.11272	.640	-.1694	.5280
	30,001-40,000 Baht	.05112	.09069	.989	-.2295	.3317
	40,001-50,000 Baht	.02846	.09018	.999	-.2505	.3074
	More than 50,001 Baht	.10309	.08676	.842	-.1653	.3715
30,001-40,000 Baht	20,000 Baht or less	.12817	.10400	.823	-.1936	.4499
	20,001-30,000 Baht	-.05112	.09069	.989	-.3317	.2295
	40,001-50,000 Baht	-.02265	.07900	.999	-.2671	.2218
	More than 50,001 Baht	.05198	.07508	.975	-.1803	.2842
40,001-50,000 Baht	20,000 Baht or less	.15082	.10355	.713	-.1695	.4712
	20,001-30,000 Baht	-.02846	.09018	.999	-.3074	.2505
	30,001-40,000 Baht	.02265	.07900	.999	-.2218	.2671
	More than 50,001 Baht	.07463	.07445	.909	-.1557	.3050
More than 50,001 Baht	20,000 Baht or less	.07620	.10058	.966	-.2350	.3874
	20,001-30,000 Baht	-.10309	.08676	.842	-.3715	.1653
	30,001-40,000 Baht	-.05198	.07508	.975	-.2842	.1803
	40,001-50,000 Baht	-.07463	.07445	.909	-.3050	.1557
Impulsive 20,000 Baht or less	20,001-30,000 Baht	.58832 <sup>a</sup>	.16748	.016	.0702	1.1065
	30,001-40,000 Baht	.80475 <sup>a</sup>	.15452	.000	.3267	1.2828
	40,001-50,000 Baht	.95857 <sup>a</sup>	.15385	.000	.4826	1.4346
	More than 50,001 Baht:	1.08508 <sup>a</sup>	.14945	.000	.6227	1.5474
20,001-30,000 Baht:	20,000 Baht or less	-.58832 <sup>a</sup>	.16748	.016	-1.1065	-.0702
	30,001-40,000 Baht:	.21644	.13475	.631	-.2004	.6333
	40,001-50,000 Baht	.37026	.13398	.108	-.0443	.7848
	More than 50,001 Baht:	.49676 <sup>a</sup>	.12890	.006	.0980	.8956
30,001-40,000 Baht:	20,000 Baht or less	-.80475 <sup>a</sup>	.15452	.000	-1.2828	-.3267
	20,001-30,000 Baht	-.21644	.13475	.631	-.6333	.2004
	40,001-50,000 Baht	.15382	.11738	.788	-.2093	.5170
	More than 50,001 Baht:	.28032	.11155	.179	-.0648	.6254

## Multiple Comparisons

Scheffé

(I) Income per month (recode)	(J) Income per month (recode)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
40,001-50,000 Baht	20,000 Baht or less	-.95857 <sup>*</sup>	.15385	.000	-1.4346	-.4826
	20,001-30,000 Baht	-.37026	.13398	.108	-.7848	.0443
	30,001-40,000 Baht	-.15382	.11738	.788	-.5170	.2093
	More than 50,001 Baht	.12651	.11062	.860	-.2157	.4687
More than 50,001 Baht	20,000 Baht or less	-1.08508 <sup>*</sup>	.14945	.000	-1.5474	-.6227
	20,001-30,000 Baht	-.49676 <sup>*</sup>	.12890	.006	-.8956	-.0980
	30,001-40,000 Baht	-.28032	.11155	.179	-.6254	.0648
	40,001-50,000 Baht	-.12651	.11062	.860	-.4687	.2157
Confused by Overchoice	20,000 Baht or less	.16483	.14870	.873	-.2952	.6249
	20,001-30,000 Baht	.04256	.13719	.999	-.3819	.4670
	30,001-40,000 Baht	.08853	.13660	.981	-.3341	.5111
	More than 50,001 Baht	-.06885	.13269	.992	-.4794	.3417
20,001-30,000 Baht	20,000 Baht or less	-.16483	.14870	.873	-.6249	.2952
	30,001-40,000 Baht	-.12227	.11964	.903	-.4924	.2479
	40,001-50,000 Baht	-.07630	.11896	.981	-.4443	.2917
	More than 50,001 Baht	-.23368	.11445	.385	-.5878	.1204
30,001-40,000 Baht	20,000 Baht or less	-.04256	.13719	.999	-.4670	.3819
	20,001-30,000 Baht	.12227	.11964	.903	-.2479	.4924
	40,001-50,000 Baht	.04597	.10422	.996	-.2765	.3684
	More than 50,001 Baht	-.11141	.09904	.867	-.4178	.1950
40,001-50,000 Baht	20,000 Baht or less	-.08853	.13660	.981	-.5111	.3341
	20,001-30,000 Baht	.07630	.11896	.981	-.2917	.4443
	30,001-40,000 Baht	-.04597	.10422	.996	-.3684	.2765
	More than 50,001 Baht	-.15738	.09822	.633	-.4612	.1465
More than 50,001 Baht	20,000 Baht or less	.06885	.13269	.992	-.3417	.4794
	20,001-30,000 Baht	.23368	.11445	.385	-.1204	.5878
	30,001-40,000 Baht	.11141	.09904	.867	-.1950	.4178
	40,001-50,000 Baht	.15738	.09822	.633	-.1465	.4612

## Multiple Comparisons

Scheffe

(I) Income per month (recode)	(J) Income per month (recode)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Brand Loyal 20,000 Baht or less	20,001-30,000 Baht	-.22364	.14690	.678	-.6781	.2308
	30,001-40,000 Baht	-.42615*	.13553	.044	-.8455	-.0068
	40,001-50,000 Baht	-.48906*	.13495	.011	-.9066	-.0716
	More than 50,001 Baht	-.75139*	.13108	.000	-1.1569	-.3458
20,001-30,000 Baht	20,000 Baht or less	.22364	.14690	.678	-.2308	.6781
	30,001-40,000 Baht	-.20251	.11819	.569	-.5682	.1631
	40,001-50,000 Baht	-.26542	.11752	.279	-.6290	.0982
	More than 50,001 Baht	-.52775*	.11306	.000	-.8775	-.1780
30,001-40,000 Baht	20,000 Baht or less	.42615*	.13553	.044	.0068	.8455
	20,001-30,000 Baht	.20251	.11819	.569	-.1631	.5682
	40,001-50,000 Baht	-.06291	.10296	.985	-.3814	.2556
	More than 50,001 Baht	-.32524*	.09784	.027	-.6279	-.0225
40,001-50,000 Baht	20,000 Baht or less	.48906*	.13495	.011	.0716	.9066
	20,001-30,000 Baht	.26542	.11752	.279	-.0982	.6290
	30,001-40,000 Baht	.06291	.10296	.985	-.2556	.3814
	More than 50,001 Baht	-.26233	.09703	.123	-.5625	.0379
More than 50,001 Baht	20,000 Baht or less	.75139*	.13108	.000	.3458	1.1569
	20,001-30,000 Baht	.52775*	.11306	.000	.1780	.8775
	30,001-40,000 Baht	.32524*	.09784	.027	.0225	.6279
	40,001-50,000 Baht	.26233	.09703	.123	-.0379	.5625

\*. The mean difference is significant at the 0.05 level.

## **APPENDIX H: Interview Transcript Extract**

**Interviewer:** What is your understanding of luxury fashion goods trading in the grey market?

**Respondent 4:** Well, if my understanding is correct, it should be like an order which is placed through online pre-order sellers who agree to carry item from abroad to the buyer. These sellers are not licensed importers and not officially registered with the brands, like the authorized shops. I assume that they avoid paying for duty tax by organizing order from airhostess or other means from abroad. This way, their price in the grey market is cheaper than the selling price of regular channels, saying for 20%, 30%, 40%. Like they intent to avoid paying duty tax or do not go through full customs declaration. As a result, these grey sellers are known for their cheaper price. Also every order is a direct deal between buyer and seller so the price is flexible while most purchases are initially taken from abroad. Not sure if these are correct. (laugh)

**Interviewer:** Can you explain your view regarding the purchase of luxury products through unauthorised channels?

**Respondent 4:** Before I did not dare to buy from the grey market as it makes me feel unsafe and risky to get counterfeit goods. Also whether the item is damaged since I did not have a chance to choose it by myself. The one item is delivered to us, so we do not get to choose. Therefore, my first impression about purchase of luxury products through unauthorised channels is not okay. I feel that buying from the official shop is better. However, lately the pre-order culture has become a common thing, as if everybody is trading through this channel. Even with the wealthy buyers, they also purchase from the grey market. No one makes every luxury purchase from the shops at Gaysorn or Siam Paragon department store any more.

Today, if you ask me, I would say my view has become much more positive. Most grey shops show their customer reviews. I think they are more reliable as my friends or social group have experiences with this before. From my experience, many sellers are okay and that I can trust them. The order for grey luxury good is quite transparent with receipt, purchase information, tag card, etc. Nowadays I feel okay with buying from the unauthorised sellers. Though not every seller is trustworthy, they must be the one who has got good recommendation.

**Interviewer:** Based on your feeling, when you think about purchasing luxury goods through the grey market is it positive, neutral, or negative feeling?

**Respondent 4:** Like I said previously, for now my feeling is quite positive (laugh).

**Interviewer:** Well, can you please explain the reason causing that feeling?

**Respondent 4:** About reasons for my feeling, there are various aspects about it. On one hand, I feel positive because it is cheaper than buying from shops in Thailand. When buying from the brand shops or the authorised dealer, I feel that it is pricey. With the grey market, most purchases are always cheaper than buying from Siam paragon even when the seller has charged me for tax-refund or there is an increase in the exchange rate. And this is what I think as positive aspect. However, I also rate it as neutral because not all grey shops are reliable. I only trust the shop with successful transactions such as the one



my friends or colleagues have purchased before. I cannot just pick any grey sellers, and pre-order straight away. It is hard to say that the grey market is 100% positive. In terms of price, it is okay and I view it as a positive whereas its reliability is quite neutral to me.

**Interviewer:** Very well.

**Respondent 4:** Yes.

**Interviewer:** Thank you for your explanation. Can you please provide reasons/motivations that influence you to buy luxury fashion goods from the grey market?

**Respondent 4:** The first motivation is mainly the price, which is cheaper than purchasing in Thailand. Travelling aboard to shop by myself is also more expensive as I do have to buy multiples items to make the trip worthwhile. Number one is the price that is more affordable. Second motivation is that I can have the luxury model that I want. For example, when I searched for a Chanel bag in Thailand, because it was a popular style, it is sold out in every shops. My option is to travel or ask friends to buy for me from overseas. Whereas the grey sellers help me looking for the item that I really want. They can source out of stock or rare items really well. It is a plus that I do not have to search the item myself.

**Interviewer:** Okay, so there are 2 reasons.

**Respondent 4:** Yes, mainly is the price. The second is because they can find rare items or previous collection model that I really want.

**Interviewer:** Among these factors, which one is the most important factor to you when it comes to purchasing luxury goods from the grey market?

**Respondent 4:** Um, the most important is price like I said earlier. If the brand is not very high-end, the price is not too expensive, the difference is only a little. However, if it is Chanel, Celine or Balenciaga, the small gap is already reasonable to me. For example, 5%, 7% or 10% of the hundred thousand Baht is already at least ten thousand Baht. This amount can be used to buy another small purse; therefore, I put interest on the price as the most important factor.

**Interviewer:** Alright. The following questions will ask about the utility and quality of the luxury products. How would you define quality in relation to luxury goods?

**Respondent 4:** Um, about quality. I can only explain about handbags because I have never bought luxury shoes or other kind of luxury products. For handbags, I will inspect if there is any damaged like the scratch, or hardware is chipped or crooked. Sometimes the quilted pattern of small Chanel purse is not straight, something like this. I will look for these kinds of aspects because it is a brand name product; therefore, the standard of quality is originally controlled by the brands. The bag is bought from the shop whether it is made from calf, goat or lambskin. Therefore, I will look for damage from after the point of sale like creasing, nail scratching or marks as the product could been chucked carelessly. I would want to look for its physical condition for the quality.

**End of Extract**



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