

MILLENNIAL CONSUMERS' BEHAVIOR ON
PURCHASING
AMULET JEWELRY



Miss Nuanhatai Tantayotai

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

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By Miss Nuanhatai Tantayotai
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Thesis Advisor Associate Professor SARAVUDH ANANTACHART,
Ph.D.

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Arts (Communication Arts)

INDEPENDENT STUDY COMMITTEE

Chairman

.....
(Assistant Professor SUTHILUCK VUNGSUNTITUM,
Ph.D.)

Advisor

.....
(Associate Professor SARAVUDH ANANTACHART,
Ph.D.)

Examiner

.....
(Assistant Professor PAPAPORN
CHAIHANCHANCHAI, Ph.D.)


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การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาพฤติกรรมการซื้อเครื่องประดับเครื่องรางของ
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ว่า การสวมใส่เครื่องประดับเครื่องรางจะทำให้มีความมั่นใจ เสริมสิริมงคลและ โชคลาภ ช่วยให้
ธุรกิจการงานก้าวหน้าและประสบความสำเร็จ ขจัดภูติผีปีศาจ ป้องกันภัยอันตราย ส่งเสริมชีวิตรัก
ให้มีความสุขสมหวัง และให้ผู้สวมใส่มีพลังแห่งความคิด สติปัญญา และความเฉลียวฉลาด ใน
ส่วนของทัศนคติ การมีความเชื่อต่อผลลัพธ์ของเครื่องประดับเครื่องรางทำให้ผู้บริโภคได้พัฒนา
ทัศนคติเชิงบวกต่อเครื่องประดับเครื่องราง โดยแรงจูงใจหลักที่มีอิทธิพลต่อพฤติกรรมการซื้อ
เครื่องประดับเครื่องราง คือ ประสบการณ์การสวมใส่เครื่องประดับเครื่องรางจากผู้สวมใส่จริง
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 SARAVUDH ANANTACHART, Ph.D.

The objective of this research is to study millennial consumers' behavior on purchasing amulet jewelry. Qualitative method was used to collect data from 15 Thai Generation Y females, aged between 25 and 34 years old, living in Bangkok, Thailand, and purchased amulet jewelry at least once within the year 2022. The findings indicate that millennial consumers spend over eight hours per day on social media. They prefer online marketing communication content that is short, precise, and easy to understand. In term of beliefs, consumers believe that wearing amulet jewelry can make them confident, enhance their prosperity and fortune, help businesses and careers progress and be successful, remove evil spirits and preventing danger, promoting a happy and fulfilling love life, and provide wearers with the power of thinking, wisdom, and ingenuity. By having beliefs toward the desired outcome of the amulet jewelry, respondents develop a strong positive attitude toward the amulet jewelry. The main motives influencing consumers' purchase behavior of amulet jewelry are user experience, product design, and the desire to achieve success.



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TABLE OF CONTENTS

	Page
ABSTRACT (THAI)	iii
ABSTRACT (ENGLISH).....	iv
ACKNOWLEDGEMENTS.....	v
TABLE OF CONTENTS	vi
CHAPTER 1 Introduction	1
1.1 Significance of the study.....	1
1.2 Objective of the study	6
1.3 Research question	6
1.4 Scope of the study	6
1.5 Operational definition of variables	6
1.6 Expected benefits from the study	8
CHAPTER 2 Literature Review	9
2.1 Superstitious Beliefs	9
2.2 Consumer Behavior.....	17
2.3 Online Marketing Communication	32
2.4 Conceptual Framework.....	43
CHAPTER 3 Methodology	44
3.1 Research Sample and Sampling Methods	44
3.2 Research Instrument.....	45
3.3 Research Procedure.....	47
3.4 Validity of the study.....	48

3.5 Data Analysis	49
CHAPTER 4 Findings	50
4.1 Demographic Profile	50
4.2 Online Media Usage.....	51
4.3 Consumers' Beliefs in Amulet Jewelry	53
4.4 Consumers' Attitudes toward Amulet Jewelry	57
4.5 Purchase Behavior on Amulet Jewelry.....	59
4.6 Summary of Findings.....	64
CHAPTER 5 Summary and Discussion.....	70
5.1 Summary	70
5.2 Discussions.....	75
5.3 Limitations	85
5.4 Direction for Future Research.....	86
5.5 Practical Implications.....	87
Appendix A.....	89
Appendix B	91
REFERENCES	94
VITA	104

CHAPTER 1

Introduction

1.1 Significance of the study

The majority of the Thai population or 93.6 percent identifies themselves as Buddhist (Cultural Atlas, 2017). This can reflect multiple faiths and cultures. Amulets or sacred objects have been around for a long time in Thai society as they still believe in the sacred supernatural power and superstition beliefs that are deeply rooted from the past to the present. It has slowly become a part of Thai people's lives and plays a major role in Thai consumer and business decisions (Chinchanachokchai et al., 2016). Thai people believe that amulets and sacred objects can protect, inspire, and attract positive energies to the lives of those who worship them. Thailand was found to be the world's largest producer, seller, and exporter of amulets (Chinchanachokchai et al., 2016). According to the South China Morning Post (2019), 1.25 billion USD worth of amulets is sold every year in Thailand making Thailand the world's biggest amulet market with seven out of ten Thais wearing amulets (Krausz, 2019).

Thailand has a long history of superstitious beliefs. Religions and cultures play a significant influence on local beliefs including superstitious beliefs (Chinchanachokchai, 2021). There are five types of superstitious belief being explored in this research which include negative superstitions, positive superstitions, divinatory superstitions, sorcerous superstitions, and survival superstitions. In the past, people were afraid of unknown phenomena, so they secured themselves by wearing and carrying small objects with them which later became sacred amulets

(Srichampa, 2014). People wear amulets as jewelry, namely necklaces, bracelets, earrings, or rings. Amulet jewelry is made from natural resources namely soil, metal, and plants, to animal and human parts.

In recent years, many brands started incorporating “faith” and “fashion” together, which has become an interesting new trend attracting the younger generation. They applied faith based marketing which is the integration of faith and religion into business in order to market religion related products such as amulets. This can build relationships with the target consumers (Channer, 2022). Many brands, such as Leila Amulets, Venus Amulets, or Ravipa Jewelry, have seen the market opportunity from the popularity and belief in amulets and sacred objects in Thai society. They have awakened the new trend of amulet jewelry among Thai Millennials. Amulets give a sense of value which can help wearers meet the basic needs that can lead them to happiness in terms of career success, wealth, good fortune and love (Doungkaew, 2019). They allow consumers to cope with uncertainty and alleviate anxiety (Chinchanchokchai et al., 2016), as well as, build confidence and develop a control illusion for wearers (Orannives, 2017). The rapid growth of this new business can present a shift in consumer behavior.

In January 2022, Thailand’s total population was 70.01 million with 51.4 percent female and 48.6 percent of the population being male (Kemp, 2022). According to a previous study, Traikan (2021) found that women believe in superstition and faith more than men due to their belief in fortune telling and higher purchase of amulets and sacred objects. Millennials or Generation Y is the generation

worth studying as it makes up the majority of the Thai population (Statista Research Department, 2022). They are characterized as less cynical, more optimistic, more idealistic, and more inclined to value tradition compared to other generations (Chen, 2008). Young adults who belong to Generation Y are more stressed and are more likely to report mental health concerns than Generation X and the Baby Boomers. This generation is born in the fast-moving world of rapid technological advancement which has influenced their values, trends and personal habits which then shape their consumer behavior.

In the past few years, consumer lifestyles have changed due to the COVID-19 pandemic, many businesses are forced to adapt themselves to move their marketing communication to digital and online platforms (Statista Research Department, 2022). The number of internet users in Thailand has increased rapidly between the years 2021 and 2022. Thailand's internet penetration rate is at 77.8 percent with 56.85 million active social media users (see Figure 1.1) (Kemp, 2022). Figure 1.2 shows the top four social media platforms used in Thailand which are Facebook, LINE, TikTok, and Instagram. Due to the higher number of internet users and the COVID-19 pandemic in Thailand causing disruption to the way consumers purchase products and services, many brands have reached out to their current and potential consumers through new online channels. Amulets jewelry is another product that can be found selling online through websites and e-commerce platforms, such as Shopee and Lazada. This shows that there is high demand for the products in the market and there is potential for transactions via online channels. As the growing number of internet and social media users in Thailand, it is essential to further investigate elements that

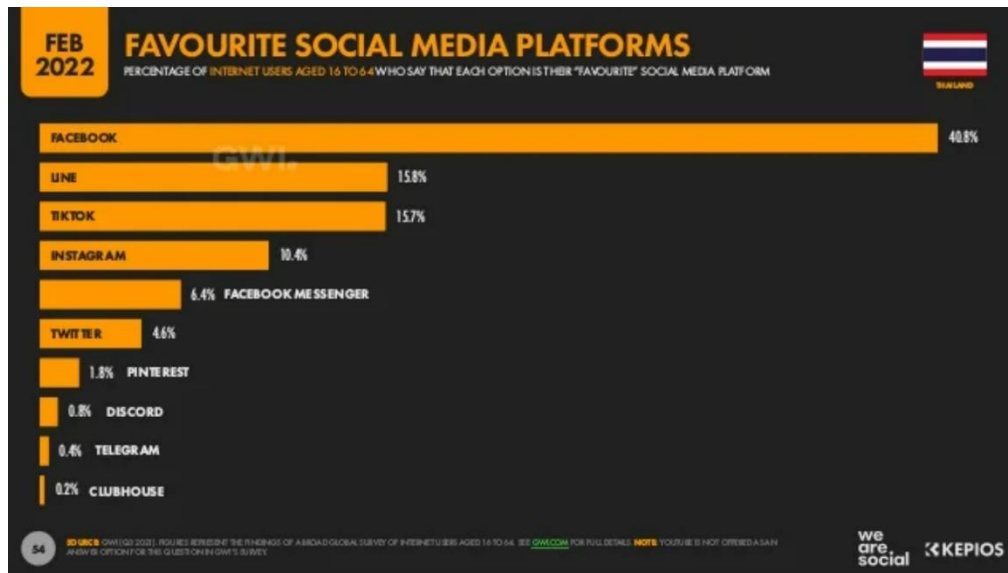
online marketing communication could affect consumer behavior and how marketers can use online marketing tools to engage with consumers in the present day.

Figure 1.1 Overview of the Adoption and Use of Connected Devices Service



Source: Kemp, S. (2022). *Digital 2022: Thailand*. <https://datareportal.com/reports/digital-2022-thailand#:~:text=Internet%20use%20in%20Thailand%20in,at%20the%20start%20of%202022>

Figure 1.2 Thais' Favorite Social Media Platforms



Source: Kemp, S. (2022). *Digital 2022: Thailand*. <https://datareportal.com/reports/digital-2022-thailand#:~:text=Internet%20use%20in%20Thailand%20in,at%20the%20start%20of%202022>

To summarize, the increase in the amulet jewelry business in Thailand, along with the popularity among Millennial consumers nowadays, means that there are changes happening in consumer behaviors. The researcher would like to note the emergence and popularity of amulet jewelry among Millennial consumers. Therefore, this study will explore in-depth perspectives and insight into consumer behavior toward purchasing amulet jewelry. The consumer behavior concepts and theories will be used in this study to acquire a deeper knowledge of the factors that drive purchase decisions and identify purchase behavior. The research findings will benefit those in the amulet jewelry industry including sellers, marketers, or those who might require an understanding of consumer insight toward purchasing amulet jewelry in Thailand.

1.2 Objective of the study

To study millennial consumers' behavior on purchasing amulet jewelry.

1.3 Research question

What is millennial consumers' behavior on purchasing amulet jewelry?

1.4 Scope of the study

The qualitative approach is selected as the research methodology of this study. A structured, in-depth interview is designed to match the objective. A total of fifteen respondents are chosen using judgmental sampling techniques for an in-depth interview to examine points of view, experiences, feelings, and perspectives. Respondents are Thai Generation Y females, aged between 25 and 34 years old, living in Bangkok, Thailand, and must have purchased amulet jewelry at least once within the year 2022. The in-depth interview will be conducted in October and November 2022 via online video call due to the COVID-19 situation.

1.5 Operational definition of variables

In this study, one main variable is predominantly discussed: Consumer Behavior.

Consumer Behavior. According to Solomon (2019), consumer behavior refers to the process of choosing, purchasing, using, and disposing of products and services

in order to satisfy one's needs and wants. Consumers go through different stages of the decision-making process in order to purchase a product or service. In this research study, four components of online media usage, consumers' beliefs in amulet jewelry, consumers' attitudes toward amulet jewelry, and purchase behavior on amulet jewelry are explored based on theories and concepts related to consumer behavior.

1) *Online Media Usage*. This section consists of eight questions which ask respondents about their online media consumption pattern and their preferred online marketing communication (Traikan, 2021).

2) *Consumers' Beliefs in Amulet Jewelry*. This section will explore respondents' beliefs toward purchasing amulet jewelry. The section will be divided into five sub-sections according to Maslow's Hierarchy of Needs which includes physiological and psychological needs, safety needs, love and belonging needs, esteem needs, and self-actualization needs (Somreekpoo, 2009).

3) *Consumers' Attitudes toward Amulet Jewelry*. Attitude has a major effect on influencing purchase intention. This section will examine different elements of attitude formation and will identify how one forms attitudes that are based on his or her beliefs towards behavior and its outcomes, which then influence his or her purchase intention toward amulet jewelry (Saminpanya, 2019).

4) *Purchase Behavior on Amulet Jewelry*. The researcher examines further the purchase behavior of the respondents. Fifteen questions will be asked about amulet

jewelry purchases regarding purchase frequency, purchase spending, purchase occasion, motivation, and key purchase decision factors (Orannives, 2017).

1.6 Expected benefits from the study

Academically, this study could contribute new insights to understanding Thai consumers' behaviors toward purchasing amulet jewelry and their consumption of online marketing communication. This can provide a guideline and information for other researchers to study in this area.

Professionally, the results of this research could improve how marketers of jewelry amulets understand the consumer behavior of Thais millennials. Marketers can use this research to develop marketing communication strategies to promote their brands and products.

CHAPTER 2

Literature Review

This chapter aims to explore the primary literature related to theoretical frameworks relevant to the study of consumers' behavior on purchasing amulet jewelry in Thailand. The literature review covers three topics including superstitious beliefs, consumer behavior, and online marketing communication. Information presented in this literature review is collected from academic journals, past research studies, books, and related articles.

2.1 Superstitious Beliefs

According to Oxford Advanced Learner's Dictionary of Current English (1995), superstition refers to the belief that particular events happen in a way that cannot be explained by reason or science; the event that particular events bring good or bad luck. This section will explore different types of superstitious beliefs, the role of superstitious belief in Thai culture, and Thai amulets.

2.1.1 Types of Superstitious Beliefs

Superstitious beliefs have long been in history not only in Thailand but all around the world. Superstitious beliefs can be categorized into five types: negative superstitions, positive superstitions, divinatory superstitions, sorcerous superstitions, and survival superstitions (Irwin, 2007). The details of the five types of superstitious beliefs are:

1) *Negative superstitions*. This refers to certain behaviors or omens that are related to harmful or unlucky events or consequences that are inescapable such as breaking a mirror, using the number 13 in Western culture (Chinchanachokchai et al., 2016), or using the number 4 for Chinese people is unlucky as it is pronounced similar to the word for death in Chinese (Huang & Teng, 2009).

2) *Positive superstitions*. In contrast, Positive superstitions involve a desire to bring good fortune or preferable consequences. Some examples are carrying a lucky charm, a cross finger (Chinchanachokchai et al., 2016), or Thai people using the number 9 or “Kao” in Thai which is the homophone for the word walk or moving forward, suggesting prosperity (Sereemongkonpol, 2013).

3) *Divinatory superstitions*. There are other types of superstitious beliefs that do not primarily focus simply on good or bad fortune. Divinatory superstitions are a substantial group of superstitions concerning divination for magically discerning the future. In another word, it attempts to know the future rather than influence it (Irwin, 2007) such as forecasting events using judicial astrology or fortune telling using tarot cards.

4) *Sorcerous superstitions*. This type of superstitious belief is related to the term witch, witchcraft, and magic (Tuczay, 2015). Applying charms, spells or curses, or wearing or carrying amulets in a magical way to improve one’s present lot or to harm a lot of others (Irwin, 2007).

5) *Survivalist superstitions*. These are associated with death or the belief in life after death, as mentioned by Harvey J. Irwin, “survivalist superstition is the belief that at the time of death the soul leaves the body in the form of a small flame which later may often be seen in the churchyard where the body is buried” (2007).

Through exploring the five types of superstitious beliefs, there are some overlapping concepts and definitions in these five types of superstitious beliefs. This research study will mainly focus on the positive superstitious and sorcerous superstitions which explore the beliefs that good fortune can be secured by purchasing sacred superstitious objects such as lucky charms and amulets.

Investigating further into individual differences in superstitious beliefs. Apart from negative superstitions, positive superstitions, divinatory superstitions, sorcerous superstitions, and survival superstitions, Chinchachokchai et al. (2016) have introduced another two types of superstitious beliefs in the research which are passive superstitious belief and proactive superstitious beliefs. Passive superstitious beliefs are related to circumstances or events in which the outcomes lie beyond one’s control. In contrast, proactive superstitious beliefs are those who seek control of the situation around them (Thai PBS World, 2019). For instance, performing ritual behaviors in order to keep the bad forces away and bring good fortune into their lives (Hernandez et al., 2008). Consumers can seek control over situations by carrying superstitious objects such as amulets and lucky charms. They also allow consumers to cope with uncertainty and alleviate anxiety (Chinchachokchai et al., 2016), as well as, build confidence and develop a control illusion for wearers (Orannives, 2017).

As mentioned above, different consumers can be categorized into different types of superstitious beliefs. Some consumers might choose to use sacred or superstitious objects in order to take control of their fate and future. The concepts of passive superstitious beliefs and proactive superstitious beliefs allow researchers to explore and understand different consumption patterns from different types of superstitious beliefs.

2.1.2 The Role of Superstitious Beliefs in Thai Culture

Thailand has a long history of superstitious beliefs. The majority of Thai people around 93.6% identify as Buddhist (Cultural Atlas, 2017). Religions and cultures play a significant influence on local beliefs including superstitious beliefs (Chinchanachokchai, 2021). Their faith has a major influence on what they do, how they go about their daily lives, or even defines who they are as a person (Hulme, 2018). Thai people practice superstitious rituals in their daily lives. For example, Thailand has introduced supernatural dolls or Luk Thep which were believed to have the spirit of a child and believed to bring prosperity to the owners (Proebst, 2017). Thai parents often put sacred objects such as amulet necklaces on their children. This is to keep them safe away from evil spirits and bring prosperity to the family (Hulme, 2018).

Furthermore, Thai culture also associates with astrology, horoscopes, and divination in order to cope with the uncertainties of life by identifying their fate and future (Igunma, 2014). Thai people believe that stars, planets, colors, date of birth, and zodiac signs could be interpreted as positive or negative influences on their future

life. Thai superstitious beliefs were developed over time and were adopted from different Eastern cultures such as the Chinese culture and Khmer culture (Srichampa, 2014). Superstitious beliefs play a significant role in Thai consumers' and business decisions. Thai people do not only rely on factual statements but also on superstitious objects such as lucky charms and amulets to encourage them to take risks (Thai PBS World, 2019). Some go beyond superstitious items as they would consult divination specialists for advice before making important decisions such as opening a new business, choosing a partner, naming a newborn child, moving house, or choosing a profession (Igunma, 2014).

Srichampa (2014) has classified Thai beliefs into five main categories including Buddhist beliefs, superstitious beliefs, sacred things beliefs, deity beliefs, and astrological beliefs. Firstly, Buddhist beliefs as mentioned earlier, the majority of Thai people are Buddhist and believe in Triratna which enforces belief in the karma law, reincarnation, the law of nature, and the existence of heaven and hell (Srichampa, 2014). Secondly, superstitious beliefs are beliefs that lie beyond reason or scientific knowledge (Cambridge Advanced Learner's Dictionary, 2005). This can be further divided into two types (1) Magic beliefs relating to old scripts of magical formulas written to be pronounced, they are believed to be very powerful and magical in the past. However, due to the advancement of science and technology, these kinds of beliefs are slowly fading away. (2) Amulet beliefs refer to the natural elements which can protect and bring good fortune to people who worship them (Srichampa, 2014). Linking to superstitious beliefs are sacred thing beliefs and Deity beliefs. Sacred thing beliefs are Buddha images, images of respected monks, or spirit houses. This type of

belief has been in Thai culture for a very long time. Deity beliefs are the unseen power which is believed to be more powerful than humans and cannot be explained with science or technology. Lastly, astrological beliefs depend on astronomy which allows people to know their fate and future through fortune-telling (Srichampa, 2014).

It cannot be denied that superstitious beliefs play a major role in Thai culture as they inspired superstitious rituals in Thais' daily lives. Superstitious beliefs can influence consumer and business behavior, as well as, affect the decision-making of Thai people which can range from naming their newborn child to financial and business decision-making. People wear superstitious objects such as amulets and lucky charms to boost their confidence and develop a control illusion for wearers (Orannives, 2017). As superstitious beliefs have been part of Thai culture for a very long time, brands see the opportunity to incorporate them into the jewelry industry targeting the current consumers and the potential consumers of millennials.



2.1.3 Thai Amulets

Beliefs are related to nature, in the past, the effects of lives such as natural disasters or diseases could not be explained as there was no technology and scientific advancement to support the way things happened. People were afraid of the unknown phenomena, so they secured themselves by wearing and carrying small objects with them which later became sacred amulets (Srichampa, 2014). Amulets are made using various types of natural elements, including (1) soil and clay from temple grounds are believed to offer protection for health, well-being and happiness (Nutchant et al.,

2020), (2) variety of stones such as ore, gold, silver, and mixed metals, (3) plants such as roots, bulbs, resin, leaves, flowers, fruit, and herbs, (4) animal parts such as tiger teeth, nails, tusks, deer horns, bones, and eyes, (5) parts of the human body such as a tooth from ancestors, and bones of respected Buddhist monks (6) wax, (7) holy water from Buddhist rituals, (8) oil from temples, (9) paper, clothes, and strings, and (10) drawings and pictures of Buddhist monks or Buddha, or mythical animals such as Phaya Naga.

There are various ways of using amulets. In the old days, people often put amulets as straps around their head, waist, or arm. Some also implant amulets into their skin, but the most common way to use amulets in the present day is to wear them as jewelry, namely necklaces, bracelets, earrings, or rings.

Many Thais believe that amulets endow wearers with supernatural power, some are thought to bring success and happiness, and some are used to protect the wearer from misfortune and diseases (Marcus, 2018). Amulets serve as an alternative choice for Thai Buddhist to worship and get blessings. The purpose of carrying amulets is believed to attract positive energy such as bringing prosperity, career success, wealth, good fortune, love, and protection (Dounkaew, 2019). Nowadays, there are many types of amulets in the Thai market. The most common form of amulets are rings, necklaces, and bracelets (Chinchanachokchai et al., 2016). Amulet jewelry comes with different histories and storytelling where consumers can pick and choose, and customize to best fit their energy and to fulfill their needs and wants.

Thailand was found to be the world's largest producer, seller, and exporter of amulets (Chinchanachokchai et al., 2016). Looking at the Thai amulets industry, Thai amulets are not only popular among Thai people but also among foreigners from all around the world. In 2010, Amulets helped the Thai economy as it increased the GDP informally up to 50% or around twenty million baht with the famous amulet of Jatukham-Ramathep (Srichampa, 2014). Regarding the production of amulets, the increase in demand for amulet jewelry has created many new related jobs for Thai people (Srichampa, 2014), and it is classified as labor-intensive industry which required skilled laborers and experts to develop quality amulets for consumers (Chinchanachokchai et al., 2016). It can also be seen as a way to inherit Thai beliefs and culture. Compared to other countries around the world, Thailand has advantages in skilled laborers and lower production costs. However, the amulet jewelry industry in Thailand is still lacking raw materials and a certified standard system (Chinchanachokchai et al., 2016). In the past, temples were known to lend amulets. However, in the present day, many amulets are sold in retail stores and online in order to serve the change of consumer purchasing behavior of the new generation of believers.

Superstitious beliefs in Thailand have been part of Thai culture for centuries. There are five types of superstitious belief being explored in this research which include negative superstitions, positive superstitions, divinatory superstitions, sorcerous superstitions, and survival superstitions. Knowing different types of superstitious beliefs can help differentiate consumers and understand different consumption patterns whether they would be passive superstitious beliefs or proactive

superstitious beliefs. The influence of beliefs in Thai society mainly comes from Buddhism which plays a significant role in influencing the local beliefs and how Thai people live their lives. Thai people believe that stars, planets, colors, date of birth, and zodiac signs could be interpreted as positive or negative influences on their future life. Thai people rely heavily on superstitious objects and divination specialists in decision-making.

Thailand is the world's largest producer, seller, and exporter of amulets which has an impact on the growth of the GDP of the country. Thailand is full of skilful laborers who are experts in making amulets. Thai amulets are made from natural resources ranging from soil, metal, and plants, to animal and human parts. In the present day, amulets are commonly worn in the form of jewelry. Wearers believed that amulets can attract positive energy such as bringing prosperity, career success, wealth, good fortune, love, and protection to whoever worships them. The knowledge of Superstitious Belief and its role in Thai culture has been explored in this section. Giving research a deeper understanding of the beliefs of Thai consumers. The next section will be focusing on the past literature on consumer behavior.

2.2 Consumer Behavior

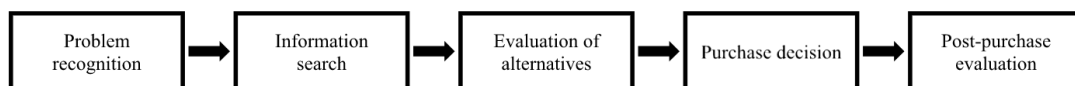
Consumer behavior has advanced and has become an essential topic in the marketing society (Hosaini & Rojhe, 2020). Consumer behavior refers to the process of choosing, purchasing, using, and disposing of products and services in order to satisfy one's needs and wants (Solomon et al., 1995). Another definition of consumer behavior defined by Schiffman and Kanuk (2000) is described as the behavior that

consumers express when they choose and purchase products and services using their available resources in order to satisfy their needs and wants. This chapter will review the stages of the consumer behavior process and the factors that can influence consumer behavior and consumer purchasing decisions. The researcher further explores two related theories: theory of planned behavior, social learning theory, and hierarchy of effects model.

2.2.1 The Stages of the Consumer Behavior Process

Previous research suggests that consumers go through five stages in the decision-making process. The five stages are summarized in Figure 2.1. The five stages include *problem recognition*, *information search*, *evaluation of alternatives*, *purchase decision*, and *post-purchase evaluation* (Furaiji et al., 2012).

Figure 2.1 Five Stages of Consumer Behavior Process



Source: Hosaini, A., & Rojhe, K. C. (2020). Review paper on factors influencing consumer behavior. *TEST Engineering & Management*, 83(1), p. 7060.

1) *Problem Recognition*. The first stage is where consumers recognise their needs and wants for a product or service. The existence of the needs can be caused by both internal and external stimuli. Internal stimuli can be triggered by the basic needs of Maslow's hierarchy of needs (Munthiu, 2009). Maslow's hierarchy of needs includes physiological needs, safety needs, love and belonging, esteem, and self-

actualization. Once they recognise what they need and want they will then gather information to understand how they can fulfill their needs (Hosaini & Rojhe, 2020).

2) *Information Search and Identification of Alternatives*. In this stage, consumers search for the required information to make a decision. Information search can be from both internal and external resources. Internal resources can be from memory and past experience and interaction with the product and brand which can be both positive and negative. External resources can be public resources such as newspapers, the internet, or television, individual resources such as family and friends, and commercial resources such as advertising and retailers (Hosaini & Rojhe, 2020). Maria-Cristiana Munthiu has mentioned in her research that the more the product or service has a higher value and a low buying frequency, the more consumers will research information from multiple sources compared to the product or service that consumers purchase on a regular basis (2009).

3) *Evaluation of Alternatives*. In this stage, consumers assess products and services from different existing brands in the market based on the criteria they have developed. Examples of criteria can be price, additional product benefits, product availability, and product design. There are various factors which can influence the evaluation process. For instance, the consumer's experience, the importance of the product or service, the cost of making a bad decision, and the urgency in which the decision must be made (Munthiu, 2009). A previous study indicates that the more consumers feel "involved" in the product, the more they are encouraged to look for tips about that specific product or brand and avoid others (Hosaini & Rojhe, 2020).

4) *Purchase Decision*. The result of the evaluation process. This stage is when consumers made their decision from the information that they have gathered and made their actual purchase. Consumers have the following possible: the decision of purchasing the product or service, the decision not to purchase the product or service, the decision to postpone the purchase, and the decision of replacing the product or service that they want with another alternative (Munthiu, 2009).

5) *Post-Purchase Evaluation*. The final stage of the consumer purchasing process happens after consumers purchased the product and service and evaluate it by comparing it with their expectations. Consumers will feel satisfied when the product and service meet their expectations. They will feel delighted if the product or service exceeds their expectation, and they will feel disappointed if the product and service fall short of expectations (Munthiu, 2009). The outcome of the post-purchase evaluation stage can help identify consumer behavior as if the consumer is satisfied with the product or service, which can indicate a high probability of purchasing the product or service again in the future. This stage is important as it helps marketers understand the other stages and the overall consumer experience with the brand and product.

When purchasing any product or service consumers go through five stages of the consumer purchasing process which include problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation as mentioned above. In reality, consumers commonly omit or reverse some of these stages (Hosaini & Rojhe, 2020). Being able to identify these five stages can help

researchers and marketers understand how consumers purchase the product and at the same time understand why they purchase in a motivational way (Koyluoglu, 2018).

Brands can apply this concept to get in front of consumers before they decide to make a purchase.

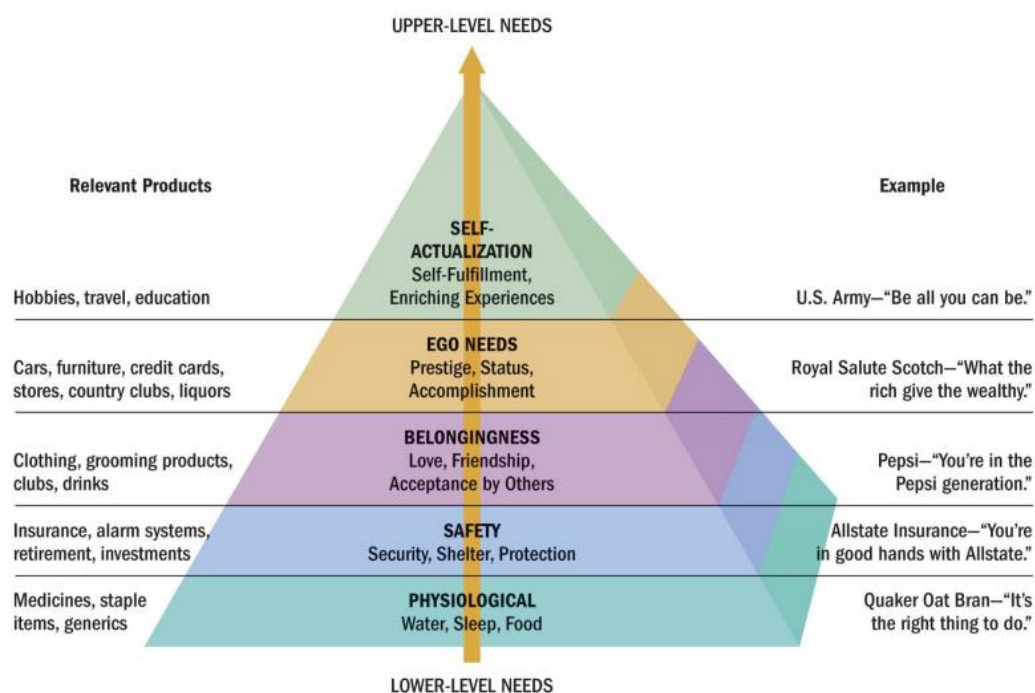
2.2.2 Factors Influencing Consumer Behavior

Consumer behavior can be influenced by several factors. Kotler and Armstrong (2008) have classified four main factors that affect consumer behavior which include psychological factors, personal factors, social factors, and cultural factors.

1) *Psychological Factors*. According to the Oxford Advanced Learner's Dictionary of Current English, psychology refers to the scientific study of the mind and how it influences behavior (1995). The important components of psychological factors are attitudes and beliefs, perception, and motivation. Belief is a descriptive thought that a person has about something which is based on knowledge, opinion, and faith. Attitude is described as a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea (Kotler et al., 2008). Beliefs and attitudes can be acquired by consumers through learning and practicing. They influence consumer behavior by creating an image from the brands and products in consumers' heads (Hosaini & Rojhe, 2020). The other component of psychological factors is perception. Perception refers to the process in which consumers select, organize, and construct their perceptions of the world and form opinions and thoughts from the three perceptual processes of selective attention, selective distortion, and selective retention

(Kotler et al., 2008). The last component of psychological factors is motivation. Motive is a need that is sufficiently pressing to direct the person to seek satisfaction (Kotler et al., 2008). The famous concept related to motivation is Maslow's hierarchy of needs as shown in Figure 2.2. Maslow's hierarchy of needs indicates how people are driven by particular needs which the needs are arranged in the hierarchy from the most pressing to the least pressing starting from physiological needs at the bottom and going up to safety needs, social needs, esteem needs, and the top is self-actualization needs (Kotler et al., 2008).

Figure 2.2 Maslow's Hierarchy of Needs



Source: Solomon, M. R. (2019). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson. p. 172.

2) *Personal Factors*. These factors are individual factors of consumers which have a major influence on their purchase behaviors. Personal factors include personal characteristics, age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept (Kotler et al., 2008). According to Hemsley-Brown and Oplatka, people make different choices throughout their lifetime, at different life stages they will have different personal circumstances which can lead to differences in their behavior (2016). Mitchell at SRI International has developed the VALS system or Value, Attitudes and Lifestyle system to classify people on how they spend money and time or primary motivations and resources (Kotler et al., 2008). VALS frameworks consist of eight types of consumers according to Figure 2.3 which include innovators, thinkers, believers, achievers, strivers, experiencers, makers, and survivors.

Figure 2.3 VALS Lifestyle Classifications



Source: Strategic business insights. (2015). *US framework and VALS types*.

<http://www.strategicbusinessinsights.com/vals/ustypes.shtml>

3) *Social Factors*. According to Kotler et al, there are three social parts that have an effect on consumer behavior: groups and social networks, family, and roles and status (2008). Groups and social networks can be defined into two subgroups: membership reference groups and aspirational reference groups. Membership reference groups are a direct influence to which a person belongs. Aspirational reference groups are those to which a person wishes to belong (Kotler et al., 2008). Solomon mentioned in his book that reference groups can influence purchase decisions in both positive and negative ways. In most cases, people behave in line with the group's expectations. However, people also do the opposite in order to distance themselves from the group which is called “avoidance groups” (2019). Family also has an influence on consumer behavior. Family plays a major role in consumer behavior as people tend to have discussions with their family members before purchasing a particular product or service. The change in family roles can also affect the differences in family spending. New social trends also indicate the rising in single-parent households, childless marriages and the changing role of women and men (Kemppi, 2016). The third social part is roles and status which is the role and status that a person holds within the group. A person can have more than one role. For example, a person can be a father at home and hold the position of CEO and work. All of these roles affect the buying decision. For the house, the father could purchase furniture or grocery, but when being a CEO he might need to buy new suits, shoes, and ties (Kemppi, 2016).

4) *Cultural Factors*. Cultural factors depict everything that is surrounding us. Kotler and Armstrong have divided cultural factors into three categories of culture,

subculture, and social class (2008). Culture refers to a dynamic environment that is constantly changing (Solomon, 2019). It is everything a person has been taught since growing up. For instance, the value, behavior, wants, and perceptions of common cultural identity within the community or country (Kemppi, 2016). Subcultures are groups of people within a culture which share the same value systems of life experiences and situations (Kotler et al., 2008). Examples of subcultures are Chinese, Indian, and Thai. Another category under cultural factors is social class. Social class refers to the overall rank of people in society. People who have the same social class means that they are equal in terms of income, occupation and lifestyle (Solomon, 2019).

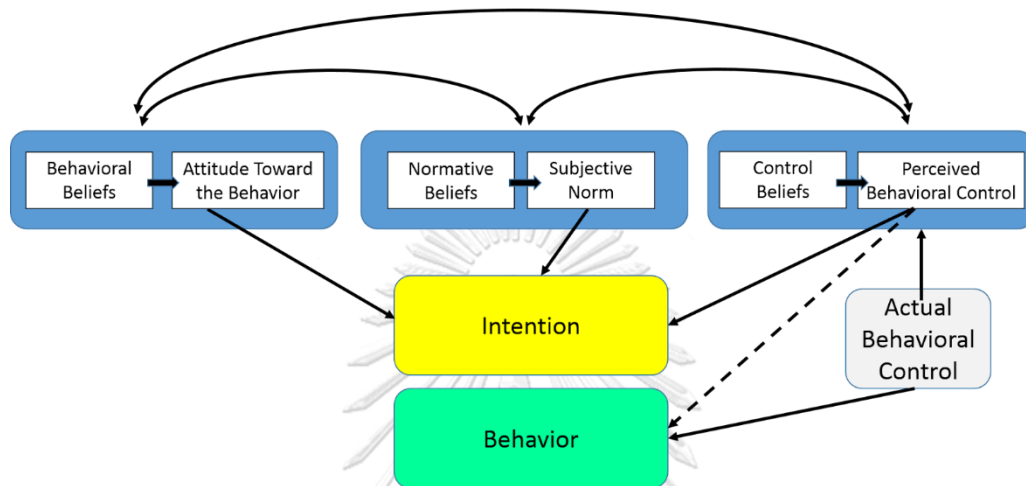
These four factors of psychological factors, personal factors, social factors, and cultural factors can help identify and recognize consumers' behaviors. They allow researchers to understand the overall dimension which can affect and influence one's purchase behavior and at the same time determine the course of action of each target consumer.

2.2.3 The Theory of Planned Behavior

The theory of planned behavior (TPB) by Ajzen and Fishbein (1985) is the extension of the theory of reasoned action that was used to predict various social behaviors. The theory allows researchers to understand how the behavior of people can be modified (Chopra et al., 2021) The theory of planned behavior (TPB) consists of six constructs that represent a person's actual control over the behavior (Figure 2.4). The six constructs of the theory of planned behavior that can be used directly to

predict behavioral achievement are attitudes, behavioral intention, subjective norms, social norms, perceived power, and perceived behavioral control.

Figure 2.4 The Theory of Planned Behavior



Source: LaMorte, W. W. (2019). *The theory of planned behavior*.

<https://sphweb.bumc.bu.edu/otlt/mph-modules/sb/behavioralchangetheories/BehavioralChangeTheories3.html>

The theory suggested three conceptually independent determinants of intention which are the attitude toward behavior, social factor termed subjective norm, and antecedent of intention is the degree of perceived behavioral control (Brookes, 2021).

1) *Personal Attitudes*. This refers to a person's personal attitude toward a particular behavior. It is a combination of one's knowledge, attitudes, and prejudices both positive and negative that one thinks of when considering a behavior (Brookes, 2021).

2) *Subjective Norms*. This is when one views the ideas of other people about a specific behavior. For instance the attitude of family and friends to smoking. This does not look at what others think but at our perception of others' attitudes (Brookes, 2021).

3) *Perceived Behavioral Control*. This considers what one believes he or she can control. This depends on one's perception of both internal factors and external factors. Internal factors such as one's own ability and determination. External factors such as the available resources and support. The theory suggests that perception affects the intention to behave in a certain way and it also affects one's behavior directly (Brookes, 2021).

The theory of planned behavior (TPB) has been widely used in social psychology. The model is useful in making predictions by considering the variables. It provides a reliable prediction and likelihood of behavior that consumers will hold an intention to carry out a specific behavior. This theory allows researchers to understand factors that can lead to certain behavioral intentions and assess the likelihood that consumers will act in a particular way.

2.2.4 Social Learning Theory

Social learning theory provides a structure to identify the role of peers, experts, and others that influence consumer behavior. Social learning theory emphasizes that people learn by observing others as models whom they believe are credible and knowledgeable (McLeod, 2016). The behavior that is reinforced or

rewarded tends to be repeated and adopted by the observers. The theory suggests that a person learns in two ways: (1) they learn from directly experiencing the consequences of their behavior and (2) they learn by observing others and identifying the consequences of their behaviors.

Social learning theory indicates four principles (see Figure 2.5) involved in learning as follows,

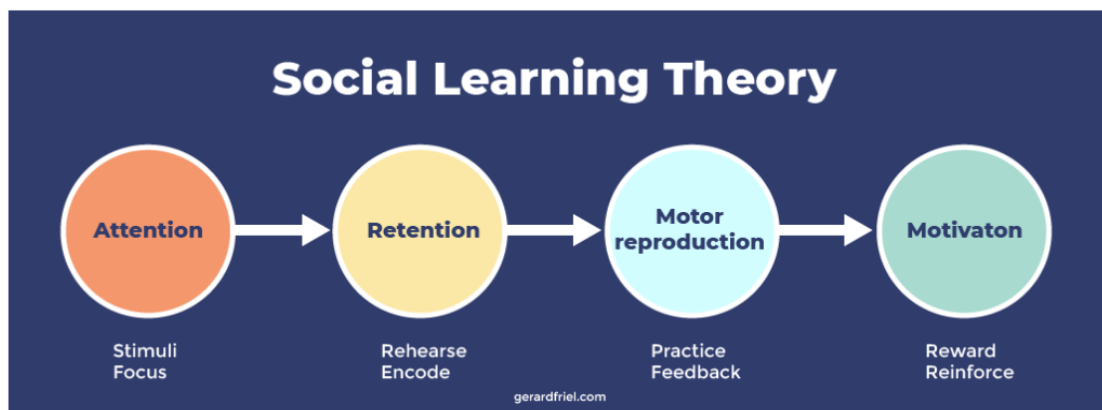
1) *Attention*. This is when an observer pays attention to particular social behavior and their ability to pay attention depends on their accessibility to what they are observing: the relevance of the behaviors, the complexity of the behaviors, the perceived value of the behaviors, and the observer's own cognitive ability (TeachThought University, 2022).

2) *Retention*. This refers to the ability of an observer to retain and retrieve the sequence of behaviors and consequences for their future imitations of the behavior (TeachThought University, 2022).

3) *Production*. This is when observers are able to repeat the behavior in a variety of social contexts and receive feedback from other observers. They can apply the feedback they have received to adjust how they perform the behaviors in the future (TeachThought University, 2022).

4) *Motivation*. Observers are motivated to repeat and imitate the behavior due to the social responses and consequences they receive (TeachThought University, 2022).

Figure 2.5 Social Learning Theory



Source: Gerard learning design. (2018). *Social learning theory*.

<https://www.gerardfriel.com/instructional-design/social-learning-theory/#:~:text=Pros%3A%20Provides%20insight%20into%20how,guide%20that%20can%20predict%20behaviour>

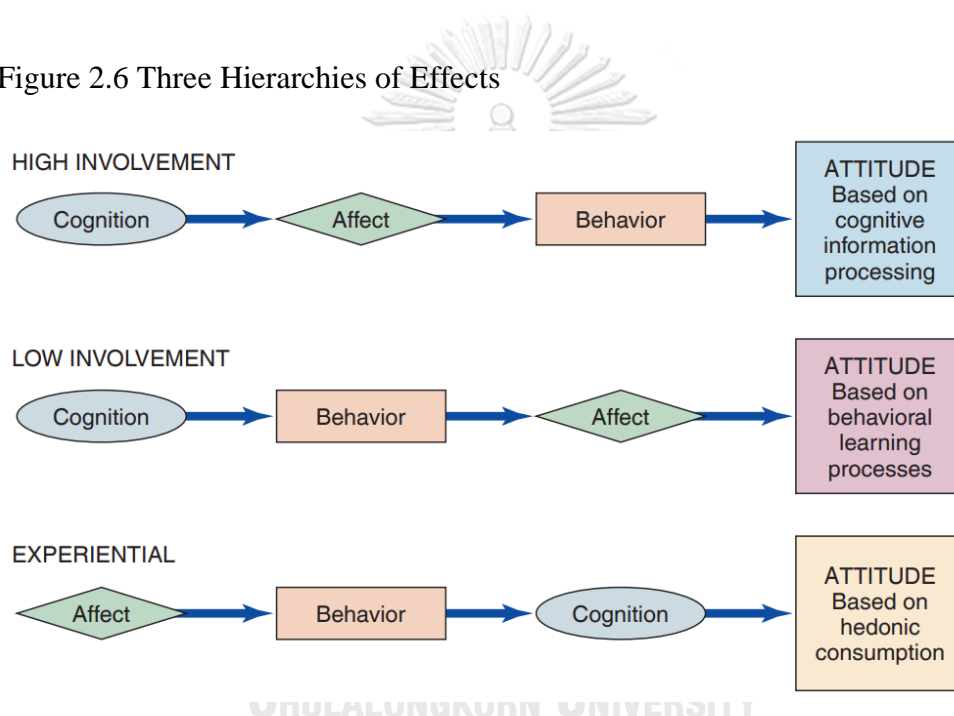
จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Social learning theory can be used to predict consumers' behavior, as well as, benefits the designer process of marketers. The theory suggests that people internally process new information through social contact which they are highly influenced by. People learn by observing the consequences of others' behavior both positive and negative which lead to an influence on their behavior.

2.2.5 Hierarchy of Effects Model

The hierarchy of effects model was developed by Lavidge and Steiner (1961). It is part of marketing communication models which explains the relative impact of the three components: Cognitive (thinking), Affective (feeling), and Conative (behavior) (Solomon, 2019). Figure 2.6 explains the three hierarchies of high-involvement hierarchy, low-involvement hierarchy, and experiential hierarchy.

Figure 2.6 Three Hierarchies of Effects



Source: Solomon, M. R. (2019). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson. p. 293.

1) *The High-Involvement Hierarchy (Think - Feel - Do)*. This hierarchy model occurs when consumers approach product decisions as a problem-solving process. Consumers form beliefs or knowledge and then evaluate the beliefs and knowledge gathered to form a feeling about the product. Consumers will purchase the product or service that makes them feel good about it. In this hierarchy, consumers are highly

involved in making a purchase decision and they are motivated to search for information and evaluate the alternative in order to come up with a solution (Solomon, 2019).

2) *The Low-Involvement Hierarchy (Think - Do - Feel)*. This hierarchy occurs when consumers do not have a strong preference toward one brand over another. They have limited knowledge and they tend to form an evaluation after they purchased the product or service. In this case, the attitude will come through behavioral learning from positive and negative experiences that they received to reinforce their initial choice. The low-involvement hierarchy focuses on the behavioral learning where consumers are not motivated to process complex information but rather swayed by brand names and point of purchase display (Solomon, 2019).

3) *The Experiential-Involvement Hierarchy (Feel - Do - Think)*. This hierarchy assumes that consumers act based on their emotions or feelings regarding a product or service. Cognition comes after the purchase and reinforces the effect. It suggests that consumers are influenced by the emotion contained in the advertisement (Dean, 2010).

The hierarchy of effects model identifies how advertising affects consumers' behavior and leads to purchasing the product or service. The model is based on behavioral psychology which can be classified into three behavior stages cognitive, affective, and conative. This model helps researchers to identify the impact of

advertising on consumers' purchase behavior and how to gain consumers' awareness which leads to the final purchase behavior (CFI Team, 2021).

The researcher has reviewed and investigated various influences on consumer behavior and understand how consumers actually made decisions through five stages of the consumer behavior process, four factors that influence consumer behavior, theory of planned behavior, social learning theory, and hierarchy of effects model. For a further understanding of millennials' behavior, researchers will explore further into an increasingly popular form of marketing of online marketing.

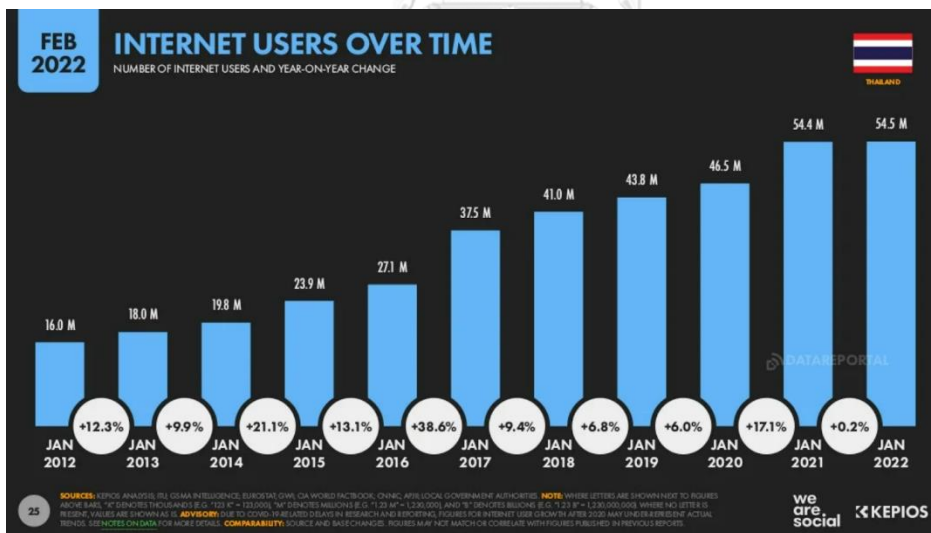
2.3 Online Marketing Communication

Consumer behavior can be influenced by many factors as discussed. Marketing strategies are the most influential part of consumer purchasing behaviors (Dabhada & Bhagwat, 2020). In the past few years, online marketing has significantly grown and has become one of the main strategies for many brands. This section will explore the emergence of online marketing communication and how online marketing plays a role in the marketing communication mix. The researcher will explore further the different methods of online marketing, as well as, their advantages and disadvantages.

2.3.1 Online Marketing Communication

In the fast-moving world of technology development, Thailand now has over 54.50 million internet users in January 2022 which has increased by 0.2 percent or 108 thousand users between 2021 to 2022 (see Figure 2.7). Relating to the COVID-19 situation, the research found that COVID-19 has an influence on the increased internet adoption among Thais (Kemp, 2022). Nowadays, people are doing almost everything online such as shopping, ordering, booking, traveling, positioning, and communicating (Sharma, 2021). Many marketers see the opportunity to create a news channel of communication via the internet.

Figure 2.7 Internet Users in Thailand



Source: Kemp, S. (2022). *Digital 2022: Thailand*. <https://datareportal.com/reports/digital-2022-thailand#:~:text=Internet%20use%20in%20Thailand%20in,at%20the%20start%20of%202022>

Marketing communication refers to a management process where a brand engages with its various target audiences (Kaur, 2017). Without marketing communication, brands may be able to offer the best products or services in the industry, but none of the potential consumers with new products, unique experiences, and transaction conveniences (Dabhade & Bhagwat, 2020). Online marketing can be defined as a method of marketing that uses the internet to promote and transport a message about brands or products to the target audience (Business Jargons, 2018). Online marketing communication includes websites, search ads, display ads, emails, and social media. According to Sharma's (2021) previous research, the difference between online marketing and internet marketing is still unclear. Online marketing usually focuses on search engine marketing, online advertising, and performing marketing. There are integrated communication channels which run through both online and offline platforms. Online marketing communication is beneficial in comparison to offline mode as it is more convenient and is considered a more interactive medium (Dabhade & Bhagwat, 2020). According to Pawar's (2014) research found that the use of online marketing communication has increased as compared to the use of traditional marketing due to the more knowledgeable consumers and ease of shopping process, however, the reason that affects consumers from purchasing a product or service are the trust issue, the lack of safety, and the high chances of frauds that they consumers feel.

2.3.2 Marketing Communications Mix

Online mediums in marketing communications are multiplying and their role in the marketing mix is constantly evolving over time (Shankar & Batra, 2009). Marketing communications are part of the last P of the marketing mix of Promotion. Marketing communication relies on a mix of tools called the marketing communication mix. The elements of marketing communications includes advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, and personal selling.

1) *Advertising*. This element of the marketing communication mix is used to influence consumer purchase decisions. Advertising includes broadcast advertising and out-of-home advertising. Advertising is often used by brands that have a high marketing budget and a large number of competitors in the market. Advertising messages must be unique and compelling in order to create a stronger connection with the target consumers (Sahu, 2021).

2) *Sales Promotion*. This refers to the short-term incentives which are used to persuade consumers to purchase the products or services. Sales promotions are rebates, discounts, paybacks, buy-one-get-one-free promotions, coupons, etc. Sales promotion can come in the form of free services or value addition such as a free installation. Sales promotions are used as a marketing tool to attract and give consumers a reason to purchase the product. This element is also used in online sales to attract consumers to purchase products impulsively (Sahu, 2021).

3) *Events and Experiences*. To reinforce the brands and products in the minds of consumers and create long-term memories with them. Many brands sponsor events that are related to their brands and products (Sahu, 2021). An example is sportswear brands such as Adidas or Nike sponsoring sports events.

4) *Public Relations and Publicity*. This element is used to encourage people to talk about the products or services (Sahu, 2021). It is often free or nearly free message placement. Publicity results when one suggests or provides editorial content, an interesting story, or important news to a communication vehicle (Geskey, 2017).

5) *Direct Marketing*. This element includes emails, faxes, or mobile phones which are used by the brands to communicate directly to consumers without involving a third party (Sahu, 2021).

6) *Interactive Marketing*. This refers to a tactic that uses engaging visuals and video to get the consumer engaged with the content. Interactive marketing captures the consumers' attention by creatively presenting the brand and product (Chi, 2022). This also allows consumers to interact with brands online and have their questions answered (Sahu, 2021).

7) *Personal Selling*. The last element of the marketing communication mix, personal selling is when a salesperson approaches consumers directly to give product

and service information. This is a traditional method of marketing communication. Personal selling can be through face-to-face communication and via written forms such as emails or text messages. This element is considered one of the most reliable modes of communication (Sahu, 2021).

The marketing communication mix involves tools that marketers can use to communicate with current consumers and potential consumers. There are several elements that one can use to communicate their brands and products. A successful campaign must consider all elements of communications and convey a unique and compelling message to the audience.

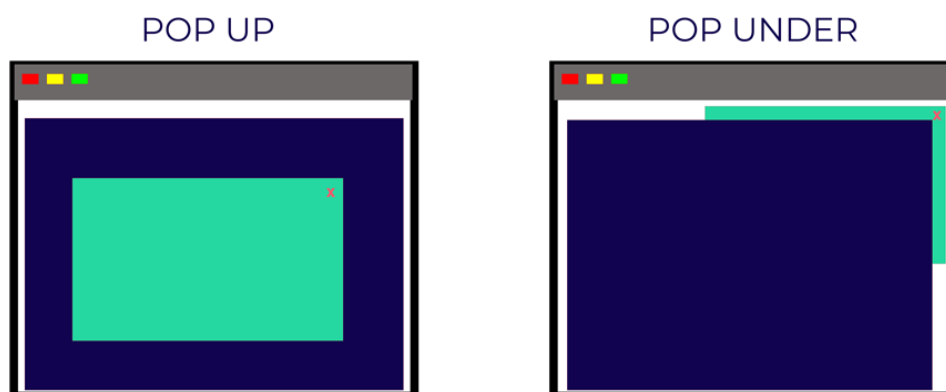
2.3.3 Online Marketing Communication Methods

Online marketing helps brands deliver and convey marketing messages to consumers, creating a strong brand expectation, informing products' features, and providing sales by encouraging consumers to purchase the products sooner or later (Kaur, 2017). According to the previous research of Kaur (2017), the researcher has categorized online marketing communication into eight methods as follows:

1) *Online Advertising*. This is any type of marketing message that applies the website platform to communicate to the consumers (Hendricks, 2022). The objective of applying online advertising is to increase brand awareness and sales of the brand and product. Online advertising is placed among the non-marketing content giving the power to internet users to ignore or click on it. Online advertisement can also be

called display advertising using different methods to display a marketing message online including interstitial ads, banner ads, floating ads, pop-up ads and pop-under ads. Interstitial ads are full-page ads that appear to cover the main content for a number of seconds or until the “x” sign pops up. Banner ads or display ads are small rectangular graphic advertisements usually placed at the top, bottom, or at the side of the website with the main purpose to lead people from the host website to the brand’s website. Floating ads are advertisements that float or fly over the page for a number of seconds in order to attract attention by covering the page's content. Pop-up ads refer to an advertisement that opens in a new window when consumers are browsing through the website. In contrast to pop-up ads, pop-under ads open in a new window but will appear behind the main website creating less disruption to the internet users (Kaur, 2017). Figure 2.8 demonstrates the difference between pop-up ads and pop-under ads.

Figure 2.8 Pop-up Ads and Pop-under Ads



Source: Bielecki, B. (2022). *What’s the difference between pop up and pop under ads?* <https://zeropark.com/blog/pop-up-pop-under-ads/>

2) *Email Marketing*. This method uses email as the medium to deliver promotional messages to consumers. Email marketing is considered one of the most effective online marketing communication methods as it produces a high response rate at a low cost (Kaur, 2017). There are a few limitations to this method as consumers can easily ignore the email or the email can appear in the spam folder.

3) *Search Engine Marketing (SEM)*. Almost every brand has its own website and is competing to reach high traffic. This online marketing communication method is the process of getting traffic from search engines which can come from organic internet users and paid ads. There are two main types of search engine marketing: (1) Search Engine Optimization (SEO) and Paid Search Advertising (PSA). SEO is to get free traffic from high ranking in the search engine results pages. On the other hand, PSA is to pay for the ads to appear at the top of the search engine results pages. It aims to increase visibility in search engines by making the brand or product at the top position on the search result page (Chris, 2022).

4) *Affiliate Marketing*. This method is a form of affiliate marketing tactic which uses third-party publishers (affiliates) to promote, generate traffic, and lead to the brands and products in exchange for a commission fee. This method allows brands to access a broader market, better accounting of qualified leads, and lower advertising costs (Frankenfield, 2022). Examples of affiliate programs in Thailand are Booking.com, Shoppe, and Lazada.

5) *Social Media Marketing*. One of the most popular online marketing communication methods is to gain traffic through social media sites. Social media marketing is about connecting with the target consumer and making them understand the brand and product by creating tailored content to engage and promote the business via different social media platforms (Henderson, 2020). Nowadays, consumers tend to search for information about the brand or products through social media because they can see information from both the brand itself and how others perceive the brand. Previous research found that 71% of consumers who have a positive experience with the brand on social media are likely to recommend the brand and product to their family and friends (Henderson, 2020). Social media marketing provides many benefits such as increasing new audiences, building stronger relationships with consumers, generating more leads and conversions, competing with competitors, and at the same time being very cost-effective compared to traditional types of marketing communication.

6) *Digital Public Relations*. This method is a process of managing brand awareness, understanding, and reputation via online and digital technology. This is to provide corporate information about the brand and its products and services, as well as, conduct online events and teams to respond to complaints and consumer concerns (Kaur, 2017).

7) *Sales Promotion Offers*. A short-term incentive is used to stimulate the demand for a particular product and increase brand awareness. Examples of sales

promotion offers are coupons, cash back, samples, and lucky draw games (Kaur, 2017).

8) *Personal Selling*. This method applies interpersonal communication as the method involves a real-time conversation between the salesperson and the consumer. The process can be via face to face via video calls and chatting with sales assistants (Kaur, 2017).

As technology is evolving every day, marketers must be able to adapt to change in the marketing industry and the emergence of online marketing communication. The Internet is now the source where consumers need to know, learn, ask, and buy. This section has explored various methods of online marketing communication. Marketers should apply different channels and methods of marketing to increase their chances of success by building meaningful connections with consumers.



2.3.4 Advantages and Disadvantages of Online Marketing Communication

It cannot be denied that online marketing communication equips marketers with the tools and power to influence and engage with consumers. Online marketing communication offers a wide range of advantages compared to traditional marketing communication. The first advantage of online marketing communication is that it has a low promotion strategy cost as some websites and platforms are free to use.

Advertisements can be done at a low price through the use of internet marketing such

as search engine optimization (SEO) and Pay-per-click (PPC) (Prasanna, 2022). Online marketing helps brands to find new potential consumers as one can promote his or her brand around the world within one click. Social media platforms allow brands to reach their target audience by specifying their target demographic, geography, psychographics, and behavior. Online marketing communication creates opportunities for interactive communication. Contents and messages can be customized for each target group. It allows brands to respond to consumers' needs and wants in real time. Marketers can easily measure their advertisement results and track down competitors' actions (Veleva & Tsvetanova, 2020).

However, there are also a few limitations that one should not ignore. Veleva and Tsvetanova compared online marketing as an "open book" for competitors (2020). Online marketing communication allows competitors to quickly and easily copy messages and content. The relationship that brands and consumers create online might not be a strong relationship as compared to the relationship between salespeople and consumers when communicating face to face. This can further affect the reliability and lower consumer trust for the brands. Feedback from consumers can help enhance the brands, but it can also be easily destroyed by negative feedback which can seriously damage the image of the brand and lead to consumer outflow. Not all products and services are suitable for online marketing communication. Many brands' target consumers are not on the internet, therefore, applying online marketing communication might not reach the brand's consumers.

Through the exploration of previous research papers, online marketing communication has several advantages and disadvantages that one must be aware of when considering using online marketing communication tools. Online marketing communication relies highly on technological advancement and it is one of the fast-moving marketing communication strategies. It is very important that one uses the appropriate online marketing tools and applications in order to inform, engage, and influence the target consumer to make them aware of the brands and products which can later lead to sales.

2.4 Conceptual Framework

Figure 2.9 presents the conceptual framework of this research. The illustration demonstrates the overview of consumer behavior in purchasing amulet jewelry through four aspects.

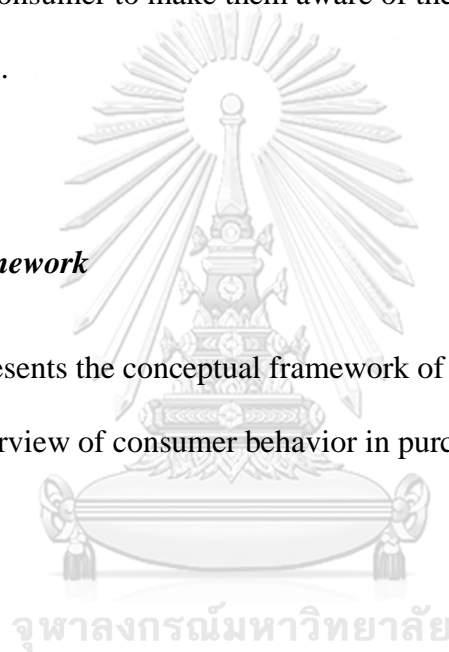


Figure 2.9 Conceptual Framework for Current Research

Millennial Consumers' Behavior on Purchasing Amulet Jewelry
<ul style="list-style-type: none"> • Online Media Usage • Consumers' Beliefs in Amulet Jewelry • Consumers' Attitudes toward Amulet Jewelry • Purchase Behavior on Amulet Jewelry

CHAPTER 3

Methodology

The objective of this research is to study millennial consumers' behavior on purchasing amulet jewelry. The methodology chosen is based on a qualitative research technique using an in-depth interview. The method helps the researcher explore perspectives and understand consumer behavior. This chapter consists of the research sample and sampling method, research instrument, research procedure, validity of the study, and data collection and analysis.

3.1 Research Sample and Sampling Methods

This research is based on the qualitative research technique with the aim to explore the purchase behavior of amulet jewelry in Thailand. A total of fifteen respondents are chosen using judgmental sampling technique for an in-depth interview to examine points of view, experiences, feelings, and perspectives. Judgmental sampling technique is part of the non-probability sampling techniques where the researcher selects units to be sampled based on criteria and the researcher's professional judgment. This technique is preferred in this research because it consumes minimum time for execution and produces the desired result as it allows researchers to approach the target market directly. Respondents are Thai Generation Y females, aged between 25 and 34 years old, living in Bangkok, Thailand. For this research, respondents must also have purchased amulet jewelry at least once within the year 2022 in order to gain in-depth information on their behavior. Respondents' criteria are based on a previous study which found that women believe in superstition

and faith more than men due to their belief in fortune telling and higher purchase of amulets and sacred objects. Generation Y or Millennial groups have a higher interest in amulet bracelets compared to other age groups (Traikan, 2021).

The in-depth interviews were conducted in October and November 2022. Due to the COVID-19 situation in Thailand, all interviews took place via video calls using ZOOM Cloud Meetings application where respondents can be in a comfortable and safe atmosphere. All participants were assured of their confidentiality.

3.2 Research Instrument

In this study, the researcher creates a question guideline which is orderly arranged questions and topics that are carefully prepared by the researcher to be discussed with the respondents. The questions are based on the theories and concepts of consumer behavior, including the theory of planned behavior by Fishbein and Ajzen (2000), social learning theory by Bandura (1977), hierarchy of effects model by Lavidge and Steiner (1961), and factors influencing consumer behavior of Kotler and Armstrong (2008).

Before conducting the interview, respondents will be asked three screening questions that are used to screen out the respondents who are not qualified for this study. Those who do not meet the criteria at the screening stage, will not be allowed to participate in the interview.

Question 1 asks the respondents their age in order to identify whether or not they are part of Millennials.

Question 2 asks where the respondents live as the research focuses on respondents who live in Bangkok, Thailand.

Question 3 asks the respondents to confirm that they have purchased an amulet jewelry within the year 2022.

The question guideline consists of five sections which are (1) personal information, (2) online media usage, (3) consumers' beliefs in amulet jewelry, (4) consumers' attitudes toward amulet jewelry, and (5) purchase behavior on amulet jewelry (see Appendix A). The question guideline will be translated into Thai as the interview will be performed using Thai language (see Appendix B). Overall, the question guideline has details as follows:

1) *Personal Information*. The questions set off the interview with basic information about the respondents. Four questions are aimed to capture their educational background, occupation, monthly income, and marital status.

2) *Online Media Usage*. This section consists of eight questions which ask respondents about their online media consumption pattern and their preferred online marketing communication (Traikan, 2021).

3) *Consumers' Beliefs in Amulet Jewelry*. This section will explore respondents' beliefs toward purchasing amulet jewelry. The section will be divided into five sub-sections according to Maslow's hierarchy of needs which includes

physiological and psychological needs, safety needs, love and belonging needs, esteem needs, and self-actualization needs (Somreekpol, 2009).

4) *Consumers' Attitudes toward Amulet Jewelry*. Attitude has a major effect on influencing purchase intention. This section will examine different elements of attitude formation and will identify how one forms attitudes that are based on his or her beliefs towards behavior and its outcomes, which then influence his or her purchase intention toward amulet jewelry (Saminpanya, 2019).

5) *Purchase Behavior on Amulet Jewelry*. The researcher examines further the purchase behavior of the respondents. Fifteen questions will be asked about amulet jewelry purchases regarding purchase frequency, purchase spending, purchase occasion, motivation, and key purchase decision factors (Orannives, 2017).

3.3 Research Procedure

Prior to the in-depth interviews, the researcher has identified and recruited respondents who are qualified with the criteria (Thai females, aged between 25 and 34 years old, living in Bangkok, and have purchased amulet jewelry at least once within 2022) from the researcher's personal network. Respondents' general information is recorded for research purposes such as name, age, occupation, and contact information. The researcher informs the respondent about the research objective, how the information will be used and how long the interview will take. Then the researcher sets up an appointment for the interview. One day prior to the appointment day, the researcher contacts the respondents to confirm the appointment date and time, and

sends out a ZOOM Cloud Meetings link to the respondents. All the questions are reviewed and appropriate equipment is well prepared and tested before the interview including a laptop with ZOOM Cloud Meetings, a recorder, paper and pen.

During the in-depth interviews, the researcher starts by informing the respondents about the objectives and purposes of the research and asks for permission to record the interview. Make note of the full name of the respondents, along with the date and time of the interview. The researcher uses the question guideline as a roadmap for the discussion. The researcher always takes notes during the interview and observes both verbal cues and nonverbal cues, such as facial expressions and body language. The interview took no longer than one hour for each respondent and at the end of the interview, the researcher thanks the participants.

After the in-depth interview, the researcher immediately transcribes the recording in order to understand and identify any answers that might have been missed during the interview. Properly analyze and cite the gained information in the interview in the research paper.

3.4 Validity of the study

As mentioned, the research question guideline and structure are based on previous studies, theories, and concepts of consumer behavior. The questions on online media usage are based from Traikan (2021), the questions on consumers' beliefs in amulet jewelry are based from Somreekpoo (2009), the questions on consumers' attitudes toward amulet jewelry are based from Saminpanya (2019), and

questions on purchase behavior on amulet jewelry are based from Orannives (2017). Therefore, these can ensure the face validity of this study to a certain extent. In addition, the researcher's academic adviser helps recheck details of all questions used to confirm content validity.

3.5 Data Analysis

After collecting data, the researcher carefully checked and transcribed the interview statements and made notes, and highlighted the important sections of the interview statements. The researcher analyzed the data according to the concept of consumer behavior, then put the information into codes and themes. This allows the researcher to understand in-depth points of view, experiences, feelings, and perspectives on purchasing amulet jewelry of each respondent. The research findings are discussed in the next chapter.

CHAPTER 4

Findings

After in-depth interviews were completed. Findings were drawn from answers given by fifteen Generation Y amulet jewelry consumers. This chapter will be divided into five sections. The first section explains the demographic profile of the respondents, followed by four sections based on the conceptual framework including respondents' online media usage, beliefs in amulet jewelry, attitude towards amulet jewelry, and purchase behavior on amulet jewelry.

4.1 Demographic Profile

The first section describes the demographic profile of the participants. Fifteen respondents who were recruited are Thai Generation Y females, with ages ranging from 25 to 34 years old. The respondents were in the establishment and mid-career stages with the monthly income ranging from 25,000 to 100,000 Thai baht. Respondents' career fields included marketing and entertainment. Fourteen respondents were single and one was married. Respondents were all residing in Bangkok, Thailand and were ensured that they had purchased amulet jewelry at least once within the year 2022. Educational background included bachelor's degrees and master's degrees in business management, actuarial science, and communication arts. All respondents were Buddhists and had high purchasing power toward amulet jewelry consumers.

4.2 Online Media Usage

In the second section, the respondents were asked to describe their daily online media consumption and marketing communication. This section will allow the researcher to understand respondents' online media patterns and the preferred online marketing communication related to amulet jewelry.

4.2.1 Online Media Consumption

As mentioned above, online media plays an important role in Generation Y's daily life. The social media platforms that were used by the respondents were Facebook, Instagram, Tik Tok, Twitter, and LINE. They spent 8 to 12 hours per day on social media platforms with the prime time being during the lunch break from 12 p.m. to 1 p.m. and after work from 6 p.m. to 8 p.m. One respondent mentioned, *“as I am working in the marketing industry, I need to be on social media at all times in order to keep up with the trend.”* The online channels where respondents receive news were Facebook, Instagram, Twitter, and email. The online platforms that respondents used to search for information about amulet jewelry were Instagram and Twitter. One respondent stated, *“I used Instagram to read about the products' information from the brands' official Instagram accounts.”* Some respondents also mentioned that they used Twitter to look at the reviews from real users through hashtags of the brands. One respondent said, *“I read reviews of amulet jewelry on Twitter to know users' experience whether the amulet jewelry really had any effect on their lives.”*

4.2.2 Preferred Online Marketing Communication

When asked about their preferred type of online marketing communication, all respondents answered in the same direction that they preferred contents that were short, precise, and easy to understand which can be in the form of short articles or short videos. A respondent shared, *“I like to watch news updates from Tik Tok where the creator summarizes news into short 60-second videos.”* Another respondent also shared, *“I like to read short articles on Facebook because they do not take much time to understand the story.”* The respondent was also asked about the online marketing communication that they dislike. Respondents answered in a similar direction that long videos or long articles with overloaded information were not their favorite. One respondent stated, *“some content articles put too much information which confused the readers on what the brand tried to convey.”*

The researcher further asked the respondents about their favorite amulet jewelry advertisement. More than half of the respondents have mentioned the Ravipa brand as their favorite advertisement. Respondents described Ravipa’s advertisement as minimal, simple, and easy to understand with the white background making the product stand out and the short and precise description of each product providing just enough information for the consumers. Other respondents have also mentioned Leila brand as their favorite advertisement. As one respondent said, *“the first brand that comes to my mind would be Leila. This is because it was one of the first brands to advertise amulet jewelry as something fashionable rather than something related to religion or beliefs.”* When mentioned about content and beliefs, the researcher also asked the respondents about other social media contents that were related to beliefs

apart from amulet jewelry. Respondents also consumed content on lucky shirt colors, horoscopes, tarot cards, and Feng Shui.

4.3 Consumers' Beliefs in Amulet Jewelry

The third section of the interview captured information on respondents' beliefs in amulet jewelry. All respondents believed in the power of amulet jewelry. One mentioned, *"I believe in amulet jewelry because it gives me confidence like the Buddha amulet."* Another respondent also answered in the same direction that, *"I believe that amulet jewelry enhances confidence in life."* One respondent shared, *"I believe in the power of amulet jewelry. I think that each amulet contains a different spirit in them which can enhance life in different directions."* The section is divided into five sub-sections based on Maslow's Hierarchy of Needs which included physiological and psychological needs, safety needs, love and belonging needs, esteem needs, and self-actualization needs. All respondents believed that amulet jewelry had an effect on their lives.

4.3.1 Physiological and Psychological Beliefs

Respondents were asked to describe their beliefs about amulet jewelry related to physiological and psychological aspects. All fifteen respondents did not believe that amulet jewelry can help in relieving symptoms of illness and making the body stronger. A respondent shared, *"I think illness is part of how one takes care of himself or herself, focusing on what he or she eats or activity he or she does to keep their body healthy. If I have diabetes but still eat junk food, I do not think that wearing amulet jewelry can help cure the illness."*

On the other hand, when asked about the effect of reducing stress and life encouragement, some respondents believe that amulet jewelry can encourage them through hard times. A respondent stated, *“I believe that amulet jewelry can encourage me in life like a spiritual anchor. When I faced a difficult situation I would put my hand on the amulet bracelet that I am wearing and I would ask it to help me pass the situation.”* Another respondent also mentioned, *“every morning, before wearing amulet jewelry I would pray and ask the spiritual power to grant me a good day of work. I think it is related to the psychological aspect as if we believe in something, it would encourage that wish to happen.”* One respondent had compared amulet jewelry to the Law of Attraction which is that energy precedes manifestation. Positive thoughts will bring positive results into one’s life.

4.3.2 Safety and Security Beliefs

In the subsection on safety and security beliefs, there were various answers from the respondents. Some respondents believed that amulet jewelry can enhance prosperity and fortune as it brings them luck. However, some respondents argued that amulet jewelry partly helps in enhancing prosperity and fortune. As mentioned by one respondent, *“I believe that wearing amulet jewelry can 50% help bring good fortune, the other 50% depends on how hard we work.”* Respondents believed that wearing amulet jewelry can remove evil spirits and prevent various dangers as mentioned, *“I think amulet jewelry is similar to how older generations wear Buddha amulets to repel evil and reduce major accidents.”* Respondents agreed that amulet jewelry helped them to be brave and confident. Respondents could not identify specific situations that they have faced but they have described that by wearing amulet

jewelry, they feel the power which gives them motivation and thrives them toward success.

4.3.3 Love and Belonging Beliefs

When asked respondents about their love and belonging beliefs, the researcher categorized the answer into three groups. The first group was the respondents that did not believe that having amulet jewelry helped promote a happy and fulfilling love life. One respondent stated, *“I believe that amulet jewelry does not have the power to make one to be loved by others, this would depend on their actions and characteristics that are liked or disliked by the society.”* Another respondent also mentioned, *“my friend has bought amulet jewelry to enhance her love life and since then I have seen no difference.”*

The second group was the respondents who believed that amulet jewelry can help them to have a happy and fulfilling love life. One respondent has shared her experience, *“before I always had problems with my boyfriend, I felt like he did not care about me. So I decided to buy an amulet necklace that enhanced love. After wearing it, I felt like we argued less than before and he seemed to care more about my feelings. This did not only happen with my boyfriend, but I felt like it also enhanced my charm and confidence when I needed to pitch ideas and projects to clients.”*

The last group was those respondents who hope that the amulet jewelry can help in promoting a happy and fulfilling love life. As mentioned by the respondent, *“I bought amulet jewelry to enhance my love life as I have been single for quite some*

time. I am not sure if it helps or not, but I think we just need to be hopeful and let the magic do its work.” Another interesting aspect that was mentioned by a respondent was that amulet jewelry can help start a relationship between strangers. She mentioned, *“one day I needed to present my work to my clients. While waiting in the meeting room, one of the clients came up to me and asked about my amulet bracelet which started our conversation, and made the meeting more relaxed.”*

4.3.4 Esteem Beliefs

When asked about esteem beliefs, all respondents did not believe that having amulet jewelry would help them practice morality or be praised by others. They indicated that practicing morality depended on how one acted rather than on wearing amulet jewelry. Furthermore, to be praised by others, it must come from the actions and good deeds that one must perform to help the society, not just by wearing amulet jewelry. Respondents also indicated that amulet jewelry helped in creating the power of thinking, wisdom, and ingenuity. One respondent shared, *“wearing amulet jewelry helps me calm my mind as it acts as a reminder for me to focus on success. For example, today I am wearing an amulet bracelet that enhances my career, then I would be more focused on working and getting things done better than other days that I am not wearing it.”*

4.3.5 Self-actualization Beliefs

Respondents believed that amulet jewelry can help businesses and careers progress and be successful. As two respondents noted, *“amulet jewelry helps wearers to focus on their goals. It gives me a sense of power and makes me feel like there is*

something intangible helping us through the journey. It also works as a reminder of our goals.” One respondent strongly believed that having amulet jewelry will help her career to be successful as she shared with us her experience, “I wear amulet jewelry every time I need to negotiate with my clients. It has helped me to close down the deal easier. Every time I can close the deal I would pray and make merit as a way to worship the spirit of the amulet jewelry.”

Therefore, in terms of consumers’ beliefs in amulet jewelry, respondents believe that amulet jewelry has the power to influence and enhance their lives. Analyzing their beliefs through the five stages of Maslow's hierarchy of needs, respondents believe that amulet jewelry makes the wearers confident, enhances wearers’ prosperity and fortune, helps businesses and careers progress and be successful, removes evil spirits and preventing danger, promotes a happy and fulfilling love life, and provides wearers with the power of thinking, wisdom, and ingenuity.



4.4 Consumers’ Attitudes toward Amulet Jewelry

This section explores the respondents’ attitude toward amulet jewelry through questions which encourage respondents to share their opinion and point of view on supernatural power and miraculous stories. All fifteen respondents believed that there was spiritual power within the amulet jewelry that they wore. They mentioned that by believing in its power, it will attract positive energy and grant the wish they asked for. A respondent noted, *“the supernatural power is intangible and cannot be seen with our eyes but I can feel that it is there. We know that it is real through the success and*

accomplishment we received from wearing and worshiping amulet jewelry.”

Believing in the supernatural power of amulet jewelry was one of the factors that has led respondents in purchasing amulet jewelry.

Most of the respondents believed in miraculous stories from other people, especially from their friends and family. Some respondents also indicated that they also believed stories and experiences from real users that have been shared on social media such as Facebook and Twitter. As one respondent stated, *“I like to listen and read reviews of the amulet jewelry from real users. Knowing their experience, also encouraged me to purchase the amulet jewelry as I wanted to know if it really worked.”* One respondent also experienced a similar situation as stated, *“the first amulet jewelry that I bought was actually influenced by the story of the windmill necklace from Che Kung Temple in Hong Kong. Many of my friends were wearing it and they have received luck and opportunity in their careers. So I decided to purchase the windmill necklace as my first amulet jewelry.”*

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Respondents were asked how certain they were that the amulets they had purchased were real and consecrated, as well as, the ways that they can prove it. Most of the respondents said that they would purchase directly through the official channels of the brands. They would choose brands that were well known in the amulet jewelry market, and most of the brands provided information about the products and the location where they collected the amulet’s elements and where they did the blessing.

On the other hand, one respondent mentioned that she did not care about proving the amulet jewelry as real or not real as she stated, *“I used my sense that if I can feel the connection with the amulet jewelry, I will believe in its power. In my opinion, if I started to question the power of the amulet jewelry, it would mean that I am disrespecting its power.”* As mentioned all respondents were Buddhist, which meant they had to go to a temple to pray quite often with the most being every week. All respondents had the same pattern of going to fortune tellers with the frequency being two to three times a year.

Therefore, respondents indicate a positive attitude toward the amulet jewelry as they believe in its power. Respondents also believe in miraculous stories from their friends, family, and real users on social media. Respondents also mentioned about their pattern of going to the temples and fortune telling which can have a direct effect on their attitude toward the amulet jewelry.

4.5 Purchase Behavior on Amulet Jewelry

In the last section, respondents were asked to describe their purchase behavior on amulet jewelry based on their motivation, purchase frequency and occasion, and key purchase decision factors.

4.5.1 Purchase Motivation

The researcher has identified three motivations that respondents had in purchasing amulet jewelry. Firstly, respondents have identified that user experience plays a vital role in motivating them in purchasing amulet jewelry. As earlier

mentioned, the majority of respondents mentioned that they were aware of the products through reviews on social media platforms, such as Facebook and Twitter, and word of mouth from their peers and family. As a respondent stated, *“it started around two years ago when I first saw the reviews of Leila on Twitter, I do not exactly remember the content, but the post talked about the spirit inside of the amulet bracelet that the wearer was feeling and receiving luck after wearing the bracelet. After I read about it, I decided to go to the store at the Emporium department store and purchased my first bracelet.”* Another respondent also mentioned, *“as I was reading the horoscope content on Facebook from one of my favorite fortune tellers, Pimfah, she was recommending an amulet bracelet that could enhance luck for each zodiac sign. So I decided to follow her and get an amulet bracelet that she has recommended.”* Some other respondents also mentioned that people around them like their friends wore amulet jewelry and they recognized positive changes in their lives, which influenced respondents to purchase and try it themselves.

Secondly, respondents mentioned that another motivation that influenced their purchase of amulet jewelry was the design. As one of the participants mentioned, *“I was first introduced to amulet jewelry when I was hired to be the model for the brand. I got a chance to talk to the owner about her ideas on creating each piece, its material and the meaning of the stone and diamond that were on the ring. After the shoot, I decided to go to the shop and get one amulet ring. It was to help in enhancing career success. After wearing the ring, I felt that I have gained more work from casting which in my opinion might be from the ring.”* Another respondent also mentioned, *“I decided to buy amulet jewelry because of the deity figure that the brand put on their*

amulet jewelry. I decided to purchase an amulet bracelet from Rapiva brand to bring wealth and success due to its design that incorporates Ganesha figures which I worship.”

The last motivation that drove the purchase intention of the respondents was the desire to achieve success. As mentioned earlier in the research, the purpose of carrying amulets is to attract positive energy, such as bringing prosperity, career success, wealth, good fortune, love, and protection. One respondent shared, *“I purchased an amulet bracelet from Harmenstone because at that time I faced many competitors at work. I wanted to be successful and stand out from others so I decided to purchase the bracelet to attract positive energy and success.”* Another respondent also mentioned, *“I bought an amulet bracelet from Ravipa brand that contained Yue Lao or the god of marriage and love which at that time I wanted to find the right person and enhance success with positive results in love.”*

4.5.2 Purchase Frequency and Occasion

Respondents showed middle to high purchase power with the frequency of purchase of around five to ten amulet jewelry per year. All fifteen respondents mentioned that there was no special occasion in purchasing the amulet jewelry as stated by one respondent, *“I do not have a special occasion to purchase the amulet jewelry. Sometimes I just saw the advertisement online, saw the new design in-store, or saw my friends wearing them. Then I would do some research and purchase it if I feel the connection with the amulet jewelry.”* The researcher further asked about the duration that each respondent used in the decision-making process. Most respondents

spent around two to four weeks researching and deciding to purchase the amulet jewelry. All participants make the decision by themselves. However, one respondent mentioned that she would ask permission to purchase from her parents first as she stated, *“every time I purchase amulet jewelry, I must ask my parents for their thoughts. This is because our family believes in the spiritual spirit and it is important to bring only the positive spirit into the family. The spirit that I bring in must not have a conflict with the spirit that has already been in the house.”*

4.5.3 Key Purchase Decision Factors

In this section, respondents were asked to describe factors that have influenced their purchase decision from the product, the price, the sales channel, and the promotion. Firstly, most respondents are interested in amulet bracelets and amulet necklaces with simple designs which can match their clothings. As mentioned by a respondent, *“I like to purchase amulet bracelets the most. This is because it is easy to wear and it can easily match any outfit. I like the designs that are minimal and look more like jewelry than an amulet.”* Another respondent also shared, *“I like amulet necklaces that we can customize to match our style and our beliefs. Purple is my lucky color so I like how Leila brand has a variety of amulets for the wearer to mix and match.”*

Secondly, the respondents were asked about the price that they were willing to pay for each amulet jewelry. All respondents answered in a similar direction that price was not the main factor that affected their purchase decision. The price that they spent ranged from 2,000 Thai baht to 5,000 Thai baht per amulet jewelry. As mentioned by

one respondent, *“I do not set an exact budget for amulet jewelry because I see it as sacred objects that one should worship when they are ready in terms of mind and body. And by purchasing amulet jewelry, it must not affect the finances of oneself or of others.”*

Thirdly, most of the respondents would purchase amulet jewelry right from the store in order to try on the real product and prevent fraud. Few respondents mentioned that they would go to the store to look at the amulet jewelry and order the product online via Shopee or Lazada e-commerce stores. This is because Shopee and Lazada provide consumers with discount vouchers and cashback promotion. All respondents paid via Internet Banking due to its convenience as one respondent stated, *“I would use internet banking when paying for products and services with low prices as it is very convenient. I no longer have to carry cash or get charged an extra fee for using a credit card.”*

Lastly, as mentioned about the promotion, respondents have shared that their favorite promotions were discount coupons ranging from 10 to 30 percent discount or free gifts that were related to bringing luck and enhancing spiritual power. A respondent said, *“I like the promotion on the double date such as 9.9 10.10 or 11.11 of Ravipa. This is because they give out discounts in every sales channel both online and offline.”* Another respondent mentioned, *“one of the promotion methods that I like is from Leila. When we purchase an amulet from Leila, they will give us free stone beads to make the bracelet. We can pick and choose the color we want. The*

brand also guarantees that if the bracelet breaks we can bring the amulet to the store to get it fixed.”

Therefore, the three key motivations that influence the respondents' purchase behavior of amulet jewelry are user experience, design, and the desire to achieve success. Respondents show middle to high levels of purchase power with the frequency of purchase of around five to ten amulet jewelry objects per year. All fifteen respondents mentioned that there are no special occasions for purchasing amulet jewelry. Most respondents spend around two to four weeks researching and deciding to purchase the amulet jewelry and they make the purchase decision by themselves.

4.6 Summary of Findings

Figure 4.1 presents the summary of the findings. The illustration demonstrates the overview of consumer behavior in purchasing amulet jewelry through four aspects of online media usage, consumers' beliefs in amulet jewelry, consumers' attitudes toward amulet jewelry, and purchase behavior on amulet jewelry.

Figure 4.1 Summary of Findings

Dimension	Theme	Sample of Coded Text
Consumers’ Beliefs in Amulet Jewelry	Life Encouragement & Self Confidence	<p><i>“I believe that amulet jewelry can encourage me in life like a spiritual anchor. When I faced a difficult situation I would put my hand on the amulet bracelet that I am wearing and I would ask it to help me pass the situation.”</i></p> <p><i>“Every morning, before wearing amulet jewelry I would pray and ask the spiritual power to grant me a good day of work. I think it is related to the psychological aspect as if we believe in something, it would encourage that wish to happen.”</i></p>
	Good Fortune	<i>“I believe that wearing amulet jewelry can 50% help bring good fortune, the other 50% depends on how hard we work.”</i>
	Remove Evil Spirits and Prevent Danger	<i>“I think amulet jewelry is similar to how older generations wear Buddha amulets to repel evil and reduce major accidents.”</i>
	Promotes Happy and Fulfilling Love Lives	<p><i>“Before I always had problems with my boyfriend, I felt like he did not care about me. So I decided to buy an amulet necklace that enhanced love. After wearing it, I felt like we argued less than before and he seemed to care more about my feelings. This did not only happen with my boyfriend, but I felt like it also enhanced my charm and confidence when I needed to pitch ideas and projects to clients.”</i></p> <p><i>“I bought amulet jewelry to enhance my love life as I have been single for quite some time. I am not sure if it helps or not, but I think we just need to be hopeful and let the magic do its work.”</i></p>

Figure 4.1 (continued)

Dimension	Theme	Sample of Coded Text
Consumers’ Beliefs in Amulet Jewelry	Promotes Happy and Fulfilling Love Lives	<i>“I bought amulet jewelry to enhance my love life as I have been single for quite some time. I am not sure if it helps or not, but I think we just need to be hopeful and let the magic do its work.”</i>
	Business and Career Progress	<i>“Wearing amulet jewelry helps me calm my mind as it acts as a reminder for me to focus on success. For example, today I am wearing an amulet bracelet that enhances my career, then I would be more focused on working and getting things done better than other days that I am not wearing it.”</i>
	Power of Thinking, Wisdom, and Ingenuity	<i>“Amulet jewelry helps wearers to focus on their goals. It gives me a sense of power and makes me feel like there is something intangible helping us through the journey. It also works as a reminder of our goals.”</i>
Consumers’ Attitudes toward Amulet Jewelry	Positive Attitude	<i>“The supernatural power is intangible and cannot be seen with our eyes but I can feel that it is there. We know that it is real through the success and accomplishment we received from wearing and worshiping amulet jewelry.”</i>
		<i>“I used my sense that if I can feel the connection with the amulet jewelry, I will believe in its power. In my opinion, if I started to question the power of the amulet jewelry, it would mean that I am disrespecting its power.”</i>

Figure 4.1 (continued)

Dimension	Theme	Sample of Coded Text
Consumers' Attitudes toward Amulet Jewelry	Social Influence	<p><i>"I like to listen and read reviews of the amulet jewelry from real users. Knowing their experience, also encouraged me to purchase the amulet jewelry as I wanted to know if it really worked."</i></p> <p><i>"The first amulet jewelry that I bought was actually influenced by the story of the windmill necklace from Che Kung Temple in Hong Kong. Many of my friends were wearing it and they have received luck and opportunity in their careers. So I decided to purchase the windmill necklace as my first amulet jewelry."</i></p>
Purchase Behavior on Amulet Jewelry	User Experience	<p><i>"It started around two years ago when I first saw the reviews of Leila on Twitter, I do not exactly remember the content, but the post talked about the spirit inside of the amulet bracelet that the wearer was feeling and receiving luck after wearing the bracelet. After I read about it, I decided to go to the store at the Emporium department store and purchased my first bracelet."</i></p> <p><i>"As I was reading the horoscope content on Facebook from one of my favorite fortune tellers, Pimfah, she was recommending an amulet bracelet that could enhance luck for each zodiac sign. So I decided to follow her and get an amulet bracelet that she has recommended."</i></p>

Figure 4.1 (continued)

Dimension	Theme	Sample of Coded Text
Purchase Behavior on Amulet Jewelry	Product Design	<p data-bbox="627 472 1402 846"><i>“I was first introduced to amulet jewelry when I was hired to be the model for the brand. I got a chance to talk to the owner about her ideas on creating each piece, its material and the meaning of the stone and diamond that were on the ring. After the shoot, I decided to go to the shop and get one amulet ring. It was to help in enhancing career success. After wearing the ring, I felt that I have gained more work from casting which in my opinion might be from the ring.”</i></p> <p data-bbox="627 898 1402 1099"><i>“I decided to buy amulet jewelry because of the deity figure that the brand put on their amulet jewelry. I decided to purchase an amulet bracelet from Rapiva brand to bring wealth and success due to its design that incorporates Ganesha figures which I worship.”</i></p> <p data-bbox="627 1151 1402 1308"><i>“I like to purchase amulet bracelets the most. This is because it is easy to wear and it can easily match any outfit. I like the designs that are minimal and look more like jewelry than an amulet.”</i></p> <p data-bbox="627 1359 1402 1518"><i>“I like amulet necklaces that we can customize to match our style and our beliefs. Purple is my lucky color so I like how Leila brand has a variety of amulets for the wearer to mix and match.”</i></p>

Figure 4.1 (continued)

Dimension	Theme	Sample of Coded Text
Purchase Behavior on Amulet Jewelry	Desire to Achieve Success	<p><i>“I purchased an amulet bracelet from Harmenstone because at that time I faced many competitors at work. I wanted to be successful and stand out from others so I decided to purchase the bracelet to attract positive energy and success.”</i></p> <p><i>“I bought an amulet bracelet from Ravipa brand that contained Yue Lao or the god of marriage and love which at that time I wanted to find the right person and enhance success with positive results in love.”</i></p>
High Purchase Power		<p><i>“I do not have a special occasion to purchase the amulet jewelry. Sometimes I just saw the advertisement online, saw the new design in-store, or saw my friends wearing them. Then I would do some research and purchase it if I feel the connection with the amulet jewelry.”</i></p> <p><i>“I do not set an exact budget for amulet jewelry because I see it as sacred objects that one should worship when they are ready in terms of mind and body. And by purchasing amulet jewelry, it must not affect the finances of oneself or of others.”</i></p>

CHAPTER 5

Summary and Discussion

This chapter covers the summary and discussion to reinforce the true essence of this study. Firstly, a summary will be presented in accordance with the findings. Secondly, a discussion of Generation Y amulet jewelry consumers' online media usage, beliefs in amulet jewelry, attitude towards amulet jewelry, and purchase behavior on amulet jewelry will be provided followed by the theories and concepts of consumer behavior. Then the limitations, directions for future research, and practical implications will be discussed.

5.1 Summary

Fifteen respondents were recruited to participate in the in-depth interviews. The respondents are Thai Generation Y females, aged between 25 and 34 years old, residing in Bangkok, Thailand. They are ensured to have purchased amulet jewelry at least once this year. The summary will incorporate four parts of online media usage, consumers' beliefs in amulet jewelry, consumers' attitudes toward amulet jewelry, and purchase behavior on amulet jewelry.

5.1.1 Online Media Usage

Generation Y are those with high media consumption, they spend 8 to 12 hours a day on social media platforms with the prime time being during lunch break and after work. The social media platforms that the respondents use most are Facebook, Instagram, Tik Tok, Twitter, and LINE. The online platforms that

respondents use to search for information about amulet jewelry are Instagram and Twitter. They use Instagram to learn about the products from the brands' official accounts, and they use Twitter to read reviews from real users.

This group of Generation Y female respondents has mentioned their preferred online marketing communication content to be short, precise, and easy to understand. This can be in the form of short articles or short videos on social media. The two favorite brands' contents that the respondents mentioned were Ravipa and Leila. Respondents prefer the contents from these two brands as they incorporate visuals which make the products stand out and provide information about the product that is easy to follow and understand, and at the same time feel minimal and fashionable. Not only consuming content about amulet jewelry, but the respondents also mentioned that they are interested in other content related to beliefs and superstitions, such as lucky shirt colors, horoscopes, tarot cards, and Feng Shui.

5.1.2 Consumers' Beliefs in Amulet Jewelry

All respondents have mentioned that they believe in the power of amulet jewelry. Amulet jewelry helps to enhance their confidence in the same way as Bhuddah amulet. They believe that each amulet jewelry contains a different spirit which can enhance life in different directions. It can enhance in terms of wealth, career, health, love, or luck.

Respondents were asked to describe their beliefs toward amulet jewelry through the five stages of Maslow's hierarchy of needs which included physiological

and psychological needs, safety needs, love and belonging needs, esteem needs, and self-actualization needs. Firstly, physiological and psychological needs or the needs for human survival and the human mind. Respondents do not believe that wearing amulet jewelry can help in receiving those needs as they do not believe that it can help in relieving symptoms of illness or making the body stronger. However, in terms of reducing stress and encouraging life, five out of fifteen respondents have compared amulet jewelry as a spiritual anchor which gives them the power to face difficult situations and encourages them to be brave and confident.

Secondly, safety and security needs refer to the need to access physical and financial safety. Some respondents believe that amulet jewelry can enhance prosperity and fortune as it brings them luck. However, other respondents argue that amulet jewelry partly helps in enhancing prosperity and fortune. All respondents strongly believe that wearing amulet jewelry can help in removing evil spirits and prevent danger from happening in the same way as the Buddha amulets. Thirdly, social needs refer to the need to feel love and to form relationships with others. The answers are divided into three groups: (1) the ones who do not believe that amulet jewelry help in promoting a happy and fulfilling love life, (2) the ones who believe that amulet jewelry help in promoting a happy and fulfilling love life, and (3) the ones who hope that the amulet jewelry can help in promoting a happy and fulfilling love life.

Fourthly, regarding esteem needs, respondents indicate that amulet jewelry helps in creating the power of thinking, wisdom, and ingenuity. However, they do not believe that amulet jewelry helps them practice morality or be praised by others.

Lastly, regarding self-actualization needs, respondents believe that amulet jewelry can help businesses and careers progress and be successful as it contains spiritual power and at the same time helps wearers to focus on their goals.

5.1.3 Consumers' Attitudes toward Amulet Jewelry

All fifteen respondents believe that there is spiritual power within the amulet jewelry that they wore. They mentioned that by believing in its power, it will attract positive energy and grant the wishes they asked for. Respondents believe in miraculous stories from other people, especially from their friends and family. Some respondents also indicate that they also believe stories and experiences from real users that have been shared on social media platforms such as Facebook and Twitter. Respondents purchase amulet jewelry directly through the official channels of the brands. They would choose brands that are well known in the amulet jewelry market, and brands that provide reliable information about the products and the location where they collected the amulet's elements and where they do the blessing. Believing in the superstitious power of amulet jewelry is one of the factors that lead respondents in purchasing amulet jewelry.

5.1.4 Purchase Behavior on Amulet Jewelry

According to the interview, there are three key motivations that influence the purchase behavior of amulet jewelry which include user experience, design, and the desire to achieve success. For user experience, respondents are aware of the products through reviews on social media, such as Facebook and Twitter, as well as, word of mouth from their friends and family. Another motivation that influences respondents'

motivation is product design. Respondents pay attention to the materials and their meanings. The last motivation that drives the purchase intention of respondents is the desire to achieve success. Respondents wear amulets with the purpose to attract positive energy, such as bringing prosperity, career success, wealth, good fortune, love, and protection.

Respondents show middle to high purchase power with the frequency of purchase of around five to ten amulet jewelry per year. All fifteen respondents mentioned that there are no special occasions for purchasing amulet jewelry. Most respondents spend around 2 to 4 weeks researching and deciding to purchase the amulet jewelry and they make the purchase decision by themselves.

According to the four factors of the marketing mix which include product, price, place, and promotion. For the product aspect, respondents are interested in amulet bracelets and amulet necklaces with simple designs which can match their style. They are also interested in brands that allow consumers to customize their own amulet jewelry to match their preferences. For the price, respondents do not have an exact budget for purchasing amulet jewelry. According to their purchase history, respondents spend around 2,000 to 5,000 Thai baht per amulet jewelry. Respondents purchase amulet jewelry directly from the official store as they can experience the real products. Some also try the products in-store and purchase online to receive promotions. Respondents' favorite promotions are discounts and free gifts related to amulet jewelry, such as bracelet beads.

5.2 Discussions

The discussion of this study incorporates the findings in accordance with the concepts and theories involved in online media usage, beliefs in amulet jewelry, attitude towards amulet jewelry, and purchase behavior on amulet jewelry which give explanations for the millennial consumers' behavior on purchasing amulet jewelry.

5.2.1 Online Media Usage

The research findings show that online media plays an important role among Thai Generation Y females when it comes to recognizing and searching for information about brands and products. According to the findings, respondents spend 8 to 12 hours a day on social media platforms with the prime time being during lunch break and after work. The most used social media platforms by respondents are Facebook, Instagram, Tik Tok, Twitter, and LINE. The results are consistent with the findings of Thailand User Behavior 2022 by the Electronic Transactions Development Agency (ETDA) under the Ministry of Digital Economy and Society (2022) which discloses that Generation Y is the maximum net usage in Thailand with an average of 8 hours and 55 minutes. The most preferred product category by Generation Y is apparel which includes clothing, shoes, sports equipment, and accessories. A study of popular social media among Generation Y in Thailand by Statista Research Department (2022) shows that 95 percent of millennials or Generation Y in Thailand used Facebook the most compared to other social media platforms, followed by LINE (94%), YouTube (91%), Tik Tok (66%), Instagram (65%), and Twitter (48%). Respondents also mentioned that they get information from reviews on social media. According to research by Bevan-Dye (2020), Generation Y often consults online

reviews. They perceive online reviews to be informative, entertaining, credible, and valuable. The research also indicates that Generation Y is attached to online consumer reviews and can influence the usage frequency of such reviews.

The type of online marketing community that respondents preferred is content that is short, precise, and easy to understand which can be in the form of articles or short videos. According to the research of Thailand User Behavior 2022 by the Electronic Transactions Development Agency (ETDA) under the Ministry of Digital Economy and Society (2022) shows that the content categories most popular among Generation Y and Generation Z are video/clip at 49.85 percent and article/content/website at 41.79% followed by live broadcast, streaming, online radio, and podcasts. Respondents have mentioned that they preferred advertisements with minimal design with short and precise descriptions of each product providing just enough information for the consumers. This is connected to previous research which says that providing detailed information about the quality and originality of the jewelry can help the brand and product stand out to millennial consumers. As for the visual of the advertisement, there is no one-size-fits-all aesthetic (Papadopoulos, 2019).

5.2.2 Consumers' Beliefs in Amulet Jewelry

This section of the research analyzes consumers' beliefs in amulet jewelry according to the five stages of Maslow's Hierarchy of Needs which is part of the psychological factors identifying consumer behavior (Kotler & Armstrong, 2008). All respondents have mentioned that they believe and have faith that amulet

jewelry carries spiritual power that can affect their lives. Respondents have a positive attitude that amulet jewelry can attract positive energy and grant wishes. Another component that is applied in the study is motivation. The researcher applies Maslow's hierarchy of needs to identify which needs drive consumer behavior. First, for physiological and psychological needs, respondents believe that amulet jewelry can help in releasing stress and encourage them to be brave and confident. Second, regarding safety needs, respondents believe that amulet jewelry enhances prosperity, and protects and removes evil spirits. Third, for social needs, respondents present a variety of answers from believing, not believing, and hoping that amulet jewelry can help to promote a happy and fulfilling love life. Fourth, esteem needs, respondents do not believe that having amulet jewelry would help them practice morality or be praised by others. Last, regarding self-actualization needs, respondents believe that amulet jewelry helps businesses and careers to be successful. The findings are consistent with the previous research by Doungkaew (2019) which indicates that amulets give a sense of value which can help wearers meet the basic needs that can lead them to happiness in terms of career success, wealth, good fortune and love. This indicates the selling point to influence consumers' purchase of amulet jewelry. However, It is important to note that consumers' needs and desires are subject to change, especially in times of changes or crises, such as the COVID-19 pandemic. Therefore, it is important to keep up with their needs and wants at all times.

Kotler and Armstrong (2008) have also mentioned cultural factors. The findings show that respondents are greatly influenced by Thai culture and beliefs in

Buddhism which have shaped how they live their lives. Respondents believe that stars, colors, zodiac signs, and Feng Shui can positively and negatively influence their lives. Respondents rely on fortune-telling, horoscopes, and superstitious objects. This can be further supported by Hofstede's cultural dimensions theory which is used to understand different cultures and how each culture affects the way people behave within that culture through six dimensions (Nickerson, 2022). According to research from Hofstede Insights (2017), Thailand scored 64 on the PDI index which indicates that inequalities are acceptable in society. Each social rank will have its own privilege. Thailand is also a very collectivist country. People focus on a long-term commitment to their family and friends. A personal relationship is a key to doing business in Thailand which takes time to build. Thailand is considered a feminist society with the lowest masculinity ranking among the average Asian countries. A feminist society indicates less assertiveness and competitiveness. Thailand scores an intermediate 64 on the uncertainty avoidance dimension which indicates that members of the society are trying to control everything in order to eliminate or avoid unexpected facts and changes that might arise in the future. According to the theory, Thailand is a normative society with high respect for traditions and norms, and a focus on achieving quick results. For the last dimension of indulgence, Thailand scores 45 on the PDI index which a preference cannot be determined for this dimension (Hofstede Insights, 2017). Hofstede's cultural dimensions theory reinforces these research findings that Thai consumers are living in a hierarchical society. Their decision is influenced by the group. They do not thrive to compete with others, but they are looking for ways to control their future. This can be linked to why Thai consumers decide to purchase amulet jewelry to avoid uncertainty. Furthermore,

being a normative society also indicates why millennial consumers respect traditions and beliefs.

According to personal attitudes from the theory of planned behavior by Fishbein and Ajzen (2000), all respondents believe that there is spiritual power within the amulet jewelry. They believe that amulet jewelry can help them to be confident, enhance their prosperity and fortune, help businesses and careers progress and be successful, remove evil spirits and prevent danger, promote a happy and fulfilling love life, and provide wearers with the power of thinking, wisdom, and ingenuity. Their positive evaluation of amulet jewelry links with the theory of planned behavior's framework which indicated that positive evaluation can influence and motivate behavior intentionally and reflect through their behavior (Ajzen & Fishbein, 2000).

5.2.3 Consumers' Attitudes toward Amulet Jewelry

This section identifies consumers' attitudes toward amulet jewelry specifically on supernatural power and miraculous stories. Respondents believe that there is spiritual power within the amulet jewelry they are wearing. Furthermore, they also believe in miraculous stories from others, such as friends and family members. This can be linked to the social factors of consumer behavior (Kotler et al., 2008). Kotler et al. (2008) indicate that social parts have an effect on consumer behavior . Respondents have shown that their group of friends have a direct influence on their purchase behavior. As mentioned by respondents, they have seen their friends buying the amulet jewelry and receiving positive results, which also persuades them to

purchase the products. Another part is family. Family plays a major role in consumer behavior. A respondent has mentioned that she needs to discuss with her family members first before purchasing amulet jewelry due to the beliefs of each family member.

Another theory that can support the findings is the theory of planned behavior by Fishbein and Ajzen (2000). The theory studies the likelihood behavior of consumers toward purchasing amulet jewelry. One of the conceptually independent determinants of intention is social factors, termed subjective norm (Brookes, 2021). Two normative factors are mentioned and discussed in the interviews. First, peer influence represents a positive influence on respondents' purchase behavior of amulet jewelry. As mentioned, friends influence respondents through the changes and success that they have received after purchasing the amulet jewelry that can be recognized by the respondents, which encourages the respondents to purchase amulet jewelry in the hope of getting the same result. Moreover, real user experience also plays an important role in influencing respondents' purchase behavior. All respondents mentioned that they are aware of the amulet jewelry through reviews on social media which develop their interest and influence them to purchase the amulet jewelry in order to achieve their goals.

Therefore, the theory of planned behavior is applied to discuss the research findings. Theory helps researchers to understand human behavior in specific contexts through three sections of attitude, subjective norms, and perceived behavioral control (Brookes, 2021). According to the findings, respondents mention that they believe

that amulet jewelry can grant their wishes in terms of wealth, career, fortune, love, or health. Respondents hold the same belief that amulet jewelry can attract positive energy to the wearer. Consumers have a belief that their behavior can lead to certain outcomes and they evaluate those outcomes (Nickerson, 2022). By having beliefs toward the desired outcome of the amulet jewelry, respondents develop a strong positive attitude toward the amulet jewelry. The research finding is consistent with the theory which suggests that behavior intention can be motivated and influenced by consumer's belief which leads to positive attitudes toward particular behavior and is supported by subjective norms.

5.2.4 Purchase Behavior on Amulet Jewelry

In the last section, the findings indicate consumers' purchase behavior on amulet jewelry based on their motivation, purchase frequency and occasion, and key purchase decision factors.

The researcher has identified three motivations that respondents have in purchasing amulet jewelry which include user experience, product design, and the desire to achieve success. Firstly, respondents have identified that user experience plays a vital role in motivating them in purchasing amulet jewelry. According to social learning theory by McLeod (2016) suggests that people tend to learn by observing others as models. Consumers go through four stages of attention, retention, production and motivation.

1) *Attention*. This happens when an observer pays attention to particular social behavior. Respondents have shown that they pay attention to their friends and real users on social media who have amulet jewelry. 2) *Retention*. Respondents are able to recognize the behavior of their friends and real users on social media. They are able to retain the detail and information about the amulet jewelry in order to purchase the products in the future. 3) *Production*. All respondents are able to imitate the behavior of their friends and real users on social media by purchasing the amulet jewelry. 4) *Motivation*. After attention, retention, and production, the respondent also shows motivation to repeat the behavior of purchasing amulet jewelry again in the future. All respondents mentioned the positive reinforcement that they received after wearing amulet jewelry in the form of success and new opportunities they wished for.

Secondly, respondents indicate that another motivation that influences their purchase of amulet jewelry is its design. Respondents are aware of the materials and the meaning behind each element. This links to the last motivation that drives respondents' purchase intention which is the desire to achieve success in terms of bringing prosperity, career success, wealth, good fortune, love, and protection. According to previous research by Ornnives (2017), it indicated the top three purchase motivations of wealth motivation, career motivation, and commerce motivation respectively.

Moreover, respondents show middle to high purchase power with the frequency of purchase of around five to ten amulet jewelry with no special occasion in purchasing the amulet jewelry. This supports the findings of Ornnives (2017) on

lucky charm accessories which indicates that there are rarely specific purchase occasions because most purchases were impulse and unplanned. This can also be supported by the hierarchy of effect models by Lavidge and Steiner (1961) which identifies three hierarchies included, high-involvement hierarchy, low-involvement hierarchy, and experiential hierarchy. According to the findings, the researcher has categorized amulet jewelry consumers into two out of three hierarchies.

1) The high-involvement hierarchy (Think - Feel - Do). Respondents present their cognitive information processing where before purchasing amulet jewelry they would search for information through social media such as the brands' official accounts and from real users' reviews. They would form feelings about the product and brand. If the feeling is positive they would purchase the amulet jewelry, which the overall process will take around 2 to 4 weeks.

2) The experiential-involvement hierarchy (Feel - Do - Think). Respondents also mentioned that they purchase amulet jewelry because they believe in it. They feel a connection with the products. This can link with the experiential-involvement hierarchy where consumers act based on their emotions and feelings regarding the product.

For the high-involvement group, respondents deliberate their brand loyalty through repeated purchases (Gordon, 2021). Answers among this group as to why they purchase amulet jewelry were due to their beliefs in superstition along with the products' design, experience with the products, and promotion. In addition, for the

experiential-involvement group, respondents mentioned their positive connection between them and the amulet jewelry which lead them to cognition and belief in purchasing the amulet jewelry.

Furthermore, the research findings incorporate the concept of marketing mix by Borden in the 1950s to identify how brands can use advertising tactics to engage with their consumers. This concept was further developed by McCarthy (1960) to become the four Ps of marketing which includes product, price, place, and promotion. Respondents identify factors that have influenced their purchase decision from the product, the price, the sales channel, and the promotion. Firstly, most respondents are interested in amulet bracelets and amulet necklaces with simple designs or designs that they can customize. According to previous research, variety is important as millennials are drawn to customizable options. They are more interested in products where that can add an individualized touch (Papadopoulos, 2019). Secondly, for respondents, price is not the main factor which affects their purchase decision directly. The findings from Ornnives (2017) and Traikan (2021) indicate that a reasonable price point will allow marketers to close the deal with customers effectively for lucky charms and amulet jewelry.

Thirdly, respondents would purchase amulet jewelry right from the store. Similar to research by Ornnives (2017) which indicates that respondents buy lucky charms from two main places, including religious places and accessories shops. All respondents paid via Internet Banking due to its convenience. Lastly, respondents' favorite promotions are discount coupons, such as the double dates promotion (9.9,

11.11) and free gifts. The Thailand Internet User Behavior 2022 research by Electronic Transactions Development Agency (ETDA) (2022) has identified online promotions that respondents preferred which are promotions such as 11.11, 12.12, Flash Sales, and cheap or free delivery.

In conclusion, the discussion of this study aimed to answer the objective of studying millennial consumers' behavior on purchasing amulet jewelry. Based on the information gathered by all respondents, as well as, general characteristics of generation Y consumers, online media usage, consumers' beliefs in amulet jewelry, consumers' attitudes toward amulet jewelry, and purchase behavior on amulet jewelry. The discussion connected and explained the underlying consumers' behavior on purchasing amulet jewelry.

5.3 Limitations

Despite the researcher's attempt to minimize the limitations in this study, they cannot be avoided. This study contains limitations that must be acknowledged in terms of respondents' segmentation. Firstly, the researcher conducted an insightful in-depth interview with fifteen respondents. The information gathered from fifteen respondents cannot represent the whole population.

Secondly, due to the time limitation and the COVID-19 situation, the interviews were only conducted in Bangkok, Thailand. The answers from respondents can only represent a certain insight, as the difference between urban and rural

lifestyles might affect the consumers' behavior.

Lastly, the chosen respondents were those who heavily purchase amulet jewelry and were all Buddhist. This will omit the information from the lighter consumption group. Even though the chosen respondents are the main target consumer of amulet jewelry, we cannot deny that those lighter consumption groups are also the potential consumers that brands need to be aware of.

5.4 Direction for Future Research

To further expand and improve this research, future researchers are highly encouraged to gather more information to represent the whole population by increasing the sample size. The research should be conducted in all regions of Thailand in order to study different consumer behavior regarding their geographic location, lifestyle, and beliefs in different parts of Thailand. In addition, researchers could expand this research by applying other quantitative research methods, such as surveys in order to explore the relationship between different variables that might be overlooked by the qualitative methods. As mentioned earlier in the study, there are many brands and types of amulet jewelry in the market, researchers can expand this study by exploring different types of amulet jewelry and comparing its outcome. This study only focused on Generation Y females; future research is highly recommended to explore new potential target consumer groups to which amulet jewelry could expand. Moreover, the study only focuses on the positive outcomes of the amulet jewelry that lead to purchase behavior. Future research can look into other aspects of

superstitious both positive and negative that might have also influenced consumer behavior on purchasing amulet jewelry.

5.5 Practical Implications

The findings of this research study provide valuable insights into millennial consumers' behavior in purchasing amulet jewelry. Application of this research could be applied to marketing and communication perspectives for parties including the superstitious jewelry industry, such as business owners and marketers.

Business owners of amulet jewelry could apply the findings of market mix to consideration. The product must be well designed and the brand should allow consumers to customize their own amulet jewelry, as well as, the products must convey special meanings to wearers. This can be by adding descriptions about each amulet's history, features, and benefits. The brand must provide both physical and online stores for consumers to experience and try on the products. Even though price is not the main factor that influences consumers' purchase, on special occasions, brands can incorporate special discount promotions or free gifts to encourage consumers' purchases, such as on double dates 9.9 10.10 or 11.11 sales events.

The research also provides information and data for marketing to produce online marketing communication that can attract Generation Y female consumers. The online content must be short, precise, and easy to understand. Incorporating faith

marketing, content should motivate the consumers to believe in the supernatural power of the amulet jewelry. This can be divided into six content categories (1) making the wearers confident, (2) enhancing wearers' prosperity and fortune, (3) helping businesses and careers progress and be successful, (4) removing evil spirits and preventing danger, (5) promoting a happy and fulfilling love life, and (6) provide wearers with the power of thinking, wisdom, and ingenuity. Connecting the marketing content to consumers' needs and desires can motivate and persuade them in purchasing amulet jewelry. Marketers should provide consistent information about the products and brands through a variety of social media platforms, such as Facebook, Instagram, Tik Tok, and LINE. Brands can also encourage consumers to share positive experiences through social media to create online word of mouth. As consumers tend to read reviews from real users, brands can provide case study and testimonials to encourage and persuade consumer purchase intention. Business owners and marketers can also link the products and brands with other supernatural beliefs, such as lucky colors, horoscopes, tarot cards, and Feng Shui. Lastly, in order to make the content more reliable, marketers can use divination specialists such as famous fortune tellers.

In conclusion, marketers and business owners of amulet jewelry can take these points into consideration when creating marketing communications strategies or conducting future research in order to gain more significant insights, develop a better understanding of consumers' purchase behavior, and further enhance their consumer experience of amulet jewelry.

Appendix A

Question Guideline Consumers' Behavior on Purchasing Amulet Jewelry

Part I: Personal Information

1. Education level
2. Occupation
3. Monthly income
4. Marital status

Part II: Online Media Usage

1. What social media platforms do you use?
2. How many hours a day do you spend on social media on average?
3. What time of the day do you access social media?
4. What online channels do you receive information from?
5. What kind of online advertising do you like?
6. What kind of online advertising do you dislike?
7. Where did you search for information about amulet jewelry?
8. Where did you find online advertisements on amulet jewelry?
9. What kind of content related to beliefs do you consume? (lucky colors, horoscopes, etc.)
10. What amulet jewelry brands of advertisement do you prefer?

Part III: Consumers' Beliefs in Amulet Jewelry

1. Do you have any beliefs about amulet jewelry, and why?

Physiological and Psychological Beliefs

1. Do you believe that having amulet jewelry will help relieve symptoms of illness and make your body strong? Why?
2. Do you believe that having amulet jewelry will help you relax? Why?
3. Do you believe that amulet jewelry gives you encouragement in life? Why?
4. Do you believe that amulet jewelry helps reduce stress? Why?
5. Do you believe that having amulet jewelry would help calm your mind and practice morality? Why?

Safety and Security Beliefs

1. Do you believe that having amulet jewelry would enhance prosperity and fortune? Why?
2. Do you believe that having amulet jewelry will help prevent various dangers? Why?
3. Do you believe that having amulet jewelry would help you predict what will happen in the future? Why?
4. Do you believe that having amulet jewelry will create the power to remove evil spirits? Why?

5. Do you believe that having amulet jewelry will help you to be brave and confident? Why?

Love and Belonging Beliefs

1. Do you believe that having amulet jewelry will help promote a happy and fulfilling love life? Why?
2. Do you believe that wearing amulet jewelry helps you to be loved by people in society? Why?

Esteem Beliefs

1. Do you believe that having amulet jewelry helps you to be praised by others? Why?
2. Do you believe that having amulet jewelry will help you create the power of thinking, wisdom, and ingenuity? Why?
3. Do you believe that having amulet jewelry will help you gain recognition and acceptance in the community? Why?

Self-actualization Beliefs

1. Do you believe that having amulet jewelry would help your business and career to progress and be successful? Why?

Part IV: Consumers' Attitudes toward Amulet Jewelry

1. What is your opinion on the supernatural power of the amulet
2. How does your opinion of the supernatural power affect your buying decision
3. What is your opinion on the miraculous stories from other people/happenings
4. How do miraculous stories affect your buying decision, if yes, How?
5. How certain are you that the amulets you buy are real/consecrated? And how can you prove it?
6. Do you usually go to the temple to pray? (Where? How often?)
7. Do you usually go to a fortune teller?

Part V: Purchase Behavior on Amulet Jewelry

1. What is the reason or motivation for you to purchase amulet jewelry?
2. How do you feel after purchasing and using the amulet jewelry?
3. When was the last time you purchased amulet jewelry?
4. How many amulet jewelry have you bought?
5. On average, how much amulet jewelry do you purchase in a year?
6. What kind of amulet jewelry did you buy?
7. What type of amulet jewelry are you most interested in purchasing?
8. On average, how much time do you spend shopping for amulet jewelry?
9. What were the occasions of purchasing your amulet jewelry in the past?
10. Will you buy amulet jewelry in the future?
11. Who is involved in the decision to purchase your amulet jewelry? (e.g. friends, family members, celebrities)
12. Through which channel did you purchase amulet jewelry? (online or offline)
 1. How did you purchase - buy in store, ask a friend to buy, Google Search

2. Payment Method - cash, credit card, internet banking
3. Why did you purchase through that method?
13. What brands are you amulet jewelry from? Why did you choose that brand?
14. Any promotions or free gifts that you have received from buying jewelry amulets that impressed you?

Appendix B

แนวคำถาม

เรื่อง พฤติกรรมของผู้บริโภคต่อการซื้อเครื่องประดับเครื่องราง

ส่วนที่ I: ข้อมูลเบื้องต้น

1. ระดับการศึกษา
2. อาชีพปัจจุบัน
3. รายได้ต่อเดือน
4. สถานภาพการสมรส

ส่วนที่ II: พฤติกรรมการใช้สื่อออนไลน์

1. ท่านใช้สื่อ Social Media ใดบ้าง?
2. ท่านใช้สื่อ Social Media เฉลี่ยวันละกี่ชั่วโมง?
3. ช่วงเวลาที่ท่านเข้าใช้สื่อ Social Media?
4. ท่านรับข้อมูลข่าวสารจากช่องทางออนไลน์ใดบ้าง?
5. ท่านชื่นชอบสื่อโฆษณาออนไลน์แบบใด?
6. รูปแบบสื่อโฆษณาออนไลน์ใดที่ท่านไม่ชอบ?
7. ท่านค้นหาข้อมูลเพิ่มเติมเรื่องเครื่องประดับเครื่องรางจากแหล่งใด?
8. ท่านพบเจอสื่อโฆษณาออนไลน์เรื่องเครื่องประดับเครื่องรางจากที่ไหนบ้าง?
9. เนื้อหาประเภทใดที่เกี่ยวข้องกับความเชื่อที่ท่านสนใจ? (สีน้ำโชค การดูดวง ฯลฯ)
10. ท่านชอบโฆษณาเครื่องประดับเครื่องรางแบรนด์ใดมากที่สุด?

ส่วนที่ III: ความเชื่อต่อเครื่องประดับเครื่องราง

1. ท่านมีความเชื่อเกี่ยวกับการเครื่องประดับเครื่องรางหรือไม่ เพราะอะไร?

ความเชื่อด้านกายภาพและจิตวิทยา

1. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง จะช่วยบรรเทาอาการเจ็บป่วย ทำให้ร่างกายแข็งแรงหรือไม่ อย่างไร?
2. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง จะช่วยทำให้ท่านผ่อนคลาย นอนหลับสบายหรือไม่ อย่างไร?
3. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง ทำให้ท่านมีกำลังใจ ในการดำรงชีวิตหรือไม่ อย่างไร?
4. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง ช่วยลดความตึงเครียดในภาวะวิกฤติหรือไม่ อย่างไร?
5. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง จะช่วยกล่อมเกลาคิดใจของท่านให้มี จิตใจดีประพฤตินอยู่ในศีลธรรมหรือไม่ อย่างไร?

ความเชื่อด้านความมั่นคงปลอดภัย

1. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง จะช่วยเสริมดวงชะตา ความรุ่งเรือง และโชคลาภหรือไม่ อย่างไร?
2. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง จะช่วยป้องกันอันตรายต่างๆหรือไม่ อย่างไร?
3. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง จะช่วยให้ท่านสามารถคาดการณ์สิ่งต่างๆ ได้ล่วงหน้าหรือไม่ อย่างไร?
4. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง จะก่อเกิดพลังในการขจัด บิดเป่า สิ่งชั่วร้ายที่มองไม่เห็นหรือไม่ อย่างไร?
5. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง จะเสริมสร้างพลังแห่งจิต ช่วยให้ท่านกล้าหาญ เกิดความเชื่อมั่นในตัวเองหรือไม่ อย่างไร?

ความเชื่อด้านการอยู่ร่วมกันในสังคม

1. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง จะช่วยส่งเสริมเรื่องความรักที่สุขสมหวังหรือไม่ อย่างไร?
2. ท่านเชื่อว่าการใส่เครื่องประดับเครื่องราง ช่วยให้ท่านเป็นที่รักของคนในสังคมหรือไม่ อย่างไร?

ความเชื่อด้านการมีเกียรติยศ

1. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง ทำให้ท่านได้รับการยกย่องชมเชยในด้านความดีต่างๆหรือไม่ อย่างไร?
2. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง จะช่วยสร้างสรรคพลังแห่งความนึกคิด มีปัญญา ไหวพริบความเฉลียวฉลาดหรือไม่ อย่างไร?
3. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง จะช่วยให้ท่านได้รับการยอมรับในวงสังคมหรือไม่ อย่างไร?

ความเชื่อด้านการบรรลุเป้าหมายของชีวิต

1. ท่านเชื่อว่าการมีเครื่องประดับเครื่องราง จะช่วยเรื่องธุรกิจการงาน ให้เจริญก้าวหน้าและประสบความสำเร็จหรือไม่ อย่างไร?

ส่วนที่ IV: ทศนคติผู้บริโภคต่อการเลือกเครื่องประดับเครื่องราง

1. ท่านมีความคิดเห็นอย่างไรเกี่ยวกับพลังเหนือธรรมชาติของเครื่องประดับเครื่องราง?
2. ความคิดเห็นของท่านเกี่ยวกับพลังเหนือธรรมชาติส่งผลต่อการตัดสินใจซื้อเครื่องประดับเครื่องรางของคุณอย่างไร?
3. ท่านมีความเห็นอย่างไรกับเรื่องราวมหัศจรรย์จากคนอื่น?
4. เรื่องราวอัศจรรย์ส่งผลต่อการตัดสินใจซื้อเครื่องประดับเครื่องรางของท่านอย่างไร?
5. ท่านแน่ใจแค่ไหนว่าเครื่องประดับเครื่องรางที่ท่านซื้อเป็นของจริง? และท่านมีวิธีไหนการพิสูจน์อย่างไร?
6. ท่านมักจะไปวัดเพื่อสวดมนต์ขอพรหรือไม่? (ที่ไหน? บ่อยแค่ไหน?)
7. ท่านมักจะไปหลุมอดูหรือไม่?

ส่วนที่ V: พฤติกรรมการเลือกเครื่องประดับเครื่องราง

1. เหตุผลหรือแรงจูงใจอะไรที่ทำให้ท่านซื้อเครื่องประดับเครื่องราง?
2. ท่านรู้สึกอย่างไรหลังจากที่ซื้อและใช้เครื่องประดับเครื่องราง?
3. ท่านซื้อเครื่องประดับเครื่องรางครั้งล่าสุดเมื่อไร?
4. ท่านซื้อเครื่องประดับเครื่องรางมาแล้วกี่ชิ้น?
5. เฉลี่ยแล้วท่านซื้อเครื่องประดับเครื่องรางในหนึ่งปีจำนวนกี่ชิ้น?
6. ท่านซื้อเครื่องประดับเครื่องรางประเภทใด?
7. อะไรคือประเภทของผลิตภัณฑ์เครื่องประดับเครื่องรางที่ท่านสนใจซื้อมากที่สุด?
8. โดยเฉลี่ยแล้วคุณใช้เวลาไปกับการเลือกซื้อเครื่องประดับเครื่องรางเท่าไร?

9. โอกาสในการซื้อเครื่องประดับเครื่องรางของท่านในอดีตคืออะไร?
10. ท่านจะซื้อเครื่องประดับเครื่องรางในอนาคตหรือไม่?
11. ผู้ใดมีส่วนร่วมในการตัดสินใจเลือกซื้อเครื่องประดับเครื่องรางของท่าน? (เช่น เพื่อน, ครอบครัว, คารา)
12. ท่านซื้อเครื่องประดับเครื่องรางผ่านช่องทางไหน? (ออนไลน์ หรือ ออฟไลน์)
 1. วิธีการซื้อ - ซื้อด้วยตัวเอง, ฝากเพื่อนซื้อ, Google Search
 2. วิธีการชำระ - เงินสด, บัตรเครดิต, Internet Banking
 3. ทำไมถึงเลือกซื้อผ่านวิธีดังกล่าว?
13. ท่านมีเครื่องประดับเครื่องรางจากแบรนด์อะไรบ้าง? ทำไมถึงเลือกแบรนด์ดังกล่าว?
14. โปรโมชันหรือของแถมใดที่ท่านเคยได้รับจากการซื้อเครื่องประดับเครื่องรางที่ท่านประทับใจ?



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VITA

NAME Nuanhatai Tantayotai
DATE OF BIRTH 8 May 2000
PLACE OF BIRTH Bangkok, Thailand
INSTITUTIONS ATTENDED Chulalongkorn University
HOME ADDRESS 2882/171 New Phetchaburi Alley, Bang Kapi, Huai Khwang, Bangkok 10310



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY