

Domestic customers' perceived value toward Thai cultural products



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การรับรู้คุณค่าของผู้บริโภคชาวไทยที่มีต่อสินค้าทางวัฒนธรรมไทย



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
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เนื่องจากวัฒนธรรมไทยได้รับความสนใจในวงกว้างมากขึ้นทั้งในประเทศและต่างประเทศ การเรียนรู้พฤติกรรมของลูกค้าในประเทศจึงเพิ่มขึ้นตาม การวิจัยครั้งนี้มีบริบทมีวัตถุประสงค์เพื่อศึกษาการให้คุณค่าของผู้บริโภคชาวไทยที่มีต่อสินค้าวัฒนธรรมไทย และขยายโอกาสให้ผู้ผลิตเข้ามามีพฤติกรรมผู้บริโภค โดยขยายทฤษฎีคุณค่าผู้บริโภค (Theory of consumption values) ผ่านสี่คุณค่าที่ส่งผลต่อการรับรู้คุณค่าของผลิตภัณฑ์ ซึ่งส่งผลต่อความตั้งใจในการซื้อและความพึงพอใจของลูกค้าด้วย ข้อมูลจากแบบสอบถามออนไลน์จำนวน 412 คนในประเทศไทย ถูกนำมาใช้เพื่อทดสอบสมมติฐาน และการวิเคราะห์เนื้อหาของผู้ให้สัมภาษณ์เชิงลึก 9 คน ถูกนำมาใช้เพื่อให้เข้าใจถึงการรับรู้ของผลิตภัณฑ์มากขึ้น

ผลการวิจัยพบว่าคุณค่าด้านหน้าที่ สังคม อารมณ์ ความรับผิดชอบต่อสังคม มีความสัมพันธ์เชิงบวกต่อความตั้งใจในการซื้อผลิตภัณฑ์วัฒนธรรมไทยและความพึงพอใจของลูกค้า ความรับผิดชอบต่อสังคมเป็นคุณค่าสำคัญที่สุด คุณค่าทางสังคมรับรู้ได้ง่ายเป็นลำดับถัดไป ผู้ที่มีอายุต่ำกว่า 25 ปีรับรู้คุณค่าทางสังคมน้อยกว่าผู้ที่มีอายุมากกว่า 56 ปี เช่นเดียวกับผู้ซื้อประจำที่รับรู้คุณค่านี้นั้นมากกว่าผู้ซื้อไม่ประจำ คุณค่าด้านหน้าที่เป็นคุณค่าที่ได้รับการประเมินเยอะที่สุด โดยเฉพาะคุณภาพและเอกลักษณ์ แต่ผลิตภัณฑ์ทางวัฒนธรรมของไทยนั้นมีประโยชน์ใช้สอยน้อย ทำให้การรับรู้ด้านนี้ต่ำ ความสวยงามและมีฝีมือเป็นสิ่งที่กล่าวถึงมากที่สุดในการประเมินคุณค่าทางอารมณ์ แต่ประสบการณ์และรสนิยมที่แตกต่างกันมีผลอย่างมากต่อการประเมินคุณค่านี้ เพศชาย LGBTQ และกลุ่มที่มีอายุมากให้ความสำคัญและรับรู้คุณค่าของสินค้าวัฒนธรรมไทยผ่านเอกลักษณ์และงานฝีมือ ในขณะที่เพศหญิงและกลุ่มอายุน้อยกว่าเน้นที่การใช้งานสินค้าเป็นหลัก ผลการวิจัยนี้มีผลกับผู้ปฏิบัติงานและผู้กำหนดนโยบายในการออกแบบกลยุทธ์ที่ส่งเสริมให้ผู้คนซื้อ

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Krittanan Deedenkeeratisakul

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Chapter 1 Introduction

From past to present, Thainess products are more accessible to capture international customers than domestic customers due to their appearance and uniqueness. Thai Cultural Identity is one of the remarkable assets in Thai culture and has gained popularity worldwide. People often view Thailand as a wondrous kingdom featuring temples, wildlife, and tropical islands. Customers are attracted by its history, culture, art, and modern capital city. In Thailand, entrepreneurs and local producers often capitalize on these characteristics to create products or services. Currently, Thai cultural products have become unique and have high potential growth as the growth rates of creative industries are 48.73%. Over 820,000 workers work in Thailand's creative industries, adding a 9.5 percent contribution to the country's GDP (PRESS ADVISORY: Strengthening the creative industries: Bangkok hosts expert meeting on art and culture sectors, 2019).

The value of creative industries at the end of 2017 was 1.4 trillion baht, or 9.1% of gross domestic product (GDP), growing over the last ten years (CEA, 2019). However, capturing domestic customers is another dimension because they tend to have different perceptions and purchase factors toward Thainess products. Thai cultural product is a souvenir or exotic collection of goodies and a general product that Thai people use daily and expresses social relationships. Thai cultural product represents Thai culture that domestic customers continue to honor and want to conserve as one of their cultural assets. Furthermore, the major weakness of Thai local brands is marketing as products are not unique and have no difference compared to other brands and other alternative products. Packaging and design are not beautiful and old-fashioned, which cannot capture younger customers' attention. The price is inconsistent with the cost of the product, causing financial problems for the producers. Lack of communication could lead to unclear messages about the brand story and result in the value depreciation of the product. Lastly, the lack of distribution channels makes consumers unable to access products and no publicity through various channels, causing the lower visibility of the brand and the product.

Moreover, the Covid-19 pandemic impacts the Thai creative industry as Thai consumers believe that supporting local brands has become increasingly important. Creative economy agency (CEA) Executive Director Apisit Laistrooglai said COVID-19 and technological development changed consumers' behaviors. The situation provided a turning point when cultural capital was used to increase the value of products and services. In 2021, the economic value of creative industries was estimated at 1.45 trillion baht, and it will increase by 3.57% to an impressive figure of 1.51 trillion baht in 2022 (Bangkok Post, 2021).

To achieve the successful development of the creative industry, focusing on customer perception, purchase intention, and customer satisfaction are significant. It can contribute to a greater understanding of customer behavior and add value and requirements to meet customer satisfaction and repeated purchasing. Understanding customer perception will lead to practical marketing and communication tools. Although many studies have explored the purchase factor of several types of Thainess products, learning about the domestic customers' perceived value toward Thai cultural products is lacking. In this regard, perceived value is further developed from previous research as most domestic customers tend to focus on product functions such as price and quality. However, to gain the entire dimensions to fully understand customers' behavior, especially in domestic markets with different customer segments, additional value will be further determined and explored. Additional values are developed from the theory of consumption, and previous scales developed in the tourism sector, namely PERVAL developed and the concept of consumers' need, 30 Elements of value pyramid by Almqvist et al. (2016). As culture is essential to Thai people and features in daily life, social value is interesting to explore how Thai customers perceive Thai cultural products and how trends can impact their purchase intention. Emotional-related value is an additional value that develops from how individuals' emotion could influence their purchase intention. This value is vital as Thai cultural product is full of beauty, craftsmanship, and authenticity. Social responsibility is a new value that should be considered because previous studies showed that domestic customers want to support the local business, and more domestic consumers are buying more local products during the COVID-19 pandemic. Therefore, these four values will be further

explored in a model measuring perceived value. A conceptual framework and model are developed to explore the domestic customers' value toward Thai cultural products in consumer behavior. This study also seeks to understand domestic consumers' purchase intention and intends to detect variables that influence those values, intention, and decision making. The author investigates the consumer's perception of value toward the cultural product of Thailand.

The specific research questions are as follows: 1. Which value of Thai cultural products are perceived as the most important by domestic customers? 2. How do domestic customers evaluate the value of Thai cultural products on each dimension? 3. Is perceived value related to purchase intention and customer satisfaction? 4. Are there any relationships between demographic factor, customer segment and perceived value

Different analysis statistics will be used to answer the research question. The solution will provide more understanding of customers' behavior and purchase intention, which could lead to more effective customer marketing and better positioning of products and messages.

Chapter 2 Literature Review and Hypotheses

2.1. Cultural Products of Thailand

For many years, cultural products, also known as crafts, handcrafts, ethnic products, or handcrafted products, have been a part of people's life. Traditionally, cultural products were created to play an essential role in the home, work, or social ceremony (Warren & Tettoni, 1996). However, those products could use to nourish the artisan's family and sell to people outside the artisan's community. As demand has grown, production has shifted from single units to mass manufacturing. Cultural products are now items that consumers frequently purchase as gifts or souvenirs (Yu & Littrell 2003). Many cultural products are manufactured from locally sourced basic materials. Older people teach the younger generation about design and techniques. Formerly, crafts have mainly been made for sale within the local community, but now those products are available for purchase locally, nationally, and even internationally.

Various studies defined "cultural products" in different ways. Cultural products were defined in the 1997 UNESCO/ITC International Symposium on Crafts and the Definition of the International Market: Trade and Customs Codification as

“...produced by artisans, either completely by hand or with the help of hand-tools or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. These are produced without restriction in terms of quantity and using raw materials from sustainable resources. The special nature of artisanal products derives from their distinctive features, which can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant” (Association of Southeast Asian Nations Handicraft Promotion and Development Association, 1997)

The 2009 UNESCO Framework for Cultural Statistics defined "cultural commodities" as consumer products that express ideas, symbols, and behavior—identified as the creative and artistic forms of society and its traditional knowledge, which reflected a living culture and the distinguishing elements of a society or a social group in terms of materiality, intellectuality, spirituality, and emotion. Cultural products were goods and services that include the arts (performing arts, visual arts, architecture), heritage conservation (museums, galleries, libraries), the cultural industries (written media, broadcasting, film, recording), and festivals (Cacia & Aiello, 2014). Moreover, many experts and past studies defined cultural products in several ways and meaning. Hirsch (1972) described "cultural products" as nonmaterial products intended for the public of consumers, for whom they usually serve an artistic or expressive purpose rather than a specific utilitarian function. Lampel et al. (2000) defined *cultural products* as nonmaterial goods that offer less utilitarian than aesthetic or expressive functions. Although this emphasis on the nonmaterial existence of cultural goods was largely questionable in the past, the fact remains that as culture is increasingly commodified, commodities are more aesthetic and culturally powered (Harvey, 1992). Some cultural goods convey symbolic significances that give them a cultural value or importance different from any commercial value.

2.1.1 Definition of Cultural product of Thailand

Determining the definition of Thai cultural products and other relevant scopes of education like the creative economy is complicated to measure the magnitude of the value of the creative economy and raise the question "What should be included or not included in the creative economy" result in confusing.

However, the author will be focusing on the definition from the Ministry of culture. According to *Cultural product of Thailand*, cultural product refers to a product developed from Thai culture with value and cultural story that has been inherited from ancestors. It should provide cultural identity, add economic value, and become a commercial product. Cultural products can be classified into two types: conservative products and innovative products. Conservation products must obtain original value and design, while innovative products are more adaptive and applied to

the modern trend. Moreover, the products were divided into five categories: food, fabric, accessory, appliance, ornament, and performing art and martial art.

One of the most well-known cultural products of Thailand is OTOP. OTOP stands for 'One Tambon (meaning sub-district) One Product.' The program's objective is to support and promote the locally made product by each Tambon and encourage local communities to improve their products' quality. Famous OTOP products are as follows: textiles and other related products, wickerwork, pottery, artificial flowers, wooden furniture, furniture from water hyacinth and rattan, flowers, stationery, and lampshades made of paper mulberry, banana leaves, and pineapple leaves, ornaments, and home decoration items from silver or brass Thai handicrafts. Cultural products also include products made from herbs such as soap, shampoo, tea, and aroma oil. Famous rituals and festivals, art, and entertainment are Thai cultural products involving intangible heritage. Muay Thai and Thai dance are famous among domestic and international visitors. Songkran and Loy Kratong are famous festivals that create monetary value within specific areas.





Noted. Adapted from (Cultural product of Thailand, 2019)

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2.1.2 Thai culture and cultural identity

Culture refers to the customs, practices, languages, values, and world views that define social groups, such as those based on ethnicity, region, or common interests. Culture can be tangible and intangible. Thai culture refers to the accumulation of experience, beliefs, religion, conceptions of time, positions, the relationship of time, universe concepts, and material objects and possessions accumulated by a Thai society over centuries through person and society strivings. Thai culture could be categorized into many types according to material and non-material cultures. Ministry of culture categorized cultures into three types such as heritage culture, living culture, and creative culture (แผนแม่บทวัฒนธรรมแห่งชาติ พ.ศ.2550-2559, 2009). Additionally, Klinchan (2018) divided Thai culture into the primary and inheritance cultures. The

primary culture is the national culture that people must maintain and foster permanence as a priority of Thai national spirits and Thai national identities within the Thai nation, such as Buddhism, monarchy, Thai alphabets, and Thai language, Thai traditions, Thai manners, Thai arts and literature and Way of Life. On the other hand, cultural inheritance is related to the storage and transmutation of knowledge through correspondence, imitation, teaching, and learning. The Thais have embraced many aspects of other cultures. This is a selective adoption because only certain things in line with the Thai way of life or that can make life easier are borrowed. Such borrowed ideas and processes are often modified and expanded so that they are hardly remembered as those in the original cultures. In both western and eastern countries, we have lived together with other countries. King Rama IV introduced many new Western ideas to the various affairs of the country. These cultures have been harmonized by all nations as follows: an original inheritance (e.g., knowledge management of science, medical science, culinary style, table manner, cloth), adaptive inheritance (e.g., New Thai word that combines with the English word, western tradition)

Culture and identity are frequently linked. Culture is the crucial factor that impacts identity. Cultural identity is a complex structure defined as the notion of human identity shaped by several connection aspects of life that are not always distinct. It comprises values, meanings, customs, and beliefs used to connect with the world. It also reflects the common past experiences and shared cultural codes. Identity varies on individual judgments, which depend on the different influences of personal behavior, ancestral origin, and physical appearance. Apart from personal judgment, cultural identity is affected by historical events and political conditions (Pitre & Clarke, 2017).

Cultural identity is not exclusive. People may identify themselves in some circumstances and as part of a particular culture. They may also identify with more than one culture. The desired outcomes recognize it as necessary for people to feel a sense of national identity and to be able to belong to particular social or ethnic groups (Cultural Identity, 2003). However, defining a national identity is not a simple matter. Thailand is a diverse nation, made up of many cultural groups with different customs

and traditions. Many people identify their ethnicity as 'Thai,' but how they define their 'Thainess' may differ. For example, they might see a Thai identity in aspects of Thailand's history, artistic or other aspects, national characteristics or traits, or national symbols and icons. Accordingly, culture plays a part in promoting social well-being in many ways. A robust national culture or identity, and strength in artistic endeavors, can be a source of economic strength, innovation, and higher material living standards. Thainess is broadly defined as the unique character of Thai society and its people. Thai experts viewed Thai characteristic makes Thai culture as a way to explain ourselves and relate to the issue of identity. That identity as a national identity is generally described as the combination of Thai society's outstanding characteristics and individuals of different ethnicity, which has helped Thai people maintain their "Thainess" despite historical external influences and challenges. According to the Ministry of Culture information, an author has divided Thai cultural identity into three categories: Material and artistic identity, Behavioral identity, Thoughts, and Beliefs identity. Material and artistic identity is an artificial and tangible identity that can be seen, touched, and has a sense of aesthetics. It could divide into two types: fine art and handicraft art. Fine arts refers to art created by humans with artistic meaning, such as painting, architecture, sculpture, literature, Thai music, and Thai dance. Handicraft art means art pieces used in daily life and improving living standards, divided into two categories: Advanced arts and crafts by Royal artisans and Folk arts by villagers.

Next, the Thais give much consideration to culture and tradition. They follow and maintain faithfully. Behavioral identity is the overall behavior of Thai people that have been accepted and continued, such as characteristics, manners, etiquette, custom, and traditions. Thai greeting, Wai, is one of the most significant behavior identities and the traditional greeting. Also, the Songkran festival is an example of Thai traditions and customs. It is an important event 12 of 70 on the Buddhist calendar; this water festival marks the beginning of the traditional Thai New Year. Lastly, thoughts and beliefs identity is mainly influenced by buddhism. Buddhism introduced cognitive and evaluative components that were integrated into Thai culture. For example, the path to prestige for Thai men is the service in the monastic order. Traditional values

for becoming a monk are to achieve great merit for himself and his parents to go to heaven and become a mature adult.

2.1.3 Cultural product and Creative industry in Thailand

The creative economy is regarded as a significant sector contributor to the national gross domestic product. It has encouraged creativity and knowledge transfer across all sectors of the economy and is a critical sector to promote inclusive growth. Creative industry is an evolving concept that builds on the interplay between human creativity and ideas and intellectual property, knowledge, and technology. It includes advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research & development, software, computer games, electronic publishing, television, and radio. They are also considered an important source of commercial and cultural value. The creative economy is the sum of all the parts of the creative industries, from production to distribution, from tangible products to intangible ideas of the owner. Many countries, including developing countries such as Thailand, have seen a rise in creative industry exports over the last decade, according to the UNCTAD Creative Economy Outlook and Country Profiles Report released in 2018 (UNCTAD, 2018).

Today, creative industries provide new business opportunities for developing countries, and the sector keeps growing. A report conducted in 2015 by Ernst & Young and jointly presented by UNESCO and the International Confederation of Authors and Composers Societies (CISAC) studied 11 cultural and creative industries sectors in Europe, North America, Latin America, Africa, the Middle East, and the South Pacific region. The result revealed that the world's culture and creative industries produce US\$ 2.250 billion in revenue, accounting for 3% of the world's GDP (Santiago, 2015). The value of the global market for creative goods doubled from \$208 billion in 2002 to \$509 billion in 2015. The top ten performing developing economies stimulating global trade in creative goods were China, Hong Kong (China), India, Singapore, Taiwan Province of China, Turkey, Thailand, Malaysia, Mexico, and the Philippines (UNCTAD, 2019). However, there are no new estimates for the creative economy in 2020 due to the COVID-19 pandemic. The pandemic changes our life, but this is the best time to

appreciate the creative economy; as the coronavirus pandemic shut down traditional areas of life, many people took up a hobby, read books, watched endless series and films, listened to digital concerts, or shopped for the latest fashion online. They contributed to the long-term viability of the creative economy. The creative and cultural industries have played an important role in mediating global digital change, significantly after COVID-19 propelled us online in record numbers. Consequently, the resolution recognizes that the creative economy has the potential to assist developing nations and countries in transition in diversifying their production and exports, as well as delivering inclusive and equitable sustainable development (UNCTAD, 2021).

Currently, a new business model is developing in the world today. Governments worldwide have adopted the idea of the "Creative Economy" and are on their way to making it developed, with change in the global market and technological innovation as the key drivers and cultural and intellectual resources as the new factors of production. The Thai government and relevant agencies aim to raise public consciousness of the creative economy as a key to national economic growth and encourage the creatives industry. Since 1961, the Office of the National Economic and Social Development Council (NESDC) has been formulating development policies and strategies as Thailand's national planning agency in the National Economic and Social Development Plan. Every plan has five years, and the government is currently implementing its 12th plan (2017-2021). The creative and cultural economy is strengthened along with the digital economy and bio-based economy, thus adhering to the ideology of the sufficiency economy (NESDC, 2016). During the years 2008-2012, several campaigns and projects aimed at promoting the creative economy and creative industries were launched, mainly through government agencies such as the Digital Economy Promotion Agency (DEPA), the Office of Knowledge Management and Development (OKMD), and the Thailand Creative and Design Center (TCDC).

In addition, in 2010 and 2012, Thailand's ministry of commerce, the World Intellectual Property Organization (WIPO), the United Nations Development Program (UNDP), and UNCTAD co-organized the Thailand International Creative Economy Forum (TICEF). The 10th National Economic and Social Development Plan (2007-2011) focused significantly on the theory of Sufficiency Economy. The word 'creative' was listed ten

times, typically accompanied by the word 'thinking.' Nevertheless, the term 'creative' appeared forty-six times in the 11th National Economic and Social Development Plan (2012-2016), and 'creative economy' was emphasized as one of the core components of social and economic development (Parivudhiphongs, 2018). It would encourage economic structural changes, notably in the production and service sectors, to increase value-added, thereby generating new business opportunities by tapping into Thai society's untapped potential. In the 11th Plan, NESDC defined four major groups and fifteen subgroups within the economy following the classification of UNCTAD as follows:

1. Cultural heritage: Thai crafts, Thai food, traditional medicine, and cultural tourism
2. Arts: visual and performing arts.
3. Media: films and video, publishing, broadcasting, and music.
4. Functional creation: design, fashion, architecture (general architecture, landscape architecture, urban design, interior design, and fine art), advertising, and software.

The value of creative industries at the end of 2017 was 1.4 trillion baht, or 9.1% of gross domestic product (GDP), growing from the last ten years, which averaged up to 5.61%, including cultural tourism 285,179 million baht, Thai food 197,741 million baht and design 187,934 million baht (CEA, 2019). It is often made up of high-quality, affordable arts and crafts, featuring local products that encourage creativity and design innovation. Recently, the growth rates of creative industries have been 48.73%. Over 820,000 workers work in Thailand's creative industries (PRESS ADVISORY: Strengthening the creative industries: Bangkok hosts expert meeting on art and culture sectors, 2019). The creative workforce accounted for only 1% of the total workforce. Most of the labor force works in the craft industry and advertising industry (CEA, 2019).

Due to potential growth, the development of cultural products is an important first step in developing a successful product. The market needs to understand what consumers think or perceive toward cultural products. Knowing consumer preferences is critical for both the producer and the retailer to provide better features related to

the target market. Therefore, consumers perceived value, purchase intention, and satisfaction will be an essential part of consumers' perception of Thai cultural products.

2.2 Decision Making and Generational Differences

The consumer decision-making model will be used as one of the fundamental theories as this thought process may be different among individuals, impacting how people think and perceive the cultural product. Apart from other relevant studies, decision-making and buying behavior should be considered personal factors such as gender, age, occupation, education, and salary.

People need to make multiple decisions about each aspect of their everyday lives. Referring to Kotler and Keller (2012), there are five phases of the buying process: needs identification, information search, evaluation of alternatives, purchase decision, and after-purchase behavior. Nevertheless, it is not crucial that the consumers go through every stage as other factors affect consumers' buying decisions, for instance, advertisement, level of product involvement, and price. The decision-making process enables customers to realize their needs. The process helps them solve problems when they recognize that they want to buy something. It usually starts with the customers wanting to know the information of the brand, price, and location to buy a particular product first and then starts gathering information from various sources and comparing between two or three alternatives to decide which is the most likely to buy. After they buy the product, the actual product might not meet their standard in some ways, or there could have some attitudes of post-purchase behavior towards a product or a brand that depend on the customers after all.



Figure 2 The decision-making process

Consumer decision-making varies from the younger generation to the older generation regarding the various stages of the consumer decision-making process and other influence factors (packaging, technology, moods) (Yap & Yazdanifard, 2014). The differences in generation in decision-making have significant practical consequences and are particularly important to promote a better understanding of sustaining consumer loyalty, satisfaction, and high quality of decision-making across the life span. Currently, Thailand is vastly different from the past generation. It has gone through many significant changes socially, economically, and culturally. Due to many contextual changes, Thais of different generations are growing up differently, thus influencing each generation's unique traits and characters. According to the world statistics data, the current estimation of the 2019 population in Thailand is 69.7 million, categorized into four generations according to their birth years: Baby Boomer, Generation X, Generation Y, and Generation Z. The statistics from the Department of Provincial Administration, Ministry of Interior, revealed that the size of Generation Y was as large as Generation X. Generation Y accounted for 28% of Thai population while Generation X was 27%, followed by Baby Bloomer 18%, Generation Z 21%, and Silent Generation 6%.

Baby Boomer was born between 1946 and 1964. The main character of this generation is a serious person. They are strict about traditions and dedicated to work. They are highly tolerant and economical, often classified as "conservatism (Wiriyā, 2020). They are big spenders and price-conscious. Their decision-making process is heavily based on brand reputation and trustworthiness. Baby Boomers choose products that are dependable and easy to use. They value in-person customer service (Jeyes, 2019).

Generation x, born between 1966 and 1980, is a working people older than 40 years old. Their behavior is direct, flexible, embracing work-life balance, independent, and technologically adaptation. They adapt well to change and value an informal environment. Generation X values a healthy balance between time spent at work and personal time and wants to pursue their aspirations. Because they lived through complicated economic times in the 1980s, they are less committed to employers than their baby boomer parents. They tend to have a robust entrepreneurial spirit. They

also value freedom and responsibility and try to overcome challenges on their own (Wiriya, 2020). Amornvivat et al. (2014) revealed that their average income is around 35,000 THB, and they spend, on average, 65 – 70% of their income on consumption. They often make extensive use of search engines, online reviews, and social media networks regarding their decision-making process before deciding. Email marketing is one of the best ways to communicate with Generation X. Most of them are now parents, and Generation X consumes media that reflects their values. They also prefer brands that are authentic (Lewis, 2020).

According to the Siam Commercial Bank's (SCB) Economic Intelligence Center, Generation Y members account for 45% of the Thai population living in urban areas. Business is now facing the rise of Generation Y, who were born between 1981 and 1995. They are already the drivers of the national economy based on their spending habits. Generation Y's average monthly income is THB 30,000, and they spend 80% of their income. This high income translates into high spending. Generation Y spending currently makes up 27% of the total spending in Thailand. Thailand's Generation Y represents a massive opportunity for a business based on the population segment and their high spending rate. Combining these two is making the total market value up to 3.4 trillion baht in 2015, or 40% larger than Baby boomers and as large as the Generation X market. Generation Y is tech-savvy and information-driven. They depend on the internet and gadgets to access information. They search, make comparisons, and select options using information from the internet. Websites and social media are their primary sources of information. They use social media to guide their online shopping choice by reading online reviews (pantip.com, online blog). Generation Y member heavily focuses on product quality and product functionality (Amornvivat et al., 2014). Durfy (2019) said that Millennials are strongly affected by their peers and the atmosphere of fear of missing out (FOMO). They tend to follow their friends' social media posts, prefer to believe what their colleagues say, and turn to social media to seek affirmation. Lastly, Schawbel (2015) referred that Generation Y is brand loyalty. They are often or always loyal to brands that they currently purchase. A good relationship and deep connection with them will keep Generation Y continuing to purchase from the brand.

Generation Z was born between 1996 and 2015. The study from Mckinsey revealed that there are four core behaviors: Undefined ID, Communaholic, Dialoguer, and Realistic (Francis & Hoefel, 2018). They are digital natives and spend more time on social media. Generation Z is also more likely to follow their favorite brands and to use social media and video-based platforms when making fashion decisions. They also allow their personal networks to weigh in on their buying decision. They loyally support brands that emulate their values (Wiriya, 2020). They also want clarity, trustworthiness, authenticity, and relevance of brands (Gen Z brand relationships: Authenticity matters, 2017). When reaching out to this unique generation of customers, retailers or consumer goods companies must create an atmosphere of trust (Cheung et al.).

Each product categories target a different group of customers, and in addition to creativity, the behavior of different generations should be considered, so the market should match creativity with the targeted consumers. Sustainable business trends and authentic brand communication are important guidelines for business development to mainly attract Generation Y consumers because this group is concerned about the ecosystem. Authentic branding is another important aspect of business development, especially in the growing Craft & Design industry. The Support Arts and Crafts International Centre of Thailand organization (SACICT) have conducted an annual handicraft development trend (SACICT Craft Trend), indicating the application of local wisdom skills to the consumption trend. For 2019, they compiled the craft trend on the concept of “Retelling the Detailing,” which means telling the same old story in a unique way, for example, presenting traditional crafts in a new way. Modifying shape and adding more functions to the original product is one of the examples. This change would make Thai crafts have more distinct characteristics and functions that are more consistent with contemporary values, which could meet the needs of modern consumers, especially Generation Y (Wongrujirawanich, 2019).

Generation Z thinks differently from the producers that were in the older generation. A report from Jingdaily showed that Generation Z people are more likely to shop or shop for Chinese luxury brands or local Chinese brands than Generation X and Y (Ittichai, 2020). There is a study case from the Mae Teeta brand from Sakhon Nakorn province. Mae Teeta reformed the traditional indigo-dyed that had disappeared

from Thailand in the past 50 years. Mae Teeta identified an opportunity in handwoven textiles. The Thai government's promotional campaign has resulted in a high supply of handwoven textiles on the market. On the other hand, handwoven fabrics were not in high demand among a new generation with much money but no appreciation for tradition (CEA, 2019). Moreover, the decision-making process of the younger generation is heavily based on information search from social media and the internet technological development and innovation play an incredibly important role in how the producer can communicate with them or follow the market trend.

Therefore, each generation's characteristics, attitudes, and values are partially different and based on events that form their lives. In the structural models that have been established, the overlap between decision and attitude is most evident. Attitude is one of the psychological influences that affect buying decisions. *Attitudes* are the assessments or emotions stored that drive these evaluations and decisions. Attitudes evaluate preference by directing evaluations of the situation and assessing options for choice. In this sense, attitudes are a stored motivation that directs the selection and evaluation of alternatives (Sanbonmatsu et al., 2014).

2.3 Consumers' Attitude and Purchase Intention

2.3.1 Attitude

An attitude is “a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, events or symbols”(Hogg & Vaughan, 2005). Eagly and Chaiken (1993) stated that an attitude is “a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor.” Attitude's structure can be described in terms of three components (ABC model of attitude): Affective component, Behavioral component, Cognitive component.

1. Affective component: This refers to one's emotional response to an object of attitude. It interacts with thoughts or feelings that come to the surface of something, such as fear or love.

2. Behavioral component: An aspect of attitude consists of a person's tendencies to behave toward an object in a specific way.

3. Cognitive component: This relates to the belief and knowledge involved with an object. Consumer attitudes fundamentally consisting of beliefs, emotions, and persons' intentions towards certain objects. For consumers, belief plays a critical role because it can be positive or negative towards an object. Belief is adjustable and dependable according to the surrounding environment. Additionally, consumers have certain feelings about various products or brands. Emotion, knowledge, and perception sometimes result in beliefs toward a few products and services. Behavioral intentions indicate the person's actual behavior or intention toward the goods. This is often a rational consequence of belief or emotions.

2.3.2 Functions of attitude

Consumers' attitudes towards a product category can serve distinct functions for the individual with different purposes. Considering attitude function is important because persuasive messages that appeal to or match the function served by an attitude will be more persuasive than messages that are irrelevant to or mismatch the function served by that attitude (Salovey & Wegener, 2003). Katz (1960) outlined four functional areas:

1. Knowledge function: Individuals continuously seek knowledge and information. Attitudes allow consumers to simplify decision-making processes.
2. Ego-Defensive function: Attitudes work as maintenance of their self-esteem.
3. Value-Expressive function: Attitudes allow consumers to represent their core values, self-concept, and beliefs to others.
4. Utilitarian function: Consumers use attitudes as ways to maximize rewards and minimize punishment. This attitude also assists people in adjusting to different situations and circumstances.

Each function affects the decision toward products differently. Attitudes serve as a knowledge functionary by providing an encouraging sense of understanding and enhancing decision-making toward the product. Attitudes can also serve several other needs: utilitarian attitudes can maximize rewards and minimize punishments in one's environment received from products. A product attitude will serve this purpose to the degree that it summarizes the positive and negative outcomes associated with the

products (e.g., good taste, favorable clothes) and directs actions that obtain or prevents these outcomes (e.g., buying or consuming the product). Attitudes towards a wide range of goods are likely to serve this utilitarian purpose. Hameed and Soomro (2012) studied the relationship between utilitarian, ego defensive, value expressive, and knowledge functions on consumer attitude and consequently on the selection of coffee parlor by consumer. The result showed a positive relationship between all four functions and consumers' selection of coffee parlors. A few studies determined that choosing coffee serves more of a utilitarian function than a value-expressive function. Attitudes also play a significant role in self-expression and social interaction. For instance, one's attitude towards a luxury product is representative of one's identity and can be conveyed publicly to express a desirable high-status image to others. Additionally, attitudes can eventually serve a maintenance role of self-esteem in a wide variety of ways, for example, associating oneself with pleasing others. Wearing sweatshirts bearing the name of a hometown championship sports team can serve as self-esteem maintenance. Schade et al. (2016) showed that the hedonic and utilitarian attitude functions are relevant across all age groups. The adjustment function strongly enhances luxury brand purchase behavior of late adolescents (16-25 years), while Value expressiveness only impacts the luxury consumption of young adults (26-39 years). Consequently, attitude does not always play a role in all decisions and behavior and does not directly affect most behavior. Decisions may be guided by other factors and the familiarity with preferences. Some behaviors are better guided by past behavior, opportunity, skills, and abilities (Sanbonmatsu et al., 2014). Some goods serve primarily one function. Characteristics of the product itself, including its physical features and other attributes, should contribute to the purposes that the product can serve. A study from Sharma and Chan (2017) explored all attitudinal functions on product evaluations and purchase intention for four types of products (Luxury watch, Anti-virus software, Movie DVD, and Backpack). The result showed that value-expressive, ego-defensive, and knowledge functions have negative effects and utilitarian functions positively affect counterfeit product evaluation. However, these attitudes did not affect their purchase intention, which may depend on other factors such as product quality, price, and packaging.

2.3.3 Attitude and Consumer Purchase intention

The relation between attitude and behavior is important to consider. Consumers' attitudes are a significant factor that influenced consumers' purchase intention. Purchase behavior is the act of purchase by the consumer of a particular product or service. The Theory of Rational Action (TORA), by Fishbein and Ajzen, 1980, plays a significant role in predicting behavioral intention from an attitude towards a particular action and the influence of others. Behavioral attitude refers to how individual has a positive or negative assessment or evaluation of the behavior in question. The more positive attitude, the greater the individual's intention to perform the behavior subject to consideration (Tarkiainen & Sundqvist, 2005). Chen (2007) claimed that the consumer attitude and preferences regarding purchasing a specific product are based on the consumer attitude and personal desirability of the product. Attitude to a certain action is based on beliefs and trust in the consequences of a particular action (Ajzen, 1991). The decision of customers to purchase is very dynamic. Purchase behavior is crucial for customers when considering and reviewing such goods (Keller, 2001). The purchase intention is usually related to customer behavior, perception, and attitude. Ghosh (1990) claimed that purchasing intention is an important method to forecast the purchase process. When customers decide to buy a product in a certain shop, they will be motivated by their intention. However, purchasing intention can be influenced by price, perception of quality and value (Grewal et al., 1998). In addition, customers would be distracted by an internal factor and an external environment during the buying process. Their actions will be influenced by the physiological motivation that triggers their response, which takes them to the store to meet their needs (Kim & Jin, 2001).

Cultural goods such as tourism activities, souvenirs, and handicraft products are influenced by the attitude of tourists about authenticity and their characteristics (Yu & Littrell, 2003). Attitudes towards authenticity significantly impact on buying intention (Cho & Lee, 2013). The attitudes of consumers towards souvenirs reflect their impressions of essential and desirable product characteristics. Physical features, cultural peculiarities, and usage are associated attributes (Littrell, 1997). Attitudes

towards the aesthetics of souvenirs have a clear positive impact on purchase intentions. A more pleasant tourist attitude towards the aesthetic element of souvenirs appears to contribute to high purchasing intentions. Attitudes towards the aesthetic of cultural goods have an important influence on buying intentions (Meitiana et al. (2019). Correspondingly, Korean respondents have a favorable intention to buy cultural goods. Respondent's assessment of aesthetics has become a significant variable in Korean cultural products (Lee et al., 2009).

2.4 Authenticity, Nostalgia and Souvenir

One of the souvenir features that tourists highly valued is authenticity (Meitiana et al., 2019). Therefore, locally handmade, especially if a culture-based design is to be represented, cultural souvenirs are a significant component to build authenticity. Authenticity is important in assessing whether a souvenir is a cultural expression and thus affects the purchasing intention (Asplet & Cooper, 2000). Souvenirs are generally viewed as a reminder of the enjoyment of a journey. The word "souvenir" means "remember" (Gordon, 1986). In their survey of what makes a craft souvenir authentic, Littrel et al. (1993) acknowledged that authenticity depends on the subjective representation of visitors. However, they explained that authentic souvenirs should have certain characteristics: "uniqueness and originality, craftsmanship, cultural and historical credibility, aesthetics and feature and use" (p. 204). Souvenirs, local or luxury goods, have always been commodities that could differ on cost and quantity. However, the relationship between a person and this object is related to the object's purpose or use-value (Benson, 2001). Some souvenirs, particularly those on the cultural tourism market, serve as a form of cultural expression. Consequently, before deciding when to purchase a souvenir, tourists consider the product's relative characteristics, including authenticity, local relationship, portability, usability, and price of the product (Goeldner & Ritchie, 2000). Additionally, tourists are more likely to purchase souvenirs if the shows are excellent quality, innovative and appealing. When consumers buy souvenirs, souvenirs that reflect local culture are the products they consider valuable because they can serve to preserve memories and remind them of the place where souvenirs are purchased (Swanson & Horridge, 2006). The concept of authenticity was introduced

to the field of tourism by Boorstin (1961) and Maccannell (1973). Tourists are constantly searching for authenticity. In their quest for authentic experiences, tourists tend to look back to those “good old days”, which makes nostalgia a crucial element (Kim, 2005). Recent studies adopted the concept of authenticity to examine how visitors perceive the authenticity of heritage buildings in heritage sites. Many researchers also applied the concept of authenticity and nostalgia to identify the value of souvenirs and local products. Asplet and Cooper (2000) also indicated that New Zealand visitors tend to buy souvenir clothing with a traditional Maori cultural style. In this case, the degree of authenticity is influenced by the intention to buy a souvenir. Elomba and Yun (2017) used the concept of authenticity to clarify what tourists demand in the way of souvenirs and what souvenirs they see as authentic. The result showed that tourists generally consider souvenirs as authentic. However, there are major variations in the perceptions of authenticity by international and local tourists due to differences in their sense of cultural proximity or intimacy and how these two groups concentrate their judgment of authenticity. Torabian and Arai (2016) looked at travel blog posts to understand tourist expectations of souvenir authenticity. Four trends have emerged explaining authenticity: (1) using local materials at the destination; (2) crafting by hand and manufactured locally by the artist; (3) showing the artist's signature or hallmark; and (4) more costly individuality, but higher quality and better design. Roostika (2020) examined the behavior of tourist shopping for local goods with authentic values. The finding suggested that product authenticity is based on five dimensions, including commitment to quality, heritage, identity, continuity, and consistency. The authenticity of the product and the attachment of the product have a positive impact on behavioral intention. Lastly, Littrell et al. (1993) revealed that characteristics of the craft-person and the shopping experience influence authenticity. Tourists' perceptions of authenticity varied according to their age, job stage, and tourism style, but not gender. When tourists visit important places with social, historical, and cultural elements, they expand their search for the authenticity and aesthetics of craft souvenirs (Littrell, 1997).

Besides authenticity, a key-identifying feature of a souvenir is nostalgia. Souvenirs as material objects link people to places and memories (Ramsay, 2008).

Benson (2001) viewed that those souvenirs represent the past moment by combining the importance or significance of the site. When recalling an experience, a person could constantly be in the present. The major motivation for holding and storing such artifacts is nostalgia, a state that arises from a wish to identify oneself via the loss of experience in the present. It is not simply nostalgia, and it is a license to idealize and reconstruct a moment according to the narrator's view of reality because of the varying sensitivity of the word nostalgia depending on the use. Nostalgia is an emotional experience caused by consumption (tourism), e.g., nostalgia experience (Lee, 2015). This is the approach taken throughout this study. Nostalgia is also associated with items (e.g., memories, souvenirs) that can allow people to think of the past (Belk, 1990). The key product attribute tourists want is to evoke good memories of their experiences for the souvenir (Olalere, 2017). Another study from Lasaleta and Loveland (2019) has explored that retro style as a way of tapping into nostalgia. Retro-style is classified as new objects which refer to the past by their design. They demonstrated nostalgia leads to greater feelings of authenticity through self-continuity. Apart from product attributes, Kazlauske and Gineikiene (2017) examined the connection between customer age identification, nostalgia, and preferences for nostalgic goods. Consumers prefer to choose nostalgic items more because of their age identification than their past feelings. To summarize, authenticity and nostalgia could potentially evoke the customers' emotions which lead to purchasing intention.

2.5 Consumer Purchase Behavior on "Thainess" Product

Thailand is renowned for its beautiful art and craft. With skills passed down through generations, Thainess product has long been a representation of creativity, and the ingenuity of the nation strongly reflects Thailand's identity. Each of Thainess products reflects local wisdom, meticulous details, and design. One Tambon One Product (OTOP), launched in 2001, is a program that stimulates local producers and aims to support the unique locally made and marketed products of each Thai tambon all over Thailand like this: one province – one product. OTOP products cover a wide range of local products, including handicrafts, cotton and silk clothing, pottery, fashion accessories, household goods, and food. Specific product types of different regions are

noted. Many government agencies have provided the necessary support to these village communities, such as organizing fairs and exhibitions and promoting them through social media. Some OTOP owners are getting this chance to distribute their products. Eventually, the government has supported each group in other forms rather than subsidizing their product, which diminishes the community's self-reliance. For example, they encourage using the Internet system, and the chain stores are set up to extend their distribution channels and market shares. Because of their higher growth rate in Thailand (Community Development Committee), the OTOP products were promoted and developed for purchase via the internet system. One study reported that purchase decisions no longer relied only on the physical cue by the customer. Reliability of the product, website reliability, social influence, and perceived ease of use affects an intention to purchase a customer as a critical cue. Those factors were positively related to the intention to purchase OTOP products online. Social influence has the most impact on the purchasing intention of customers on a product via using an e-Commerce website (Akasarakul, 2017). Moreover, Songwatananon (2016) indicated that most consumers purchased OTOP products because they wanted to support local businesses. Additional findings showed a high and positive correlation between perceived quality, perceived price, confidence and satisfaction, and export performance, with customer satisfaction being the most significant factor affecting export performance. Furthermore, perceived quality also has a positive and direct effect on the confidence and customer satisfaction of the exporter (Sitabutr & Pimdee, 2017). Lastly, several studies showed that product quality, product feature, distribution strategy, and service had influenced the consumer purchase decision on OTOP products.

Thai silk has been one of the best-known handicrafts in Thailand, found not only in various local shops but also globally. Local Thai silk makers have accumulated knowledge, skills, and expertise that represent the precious heritage of every local culture in Thailand. Thai silk is also one of Thai products that boosts Thailand's economy. Thai silk can be manufactured into many product varieties such as home decoration, clothes, and ornaments, making them value-added commodities for the local economy and the economy of the country. Sangkarat (2016) have explored the

buyers' purchasing behavior of female aged between 25 to 40 years old. The result revealed that they perceived Thai silk as antique and old-fashioned. Designs, quality of the dress, ease of washing, variety of design, price, and availability are the most important factors for purchasing Thai silk. Designs were the greatest significant factor attracting teenagers to be interested in the products or not.

Thai herb product is one of the growing markets. The demand for herbal research has been increased to strengthen the belief in herbal treatment and generate new treatments from herbs. Thailand is a well-known country in terms of herbal consumption. Thai people use herbs in their daily lives such as cooking ingredients, curing diseases, nourishing for healthier, herbal facial and body treatments (UKessays, 2018). According to Chankaew (2016), the author found that different types of users are associated with different perceptions, attitudes, and influences towards using Thai herbal medicine. Current users had better perceptions of efficacy and quality and thought Thai herbal medicine was suitable for maintaining a health condition and treating early or chronic diseases. Current users have an interest and confidence in Thai herbal medicine. Non-users had negative product impressions. Non-users thought the money was not worth it, preferred western medicine, and did not believe in local wisdom. The first decision-making influence on Thai herbal medicine was a physician, followed by a pharmacist and an online search engine. In addition, Thongruang (2008) reported that customers tend to find information about the medicine before making a purchase decision, such as gaining social influence from pharmacists and reading the label first. The primary factor affecting consumer decisions in making the purchase was eased to purchase. The customer also provided reasons for purchase, including complete labels, legally licensed products, and good indication. The products themselves and the need to support herbal medicine products were also the main factors affecting consumer decisions in making the purchase of herbal medicines in a modern drugstore in Bangkok.

Thai handicrafts are popular and exported overseas. These magnificent goods are works of art and are meticulously made by local craftsmen. There are particularly beautiful crafts such as wood carving, lacquerware, silverware, rattan, and bamboo. Jeerakul and Pattanasotubon (2011) examined customer behavior in purchasing

bamboo products and explores the marketing and environmental factors involved in the decision-making process for purchasing bamboo products in seven provinces of Northeast Thailand. Results found that customers purchased bamboo items mostly for their own use and as souvenirs. The reason given for purchasing products was that they were inexpensive, easy to purchase, had decent product designs and variety in product design. The main consumers are females. The environmental factor most influenced by the purchasing decision was "the uniqueness of the Thai culture," followed by "the importance of the Thai culture" and "products that contribute to social acceptance." Metsuwan (2014) evaluated attitudes towards coconut shell products, home decorations, and accessories. It also aimed to examine factors influencing the decision to purchase goods made from the coconut shell among 3 groups of Thai people; Chiang Mai, Thai tourists who visit Chiang Mai, and international tourists who visit Chiang Mai. The findings showed that most of the questionnaires from the respondents were females aged 30-39 years. Thai people bought goods because they appreciated the naturalness of the coconut shell, its contemporary design, and its attractiveness. On the other hand, foreigners focused on arts and local identity. The other two studies aimed to find the factor affecting the purchase decision of Thai handicraft products among Thai customers in Chiang Mai. Pilouk (2006) disclosed that Thai tourists' most popular souvenir is wood products. The most affected their decision is price, followed by product, place, and promotion, respectively. Tantraseub (2002) revealed that personal and marketing factors affect the buying decisions. Price had the highest effect, followed by promotion and distribution channels. Most buyers from all studies make decisions by themselves and receive information from friends and family members.

Table 1 The summaries of the main factor that affect the purchase behavior of Thainess products.

Thainess Product	Factor

OTOP	Reliability, Social influence, Quality, Price, Social impact, Convenient to buy
Thai silk	Designs, Quality, Ease to wash, Price
Thai herb	Quality, Social influence, Reliability, Product themselves, Social impact
Thai handicraft	Product, Price, Social impact, Convenient to buy

Generally, the customer will determine products regarding functional value (e.g., price, quality, and usage). In the marketing aspect, decision-making is heavily focused on price and product. However, the product's evaluation can vary from consumer to consumer. Besides the functional value and emotional value, Somoon and Moorapun (2016) found that aesthetic value and uniqueness are two significant factors influencing a tourist to purchase Thai crafts products. Tourists are focusing on the aesthetic value of the product rather than function. Similarly, domestic customers were attracted to Thai handicraft products by their design and the uniqueness of Thai culture.

Apart from the values, buying local is having an impact on communities and businesses across the country. One of the desired outcomes of government involvement in OTOP is to assist community-based cultural product enterprises in overcoming challenges occurring in society at an increasing rate (Achawanantakul & Yamla-Aw, 2017). It also affects the domestic customers as people want to support the local producer and local market as well as the social phenomena that arouse domestic customers to follow the trend. A survey from the Ministry of Commerce found that most domestic consumers bought OTOP products because of reasonable prices, and they want to help local producers and market as well as to distribute income to the community (MGROnline, 2021). Moreover, more domestic consumers are buying more local products during the COVID-19 pandemic.

The McKinsey & Company surveyed more than 5,000 consumers in seven Asian countries - Australia, China, India, Indonesia, Japan, South Korea, and Thailand. They

found one thing in common. Consumers care about hygiene and purchase more local products than before. During the epidemic, layoffs caused many workers to return to their homeland. Therefore, the number of people living in the local community has increased. This group of people prefers convenience by shopping at stores near home and are willing to support their local economy (Wattanakosai, 2020). The report from Mintel revealed the survey results that 51% of Thai consumers believe that subsidizing local products is an effective way to boost the national economy, while 47% consider themselves proud to use Thai products. In contrast, 41% of Thai consumers believe supporting local brands has become increasingly important since the COVID-19 pandemic. In addition, local Pride is a growing trend in Thailand and expanding due to the spread of COVID-19 ("Mintel reveals 51% of Thais believe local subsidies boost Thais economy after COVID-19," 2021). One example of the trend is the silk mask. Silk masks became another new trend during COVID-19, which many people are interested in. Thai celebrities, actors, singers, and influencers wore silk masks during the interview or attended social events. The demand was rising, and many brands were launching silk masks to capture the consumers' (Sompoi, 2020).



Figure 3 Silk Mask

Noted. From "SACICT", 2020

Another popular trend since 2019 is woven bags. Woven bags in Thailand are made of two materials: sedge and water hyacinth. These plants grow naturally in

swamps and canals. Thai producers use Thai wisdom and develop these weeds into a valuable object that increase exponentially. Apart from cultural products, woven bags are also considered eco-friendly products that help create green awareness among consumers. Woven bags have become another critical item for summer which exceedingly popular among Thai celebrities and Thai people ("Hot Trends - Fashion Woven Bag is the items to have for this summer!," 2019).

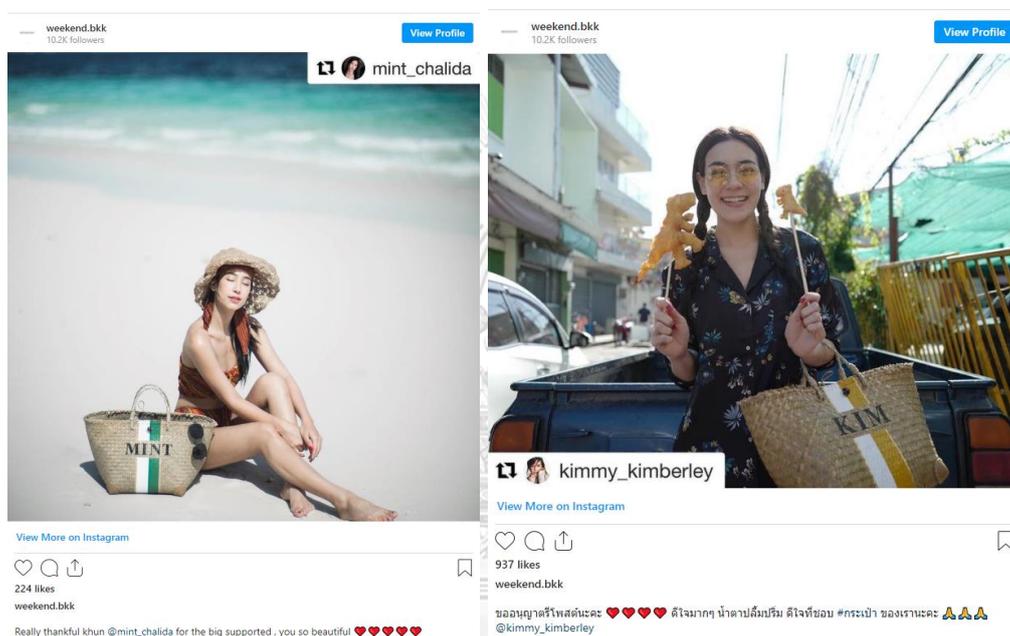


Figure 4 Thai Celebrities and Woven bag

Noted. From “weekend.bkk”, 2019

2.6 Perceived Value

A fundamental basis for the conceptualization of a service's perceived value was developed by Zeithaml (1988). Most of the past research has referred to the concept of perceived value that it has created, which is 'the customer's overall estimation of the value of a product based on expectations of what is obtained and what is offered.' It primarily relates to what the customer receives and what they give to purchase and use the product. According to Utility Theory, purchase latent is likely to increase when customers pay less for the goods and get more value (Dickson &

Sawyer, 1990). Additionally, perceived value is interpreted as a construct of two parts, one of the benefits obtained by the consumer like economic, social, and relationship, and another of the sacrifices made such as price, time, effort, risk, and convenience (Oh, 2003).

Perceived value is a key factor that affects customer attitude and evaluation of the product and their buying decisions (Chang & Wildt, 1994). Recent research studies indicated that perceived value could be a better indicator than either satisfaction or efficiency of behavioral intentions. Perceived value significant related to satisfaction (Omar et al., 2011; Wahid et al., 2014). Petrick (2004) also mentioned that quality, perceived value, and satisfaction are significant predictors of behavioral intentions. The perceived value of brands in terms of quality, price, and social dimensions positively affects customer preferences (Fazal-e-Hasan et al., 2018). Margaretha and Halim (2018) identified the factors that affect consumer value as cost and company's image. Shamim et al. (2017) demonstrated that the Company's brand experience plays a crucial role in growing consumer perceptions and actions based on value creation activities. Wu and Li (2018) illustrated that all mixed marketing elements directly impact on consumer value. In addition, the importance of the consumer (utilitarian, hedonic, and social) has a positive effect on the customer's loyalty. Although research by Zhang et al. (2010) found customer loyalty positively linked to customer sales and customer retention in the field of consumer-packaged goods, both of which encourage Consumer Lifetime Value. Zboja et al. (2016) revealed that consumer perceived value depends on the customer segment.

Several researchers can analyze perceived value on a multidimensional scale from various perspectives. The consumption value theory by Sheth et al. (1991b) was proposed and widely accepted. Another example involving five dimensions is the SERV-PERVAL scale suggested by Petrick and Backman (2002): quality, monetary price, non-monetary price, reputation, and emotional response. Past studies have shown that perceived quality and monetary price are two primary indicators of tourism services' perceived value (Duman & Mattila, 2005). Additionally, the multidimensional approach to perceived value characterizes this overall vision of customer behavior by considering both the cognitive and the affective systems. The two basic dimensions of perceived

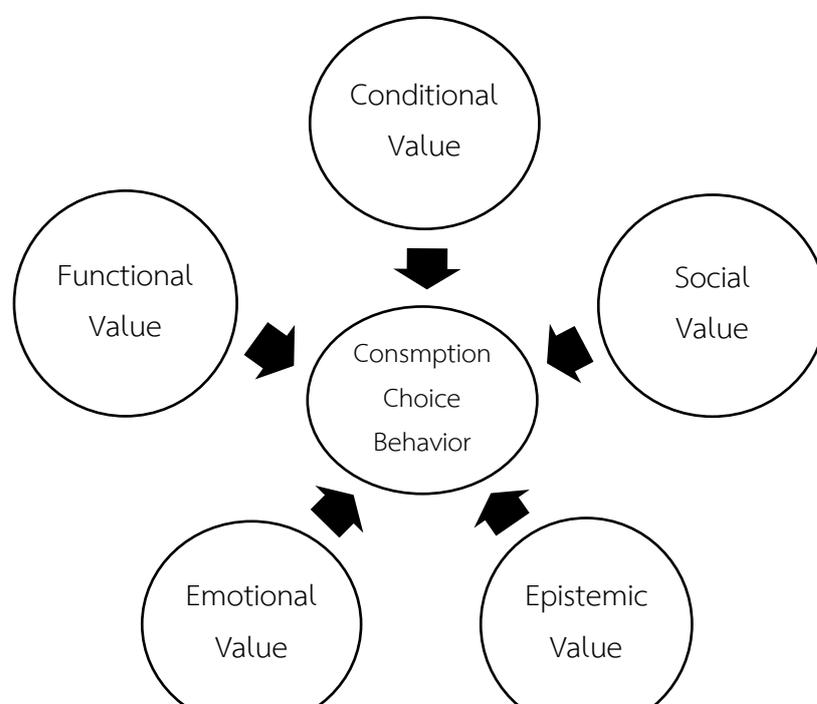
value are discussed by all the scholars: functional and affective. The functional dimension refers to the logical and economic valuations created by people. The product's efficiency and service will be part of this dimension. The affective dimension is less developed, but the feelings or emotions generated by the goods or services are captured. There seems to be a growing consensus that it should be divided into an emotional dimension (relating to internal emotions or feelings) and a social dimension (relating to the social effect of transactions made) (Sánchez et al., 2006).

Table 2 Multidimensional approach and the construct's suggested dimensions to perceived value.

Author (s)	Dimensions
Zeithaml (1988)	<ol style="list-style-type: none"> 1. Intrinsic attributes 2. Extrinsic attributes 3. Quality 4. Other high-level abstractions 5. Price (monetary and nonmonetary)
Sheth et al. (1991a)	<ol style="list-style-type: none"> 1. Functional value 2. Conditional value 3. Emotional value 4. Social value 5. Epistemic value
Groth (1995)	<ol style="list-style-type: none"> 1. Cognitive (perceived utility) 2. Psychological 3. Internal 4. External
Sweeny et al. (1999)	<ol style="list-style-type: none"> 1. Social value (acceptability) 2. Emotional value 3. Functional value (price)

	<ol style="list-style-type: none"> 4. Functional value (performance, quality) 5. Functional value (versatility)
Sweeney and Soutar (2001)	<ol style="list-style-type: none"> 1. Emotional value 2. Social value 3. Quality/Performance 4. Price/Quality
Petrack and Backman (2002)	<ol style="list-style-type: none"> 1. Quality 2. Emotional Response 3. Monetary price 4. Behavioral price 5. Reputation
Sánchez et al. (2006)	<ol style="list-style-type: none"> 1. Functional value (installation) 2. Functional value (Professionalism) 3. Functional value (quality) 4. Functional value (price) 5. Emotional value 6. Social value
Almquist et al. (2016)	<ol style="list-style-type: none"> 1. Functional value (quality, price, sensory appeal) 2. Emotional value (rewards, fun, wellness, nostalgia, aesthetic, attractiveness) 3. Life-Changing (motivation, self-actualization) 4. Social impact (self-transcendence)

Sheth et al. (1991a) developed the theory of consumption values can be applied to different product types, such as durable and nondurable consumer goods, industrial goods, and services. Any or all five consumption values can influence consumer choice behavior and decision-making. Each of these values has a different contribution in specific buying situations, each relates additively, and each contributes gradually. Functional value is primality that causes the consumer's choice. This function refers to the perceived usefulness of a product or service to achieve functional or physical performance resulting from durability, reliability, and price attributes. Social value refers to the perceived utility that arises from the product or service's association with one or more social groups, for example, demographic, socioeconomic, and cultural. Social value is derived from the symbolic importance of an artifact. Brand choices have a social significance called reference group consumption (Escalas & Bettman, 2005). Consumers express themselves using certain products, and their choices can relate to a group. The emotional value affects decisions because of a product's ability to trigger emotions that are perceived to accompany a product's use. Holbrook (1999), who used the term "hedonic" to express emotional value, suggested that consumer experience and the aesthetics of products fulfill their needs. Epistemic value refers to the perceived utility resulting from purchasing a new product or service, which stimulates the desire for knowledge. Conditional value applies to products and services closely tied to use in a set of circumstances. A temporary fictional or social value arises when the specific context creates a need.



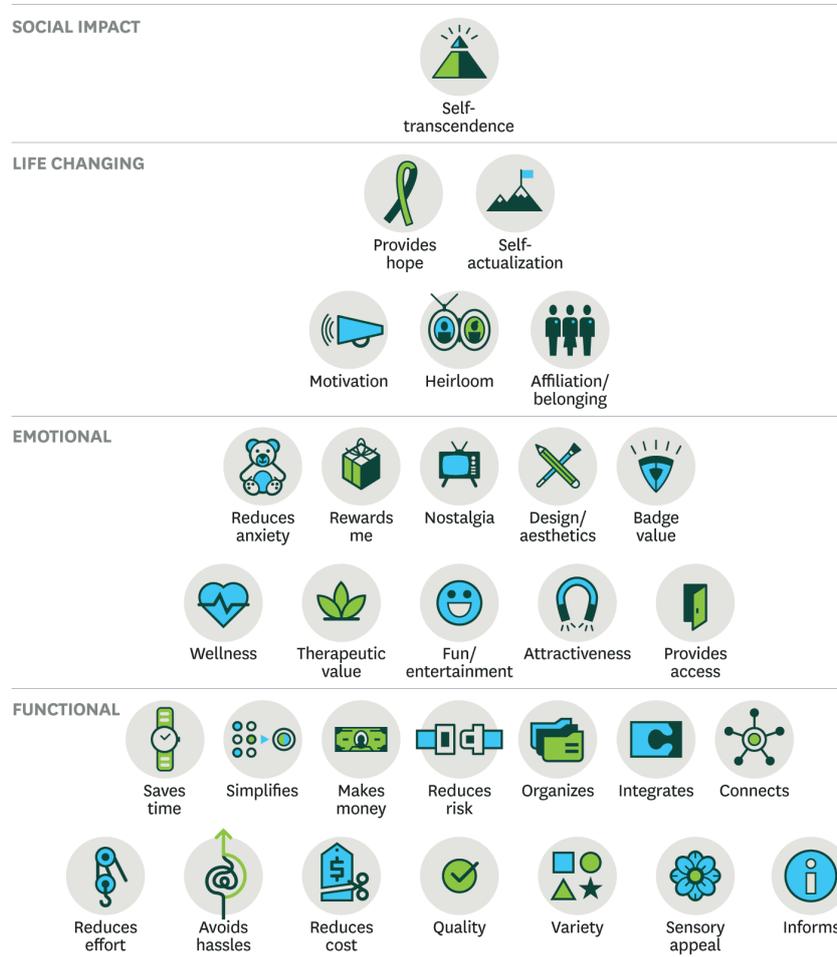
□

Figure 5 The theory of consumption value

However, Sweeney and Soutar (2001) did not consider the epistemic and conditional components in a later investigation. The conditional value was excluded since it is derived from situational circumstances, while the epistemic value was excluded since the surprise feature of hedonic products may only be evident. These authors condensed the five basic dimensions into three: functional value, social value, and emotional value, and devised the PERVAL scale to measure them. Moreover, Almquist et al. (2016) developed 30 elements of value approach from Maslow's "hierarchy of needs" to explore what consumers want from the product. These elements are classified into four types: functional, emotional, life-changing, and social impact. Some elements are more intrinsically motivated, primarily addressing consumers' personal needs. Companies have widely used the value element to understand their customers' needs, and for example, some companies have improved their product designs to provide more elements. Other businesses have used the elements to determine where their customers perceive their strengths and weaknesses. They begin by determining which elements are most important in their industry and how they compare to competitors in those areas.

The Elements of Value Pyramid

Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers' loyalty and the higher the company's sustained revenue growth.



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FROM "THE ELEMENTS OF VALUE," SEPTEMBER 2016

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Figure 6 The Elements of Value Pyramid
Noted. From "THE ELEMENTS OF VALUE", 2016

Although customer perceived value studies have examined a variety of industries and product categories, such as hospitality, luxury products, tourism products, wetland parks. There are a few research that investigated cultural and creative products. Li et al. (2021) explored a relationship model of perceived value and purchase intentions of museum cultural and creative products. The study found that perceived innovation and experience values were the two factors driving consumers to purchase museum cultural and creative products, while quality, social

and price values had no significant influence on purchase intentions. The reason could be the tourists' relatively low perception of the quality, social, and monetary value of museum cultural and creative products in the context of travel rather than in everyday life.

2.7 Customer Satisfaction

In today's competitive environment, marketers of companies aim to identify and perceive various customers' needs to satisfy them in the least time and costs to maximize their satisfaction. Satisfaction refers to the perceived difference between former expectations and perceived post-consumption performance – where outcomes vary from expectations, disappointment happens. The study of satisfaction demonstrates three different satisfaction-related factors constructed: expectation, performance, and disconfirmation. Disconfirmation represents the degree of inconsistency between expectations and results. Disconfirmation could be close to zero (the customer receives what he/she expected), positive (performance exceeds expectations), and negative (performance below expectations). Previous studies have shown that satisfaction is an important factor correlated with perceived value and consumer behavior. Some studies have shown that similar consumer satisfaction and transactions result from high perceived value levels (Kang & Schrier, 2011). Furthermore, consumption values determine purchasing decisions, satisfaction, and brand engagement, as Anderson et al. (1994) found that functional value can improve customer loyalty. In addition, Garbarino and Johnson (1999) noted that customer satisfaction is a comprehensive valuation based on the experience of consumption and overall purchase, along with good service with a specific duration.

Consequences of satisfaction are the word of mouth, attitude, and intention to repurchase (Oliver, 1980). Past studies have indicated that expectations of service quality and value influence satisfaction. It often influences loyalty and post-compartment (Chen, 2008). Alderighi and Lorenzini (2011) examine that when it comes to cultural capital accumulation, consumers can compromise some of their current

usages to achieve higher returns in the future. Thus, the relationship between satisfaction and demand for cultural products can be symmetric.

2.8 Conceptual Framework and hypotheses

Based on the concept considered above and the objectives of this study, a conceptual framework is presented in Figure 7. The proposed model simultaneously examines the relationship between independent variables such as functional value, social value, emotional-related value, and social responsibility. The model proposed that perceived value is a consequence of customer satisfaction and purchase intention.

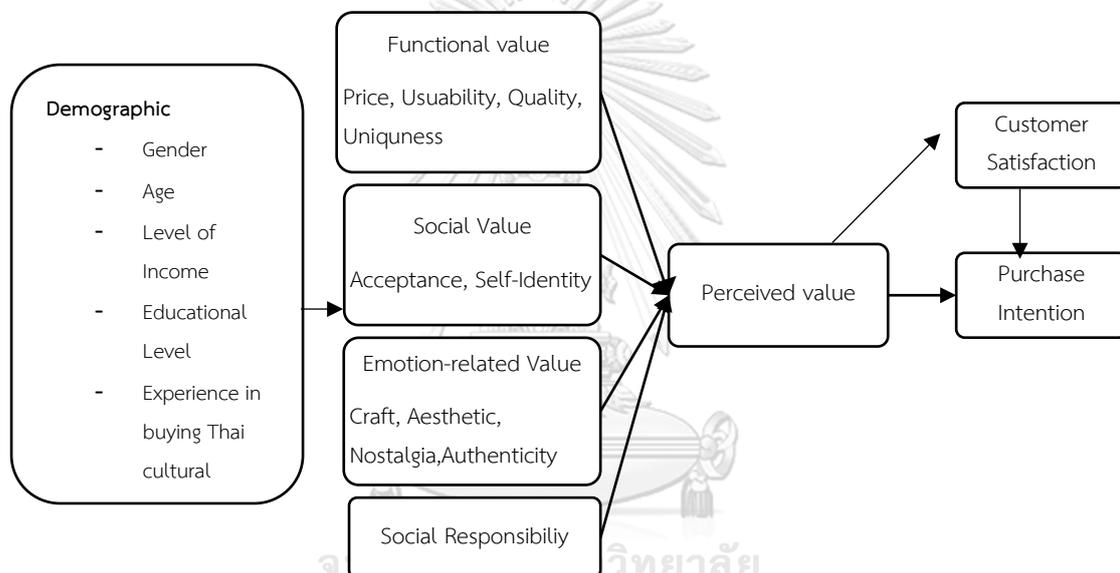


Figure 7 Conceptual Framework

The current paper proposes a method for understanding and measuring consumer value in the context of cultural products. When compared to other industries, the cultural product market has certain characteristics. The multidimensional approach to perceived customer value considers the construct's four dimensions: functional, social, and emotional (Sweeney & Soutar, 2001) and social impact (Almquist et al., 2016). However, additional items such as craftsmanship, authenticity, and nostalgia are added to the emotional value, making the value more consistent and relevant to Thai cultural products. The hypotheses of the dimensionality of the perceived value are proposed as follows:

H1: Functional value is positively related to perceived value.

H2: Social value is positively related to perceived value.

H3: Emotional-related value is positively related to perceived value.

H4: Social responsibility is positively related to perceived value.

H5: Perceived value is positively related to purchase intention.

H6: Perceived value is positively related to customer satisfaction.

H7: Customer satisfaction is positively related to purchase intention.



Chapter 3 Research method

3.1 Methodology

This mixed-method study included collecting of qualitative and quantitative data to achieve all research objectives and identify all the variables. Both quantitative and qualitative research is necessary for the researcher to understand customer's perceived value toward Thai cultural products. The data will be able to apply this research to expand opportunities to sell Thai cultural products to domestic customers. The mixed-method consisted of two phases:

1. Gathering and analyzing the quantitative data
2. Gathering qualitative data to better clarify or elaborate quantitative results

Mixed methods research has been described as a philosophic-based model of research incorporating qualitative and quantitative models of research, such that evidence can be mixed and information increased in a more meaningful way than either model could achieve on its own (Creswell & Clark, 2011).

3.2 Sample and Data Collection

The researcher uses the primary data to gather original data from different generations: Baby boomers, Generation X, Generation Y, and Generation Z. A total of 412 participants in the study with ages ranging from 18 to 65 were selected by using convenience sampling. Conducting questionnaires, material from systematic reading, and evaluating numerous research published worldwide are used.

Secondly, the researcher analyzed data to observe consumers' behavior and opportunities for Thai cultural goods in the domestic market. For the qualitative phase, 9 participants were selected using judgmental sampling according to the customer group from cluster analysis. The researcher will specifically choose the respondents according to the result of cluster analysis to participate in the in-depth interview. All participants gave their consent to allow the researcher to audiotape the interviews and use data for further study.

3.3 Survey instruments

3.3.1. Quantitative research: Questionnaire

Quantitative research was conducted through an online questionnaire to quantify the findings. The expected results from the research method aim to study the customers' valuation of Thai cultural products, identify a potential market segment and determine success factors that affect purchase intention and criteria to influence decision making to purchase Thai cultural products. All factors in the conceptual framework will be further analyzed. The result will emphasize more through the in-depth interview in the next phase. The questionnaire can be found in Appendix A.

3.1.1.1 Questionnaire design

The questionnaire was separated into three parts as below.

Part 1: General question

This part contains information about the respondents, such as age, gender, education, occupation, and level of income.

Part 2: Basic information and Screening question

This part contained questions about the knowledge and facility of the respondents toward Thai cultural products. Questions cover basic information to screen the respondent's behavior, such as what they usually buy and are frequent buyers.

Part 3: Perceived value and Purchase intention toward Thai cultural products

The purpose of the question was to discover domestic buyers' perceptions of Thai cultural products and their intentions to buy them. The respondents were asked to evaluate each item on a scale from 1 to 5 (Likert-scale) depending on how strongly they disagreed or agreed. The questions consider all elements and values.

3.3.2. Qualitative research: In-depth Interview

Qualitative research was conducted via an in-depth interview to find customers deeper understanding and insight. The interview included one-on-one interviews with 6 respondents who live in Bangkok and are aged between 18 and 65 years old. The in-depth interview took place after gathering data from online questionnaires and cluster analysis as they were used to assist the quantitative part analyses. Many open-ended questions and semi-structured interview techniques were included in the list of

questions, allowing interviewees to respond, and the interviewer would modify questions and survey responses. Respondents are separated into two groups: a group familiar with Thai cultural products and a group unfamiliar with Thai cultural products. These two groups were asked the same set of questions. The testing approach tends to allow respondents to clarify and explain more about their attitudes and point of view, allowing the researcher to consider the perceptions and perspectives of the consumer.

The anticipated outcome of the in-depth interview approach is to study how respondents value Thai cultural products to understand the perceived value, customer satisfaction, and behavioral intention in more detail. Next, the aim is to determine the most valuable factors that affect purchase intention and criteria in influencer decision-making to purchase Thai cultural products, such as price, usage, packaging, word of mouth, and distribution channel to understand customer insight that enables to adapt to marketing or marketing sales strategy. The method, content analysis, is finally used to generate analysis from the obtained information. The questionnaire can be found in Appendix B.

3.4 Measures

The data collection questionnaire was divided into three sections. The first section of the questionnaire contains a series of demographic questions that allow the respondent to be classified. The second section of the questionnaire feature questions about their behavior. The third section of the questionnaire contains items from the scales used to measure the constructs under study, with respondents rating their level of agreement on a 5-point Likert scale.

Table 3 Study Measure

Measure	Measurement	Sources
Functional Value	Price - The price of Thai cultural products is reasonable.	Li et al. (2021) Sweeney and Soutar (2001)

	<ul style="list-style-type: none"> - Thai cultural products are worth the money. 	
	<p>Usability</p> <ul style="list-style-type: none"> - Thai cultural products are useful and functional. - Thai cultural products are possible to use daily. - Thai cultural products are made for practical reasons. 	
	<p>Quality</p> <ul style="list-style-type: none"> - Thai cultural products are well made. - Thai cultural products would perform consistently. - Thai cultural products have an accepted standard of quality. 	
	<p>Uniqueness</p> <ul style="list-style-type: none"> - Thai cultural products are highly unique. - Thai cultural products are different from other alternative products. - Thai cultural products have a distinct characteristic. - Thai cultural products are difficult to imitate. 	Aydin (2016)
Social Value	<p>Acceptance</p> <ul style="list-style-type: none"> - I feel accepted when I buy Thai cultural products. - Buying Thai cultural products makes me gain the attention of others. 	Li et al. (2021) Sweeney and Soutar (2001)

	<ul style="list-style-type: none"> - Buying Thai cultural products would make a good impression on other people. - Buying Thai cultural products would give its owner social approval. 	
	<p>Self-identity</p> <ul style="list-style-type: none"> - I see myself as a person who is concerned about culture. - I see myself as a cultural consumer. - Buying Thai cultural products helps reflect who I am. - Buying Thai cultural products help others perceive who I am. - I buy Thai cultural products instead of alternative products because I want to follow the trends at that time. 	<p>Li et al. (2021)</p> <p>Zeugner et al. (2015)</p> <p>Sweeney and Soutar (2001)</p>
Emotional-related Value	<p>Craft</p> <ul style="list-style-type: none"> - I buy Thai cultural products because of the craftsmanship and skill of the producer. - I buy Thai cultural products because of the production process that shows cultural value. - I buy Thai cultural products because they demonstrate the quality of local craftsmanship and knowledge. 	<p>Boonsomsuk (2019)</p> <p>Yu (2000)</p>
	<p>Aesthetic</p> <ul style="list-style-type: none"> - Thai cultural products are interesting. - Thai cultural products have a beautiful and attractive appearance. 	<p>Qin et al. (2019)</p> <p>Howard and Gengler (2001)</p>

	<ul style="list-style-type: none"> - Thai cultural products are creative. 	
	<p>Nostalgia</p> <ul style="list-style-type: none"> - Thai cultural products remind me of the past. - Thai cultural products represent the local culture that aroused my memory. - Thai cultural products are linked to my past experiences. - Thai cultural products remind me of my childhood. 	<p>Khan and Hussainy (2019)</p> <p>Pascal et al. (2002)</p>
	<p>Authenticity</p> <ul style="list-style-type: none"> - Thai cultural products are made from traditional materials. - Thai cultural products are made from traditional methods. - Thai cultural products have traditional patterns and designs. - Thai cultural products made by local people 	<p>Deng et al. (2021)</p> <p>Cho and Lee (2013)</p> <p>Asplet and Cooper (2000)</p> <p>Littrell et al. (1993)</p>
Social Responsibility	<ul style="list-style-type: none"> - Buying Thai cultural products instead of alternative products makes me feel like I am conserving Thai culture. - Buying Thai cultural products instead of alternative products makes me feel like I am helping the market and entrepreneurs. - Buying Thai cultural products instead of alternative products makes me feel socially responsible. 	<p>Rujiprak and Limpraserk (2020)</p> <p>Rodrigues (2014)</p> <p>Roberts (1996)</p>

	<ul style="list-style-type: none"> - Buying Thai cultural products instead of alternative products would help generate more economic benefits. 	
Customer Satisfaction	<ul style="list-style-type: none"> - The overall feeling gained from using Thai cultural products is satisfactory. - I received what I expected after using Thai cultural products. - Choosing Thai cultural products instead of alternative products was the right decision. 	Yoopetch (2017) Siu et al. (2015)
Purchase Intention	<ul style="list-style-type: none"> - I am likely to buy or use Thai cultural products. - I will repurchase Thai cultural products. - I would like to support Thai cultural products. - I would like to promote and recommend others to use Thai cultural products. 	Li et al. (2021) Boonsomsuk (2019) Yadav and Mahara (2019)

3.5 Data Analysis Structure

This study consists of four research questions, each data from a different analysis is further used to answer the research question in Table 4.

Table 4 Research question and Statistical analysis

Research Question	Statistical analysis
1. Which value of Thai cultural products are perceived as the most important by domestic customers?	<ul style="list-style-type: none"> - Confirmatory Factor Analysis - Structural Equation Modeling

2. How do domestic customers evaluate the value of Thai cultural products on each dimension?	<ul style="list-style-type: none"> - Opinion-level data - Content Analysis
3. Is perceived value related to purchase intention and customer satisfaction?	<ul style="list-style-type: none"> - Structural Equation Modeling
4. Are there any relationships between demographic factor, customer segment and perceived value?	<ul style="list-style-type: none"> - One-way ANOVA - Independent T-test - Cluster Analysis

Research Question 1 and 3 uses confirmatory factor analysis and a structural equation model to explore which value the domestic customer perceived significantly toward Thai cultural products. Confirmatory factor analysis (CFA) is a statistical approach for confirming a collection of observed variables' component structure. The researcher can use CFA to assess if there is a relationship between observable variables and their underlying latent components. The researcher presupposes the relationship pattern a priori using theory, actual investigation, or both, and then statistically tests the hypothesis (Hu & Bentler, 1999). The parameter estimations are examined to determine if the model fit is acceptable. The z statistic is used to distribute the ratio of each parameter estimate to its standard error, and it is significant at the 0.05 level. Therefore, all correlation coefficients are statistically significant at $p < 0.5$ level. Table 5 shows statistics for the Goodness of Fit Index.

Table 5 Goodness of Fit Index

Statistics for analysis	Recommendation on Fit indices
CMIN/DF	Less than 3.0
P-value	Exceeds 0.05
Goodness of Fit Index (GFI)	Exceeds 0.90

Adjust Goodness of Fit Index (AGFI)	Exceeds 0.90
Root Mean Square (RMS)	Less than 0.08
Tucker-Lewis Index (TLI)	Exceeds 0.95
Comparative Fit Index (CFI)	Exceeds 0.90
Root Mean Square Error of Approximation (RMSEA)	Less than 0.05

Research Question 2 uses an opinion level from an online questionnaire to discover how domestic customers evaluate Thai cultural products. Online questions include four values, customer satisfaction, and purchase intentions. The question asked the respondent to rate from 1 to 5 (Likert-scale) as they strongly disagreed or strongly agreed with the statement. The result is interpreted as follows:

Mean score from 4.51 - 5.00 is strongly agree

Mean score from 3.51 - 4.50 is agree

Mean score from 2.51 - 3.50 is neutral

Mean score from 1.51 - 2.50 is disagree

Mean score from 1.00 - 1.50 is strongly disagree

Data from in depth interview will be analysis and use to elaborate the data from an online questionnaire.

Research Question 4 compares the mean values of Thai cultural products classified by gender, age group, and level of income using One-way ANOVA and independent T-test. The researcher chose Welch's statistic that has been adjusted for the F-test to be appropriate and strong enough to analyze the case of the variance of the value of Thai cultural products. The statistical t-test was used in the case where the variance was similar. All coefficients are statistically significant at 0.5 level. Additionally, if the analysis result indicates that at least one group identifies values differently, Post-hoc tests were required by the Games-Howell method for cases where the variance was heterogeneous. Research Question 4 will also focus on customer segments that will use the same data set and analyst by cluster analysis. Cluster analysis is grouping a set

of data objects into clusters. This study uses k-mean clustering to represent customer segments by splitting a dataset into a set of k groups. In k-means clustering, each cluster is represented by its center which corresponds to the mean of points assigned to the cluster.

3.6 Data Analysis Plan

To summarize, Table 6 illustrates the structure of questionnaires and analysis. Method of study and analysis tool has been designed according to the research question.

Table 6 Questionnaire flow and analysis framework



Phase	Goal	Method	Outcome
Phase 1: Quantitative Research	<ul style="list-style-type: none"> ● Test Hypothesis ● Find relation amount variables 	<ul style="list-style-type: none"> ● Convenient sampling of 412 participants (18-65 years old) ● Conduct online questionnaire by using closed-ended question in the form of short answer, multiple choices and 5-point Likert Scale. ● Analyze by Confirmatory Factor Analysis ● Test Hypotheses by Structural Equation Modelling ● Classify consumer segment by cluster analysis 	<ul style="list-style-type: none"> ● Generalize the result and report through statistical analysis
Phase 2: Qualitative Research	<ul style="list-style-type: none"> ● Elaborate quantitative result 	<ul style="list-style-type: none"> ● Judgmental Sampling ● 9 participants according to profile group from cluster analysis ● In-depth interviews by using open-ended question (Semi-structured question) 	<ul style="list-style-type: none"> ● Gaining deeper understanding and insight on purchase behavior and consumer value toward Thai cultural product

		<ul style="list-style-type: none">● Analyze by Content Analysis	<ul style="list-style-type: none">● Emphasize the result (independent variable) from quantitative data● Narrative report with contextual description and direct response from respondents
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Chapter 4 Data analysis and Result

As the mixed method applied to this research approach, the data collection from quantitative research analyzed by confirmatory factor analysis (CFA) and structural equation modeling (SEM) will be used to test the proposed model and hypotheses. Independent T-test and One way ANOVA will be used to analyze to compare the valuation between groups. The highlight result from this method will be further discussed simultaneously with data from qualitative research to emphasize and obtain a deep understanding of consumers' perceived value toward Thai cultural products. Cluster analysis will be used to explore the customer segment in the domestic market as well as the information from in-depth interviews will be elaborated on in this section. Therefore, quantitative, and qualitative results are presented in a separate section.

The results of this analysis are divided into three parts:

1. Factor loading and Hypothesis testing
2. Comparison analysis of the value of Thai cultural products
3. Customer segment with content analysis from in-depth interview

4.1 Demographic profile of respondents

The demographic information of the respondents is summarized in Table 7. The majority of respondent is female (55.9%, n= 231), aged 25-40 years (56.7%, n= 234), held a bachelor's (61.5%, n = 254), and worked in a private company (35.6%, n = 147). Fewer participants worked as freelance (7%, n = 19), and earned a monthly disposable income of between 30,000 THB and 50,000 THB. Most of the participants have purchased Thai cultural products. 58.4% of them considered themselves frequent buyers. The top three cultural products that they usually purchase are products for general use, garment and fashion accessories, and decoration and ornament. However, the frequent purchase is less than one time per month. Most

respondents pay attention to quality, uniqueness, and craft when purchasing Thai cultural products.

Table 7 Demographic characteristics (n=412)

Variable	%	n
Gender		
Female	55.8%	230
Male	31.8%	131
LGBTQ	12.3%	51
Age		
Under 25 years old	16.2%	67
25-40 years old	56.7%	234
41-56 years old	18.2%	75
Over 56 years old	8.7%	36
Education level		
Primary School	0	0
Junior High School	0.7%	3
Senior High School	1.7%	7
Technical or Vocational Qualification	7%	29
Undergraduate	61.4%	253
Postgraduate	29.1%	120

Occupation		
Students	14.5%	60
Government Officer	20.1%	83
Employee	35.6%	147
Individual industrial and commercial	22.5%	93
Freelance	7%	29
Other	0.4%	2
Monthly Income		
Less than 15,000 THB	14.3%	59
15,001-30,000 THB	23.3%	96
30,001-50,000 THB	32.2%	133
50,001-80,000 THB	17.7%	73
80,001-100,000 THB	6%	25
Higher than 100,001 THB	6.3%	26
Purchase Thai cultural product		
Yes	96.1%	396
No	3.9%	16
Frequent buyer		
Yes	58.3%	240
No	41.7%	172

Top Three Most Purchased Products		
Product for general use	57.1%	236
Garment and Fashion accessories	50.8%	210
Product for household	46.2%	191
Top Three Factors That People Considered in buying Thai Cultural Products		
Quality	49.6%	205
Uniqueness	46.2%	191
Craft	44.6%	184

4.2 Confirmatory Factor Analysis – Hypotheses Testing

The primary objective of confirmatory factor analysis is to determine the ability of a predefined factor model to fit an observed set of data. At this stage, we use AMOS Version 21 to analyze the relationship in the form of a structural equation modeling. There are three variables in structural equation modeling: Perceived Value, Customer Satisfaction, and Purchase Intention.

The confirmatory factor analysis results of each variable are as follows: Purchase intention, Customer satisfaction, Perceived Value with functional value, social value, emotional-related value, and social responsibility. The Perceived Value measurement model measured the measure through 39 questions, including 12 functional values, 9 social values, 14 emotional-related values, and 4 social responsibilities. All coefficients are statistically significant at level .05. The relationship and factor loading from confirmatory factor analysis results show in Appendix c.

4.SR	.694	.676	.788	1.00							
5.CS1	.581	.464	.549	.520	1.00						
6.CS2	.536	.460	.559	.566	.328	1.00					
7.CS3	.549	.575	.563	.560	.422	.337	1.00				
8.PI1	.555	.600	.572	.577	.480	.437	.369	1.00			
9.PI2	.541	.512	.612	.616	.464	.500	.425	.426	1.00		
10.PI3	.475	.323	.523	.516	.354	.389	.398	.363	.286	1.00	
11.PI4	.590	.503	.581	.579	.512	.366	.471	.452	.464	.314	1.00
M	4.24	4.00	4.15	4.17	4.25	4.14	4.22	4.14	4.19	4.33	4.29
SD	0.48	0.75	0.52	0.61	0.75	0.81	0.81	0.87	0.78	0.76	0.78

* Note. All correlation coefficients have a statistical significance at $p < .05$ level.

The results of this analysis use criteria to interpret the coherence of the model with empirical data using statistical values. The standardized root mean square residual (SRMR) square root must be less than 0.08, and the Tucker & Lewis Fit Index (TLI) must be greater than 0.95. Comparative Fit Index (CFI) must be greater than 0.95, and the root means the square error of approximation (RMSEA) must be less than 0.08.

The results showed that the Chi-square value (χ^2) is 37.78, the relative chi-square value (χ^2/df) is 1.30, and the p-value is 0.114. The root mean square error of approximation (RMSEA) was .026. The comparative fit index (CFI) is .996. Tucker-Lewis index (TLI) is .992, and The sample standardized root mean squared residual (SRMR) was .042, indicating Structural. The model has a robust consistency with observational data, showing the cause-and-effect results and hypothesis testing in Table 19.

The analysis results can be explained according to the research hypothesis set as follows: Hypothesis 1 Functional value is positively related to perceived value. The factor loading of the functional value on the latent variable, perceived value, is equal to .696 ($\beta = .696$, $p < .05$), where functional value described perceived value at 48.40% ($R^2 = .484$). Therefore, hypothesis 1 is accepted that functional value is positively related to perceived value.

Hypothesis 2 Social value is positively related to perceived value. Factor loading of social value on latent variable, perceived value, is equal to .860 ($\beta = .860$, $p < .05$) where social value describes Perceived value at 73.90% ($R^2 = .739$). Thus, the second hypothesis is accepted that social value is positively related to perceived value.

Hypothesis 3 Emotional-related value is positively related to perceived value. The factor loading of the emotional-related value on the latent variable, perceived value, is equal to .770 ($\beta = .770$, $p < .05$), where the emotional-related value explained the perceived value at 59.30% ($R^2 = .593$). Therefore, it accepts that emotional-related value is positively related to perceived value.

Hypothesis 4 Social responsibility is positively related to perceived value. Social responsibility factor loading on latent variable perceived value is .912 ($\beta = .912$, $p < .05$). This value describes perceived value at 83.20% ($R^2 = .832$), thus accepting hypothesis 4 that social responsibility is positively related to perceived value.

Hypothesis 5 Perceived value is positively related to purchase intention significantly. The path coefficient of perceived value towards purchase intention is .504 ($\beta = .204$, $p < .05$), Hypothesis 5 is accepted that perceived value is positively related to purchase intention.

Hypothesis 6 Perceived value is positively related to customer satisfaction was statistically significant at the .05 level, where the path coefficient of perceived value towards customer satisfaction was .776 ($\beta = .776$, $p < .05$). Therefore, it accepts hypothesis 6 that perceived value is positively related to customer satisfaction.

Hypothesis 7 Customer Satisfaction is positively related to purchase intention with a statistically significant level of .05, where the path coefficient of customer satisfaction towards purchase intention was .196 ($\beta = .196$, $p < .05$). Consequently, customer satisfaction is positively related to purchase intention.

Table 9 Hypothesis Testing — Structural Equation Model

Paths	B	SE	β	t	R ²	Hypotheses Tested
Measurement Model						
Perceived Value						
1.Functional Value	1.00	—	.696	15.26	.484	Accept H1
2.Social Value	0.76	0.08	.860	25.68	.739	Accept H2
3.Emotional-related Value	1.06	0.09	.770	26.50	.593	Accept H3
4.Social Responsibility	0.86	0.07	.912	31.79	.832	Accept H4
Customer Satisfaction						
1.Customer Satisfaction 1	1.00	—	.790	27.38	.624	
2.Customer Satisfaction 2	0.85	0.10	.803	14.12	.645	
3.Customer Satisfaction 3	0.89	0.09	.785	15.43	.617	
Purchase Intention						
1. Purchase Intention 1	1.00	—	.999	20,222.83	.999	
2. Purchase Intention 2	0.94	0.04	.930	146.00	.864	
3. Purchase Intention 3	0.87	0.03	.957	241.60	.916	
4. Purchase Intention 4	0.75	0.09	.832	12.27	.692	
Structural Model						
Perceived Value → Purchase Intention	0.79	0.11	.504	8.02	.446	Accept H5
Perceived Value → Customer Satisfaction	1.01	0.09	.776	23.52	.602	Accept H6
Customer Satisfaction → Purchase Intention	0.24	0.07	.196	3.16		Accept H7
Model fit Statistics:						
$\chi^2(df=29, N=412) = 37.78, p=.114, CFI=.996, TLI=.992, RMSEA=.026, SRMR=.042$						

Note. All coefficients are statistically significant at level .05.

The result also showed that perceived value and customer satisfaction could describe purchase intention at 60.20% ($R^2=.602$), while perceived value could explain customer satisfaction at 44.60% ($R^2=.446$).

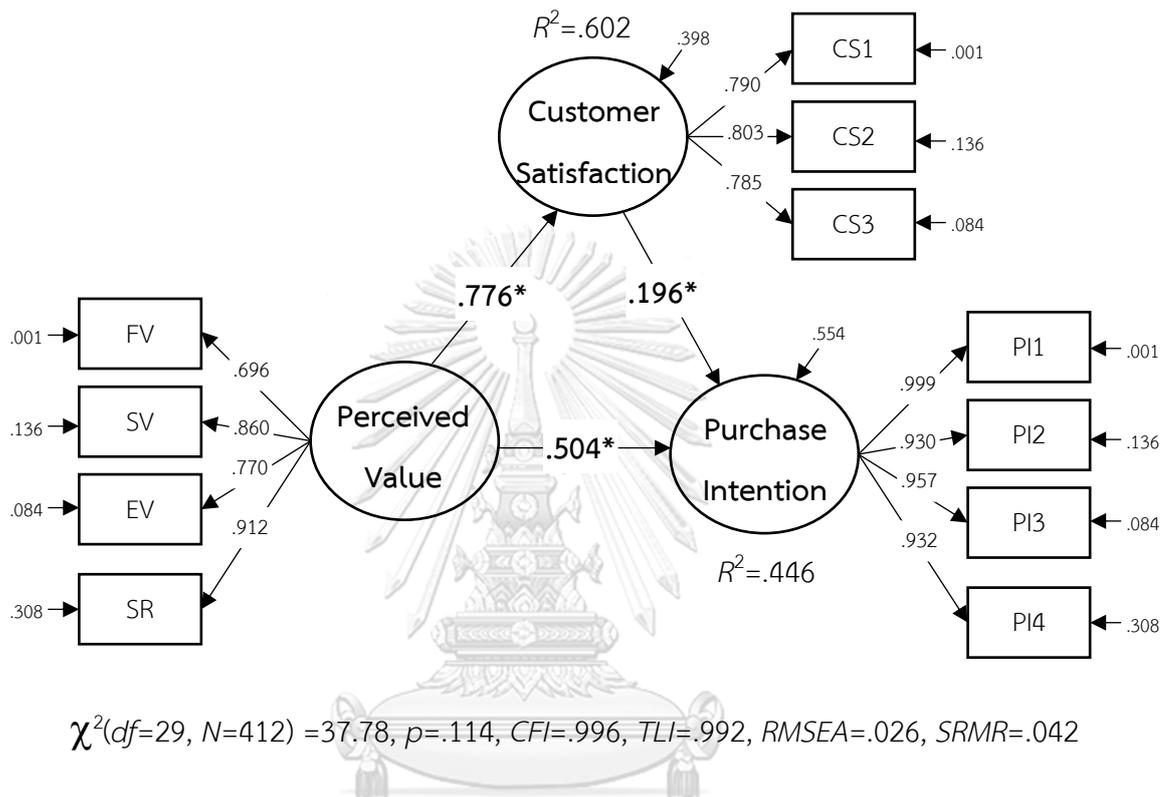


Figure 8 Results of Structural Equation Model

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Note. * $p < .05$, All standardized coefficients are reported.

All values are decisive dimensions of perceived value in determining purchase intention and customer satisfaction, as observed from all data, and are arranged in order from the Second-order Confirmatory Factor Analysis: social responsibility, social value, emotional-related value, and functional value. The analysis results can interpret those domestic customers perceive social responsibility the most toward Thai cultural products, followed by social, emotional, and functional values.

4.3 Results of value analysis on domestic consumers towards Thai cultural products

From opinion-level data on how respondents evaluate Thai cultural products, the functional value received the highest score with the overall mean score of 4.24, interpreting as respondents agree to the statement, followed by social responsibility with the mean score of 4.175, emotional-related value with the mean score of 4.15. Social value received the lowest overall mean score of 4.002. Domestic customers evaluate Thai cultural products by evaluating Thai cultural products on functional value. The result is consistent with the short answer from an online questionnaire that 49.6% of respondents focus on quality as their primary purchase factor. However, most respondents view Thai cultural products are hard to use daily. All results from four values are in appendix E.

Mean, and standard deviation of opinion-level data of functional value are shown in table 10. The item ranges from the highest score to the lowest score. From Table 10, it was found that the overall mean score of perceiving functional value was at a superior level ($\bar{X} = 4.24$) and the standard deviation was 0.80. When considered individual items, Thai cultural products are highly unique have the highest mean score of 4.454, followed by Thai cultural products that are well made ($\bar{X} = 4.369$) and Thai cultural products have distinct characteristics ($\bar{X} = 4.337$). The item with the lowest average score was Thai cultural products are possible to use daily ($\bar{X} = 4.029$).

The overall mean score of the perceiving social value was determined to be a significant level ($\bar{X} = 4.002$) and the standard deviation was 0.99 in Table 11. Buying Thai cultural products would make a good impression on other people have the highest mean score of 4.10, followed by I see myself as a person who is concerned about culture ($\bar{X} = 4.09$) and I see myself as a cultural consumer ($\bar{X} = 4.08$) when assessed individually. The item with the lowest average score ($\bar{X} = 3.87$) was I buy Thai cultural products instead of alternative products because I wanted to follow the trends that were happening at that time.

The overall mean score of perceiving emotional-related value was found to be high ($\bar{X} = 4.15$), with a standard deviation of 0.86. When depending on the items, Thai cultural products are creative have the highest mean score of 4.34, followed by I buy

Thai cultural products because they demonstrate the quality of local craftsmanship and knowledge ($\bar{X} = 4.33$) and Thai cultural products have a beautiful and attractive appearance ($\bar{X} = 4.25$). On the other hand, Thai cultural products remind me of my childhood have the lowest mean score of 3.85.

The overall mean score of the perceiving social responsibility was determined to be at significant level ($\bar{X} = 4.18$) and the standard deviation was 0.85. Buying Thai cultural products instead of alternative products makes me feel like I am helping the market and entrepreneurs have the highest mean score of 4.31. Buying Thai cultural products instead of alternative products makes me feel like I am conserving Thai culture ($\bar{X} = 4.20$). Lastly, buying Thai cultural products instead of alternative products would help generates more economic benefits ($\bar{X} = 4.12$) when determined individually. The item with the lowest average score ($\bar{X} = 4.06$) was buying Thai cultural products instead of alternative products makes me feel socially responsible.

The overall mean score of the customer satisfaction was determined to be at a significant level ($\bar{X} = 4.20$), and the standard deviation was 0.79. The overall feeling gained from using Thai cultural products is satisfactory have the highest mean score of 4.25, followed by Choosing Thai cultural products instead of alternative products is the right decision ($\bar{X} = 4.22$). I receive what I expected after using Thai cultural products have the lowest mean score of 4.14.

The overall mean score of purchase intention was at a high level ($\bar{X} = 4.24$), and the standard deviation was 0.80. When considering individual items, I would like to support Thai cultural products have the highest mean score of 4.33, followed by I would like to promote and recommend others to use Thai cultural products ($\bar{X} = 4.29$), and I will repurchase Thai cultural products ($\bar{X} = 4.19$). The item with the lowest average score was I am likely to buy or use Thai cultural products ($\bar{X} = 4.14$).

4.4 Comparison analysis of the value of Thai cultural products

This section is the result of a comparative analysis of the value of Thai cultural products divided into four aspects: functional social value, emotional-related value, and social responsibility by comparing the levels of quality in the several factors

according to gender, age, income, experience in buying Thai cultural products and being a frequent or non-frequent customer. The details are shown as follows.

4.4.1 Comparison of value of Thai cultural products classified by gender

The results of the analysis revealed that females' value function of Thai cultural products differs from males ($t=-2.65$, $p=.009$). When considering the mean, it was found that females ($\bar{X}=4.27$, $SD=0.43$) had more value in this aspect than males ($\bar{X}=4.12$, $SD=0.55$). Moreover, the emotional-related value between females and males is statistically different ($t=-2.54$, $p=.012$). The mean also provided the result that females ($\bar{X}=4.19$, $SD=0.46$) were more valued than males ($\bar{X}=4.04$, $SD=0.59$) as well. Apart from functional and emotional-related value, females have different values of Thai cultural products in terms of social responsibility from male ($t=-2.92$, $p=.004$). As the mean found that females ($\bar{X}=4.23$, $SD=0.53$) had more value in this aspect than males ($\bar{X}=4.02$, $SD=0.72$). In addition, the analysis results also found that both sexes had no different values in terms of social responsibility ($t=-0.03$, $p=.979$). The results of the analysis were shown in Table 10 and Figure 9.

Table 10 Comparison of value of Thai cultural products classified by gender, using One-way ANOVA

Value of Thai Cultural products	Gender	<i>n</i>	<i>M</i>	<i>SD</i>	<i>Welch</i>	<i>p</i>	Comparison Result
Functional Value	Male	131	4.30	0.55	5.71	.004	At least one gender group perceives functional values differently.
	Female	230	4.27	0.43			
	LGBTQ	51	4.38	0.46			
Social Value	Male	131	3.97	0.78	1.93	.146	No difference
	Female	230	3.98	0.73			
	LGBTQ	51	4.19	0.72			

Emotional-related Value	Male	131	4.04	0.59	4.06	.020	At least one gender group perceives emotional-related values differently
	Female	230	4.19	0.46			
	LGBTQ	51	4.25	0.52			
Social Responsibility	Male	131	4.02	0.72	5.54	.005	At least one gender group perceives social responsibility differently
	Female	230	4.23	0.53			
	LGBTQ	51	4.33	0.62			

Note * $p < .05$, Levene's Test $F_{\text{functional}}=4.78$, $p=.009$, Levene's Test $F_{\text{social}}=1.51$, $p=.223$, Levene's Test $F_{\text{emotional}}=3.98$, $p=.019$, Levene's Test $F_{\text{social res.}}=6.21$, $p=.002$

From the analysis results in Table 10 it was found that those with different genders, at least one gender group perceived a statistically significant difference in functional values (Welch=5.71, $p=.004$). Different gender had a statistically significant difference in their perceptions of emotional-related value (Welch=4.06, $p=.020$). Lastly, at least one group of gender had a statistically significant difference in perceived social responsibility (Welch=5.54, $p=.005$). On the other hand, there was no difference in the perception of social values between different genders according to the result, with F value was not statistically significant.

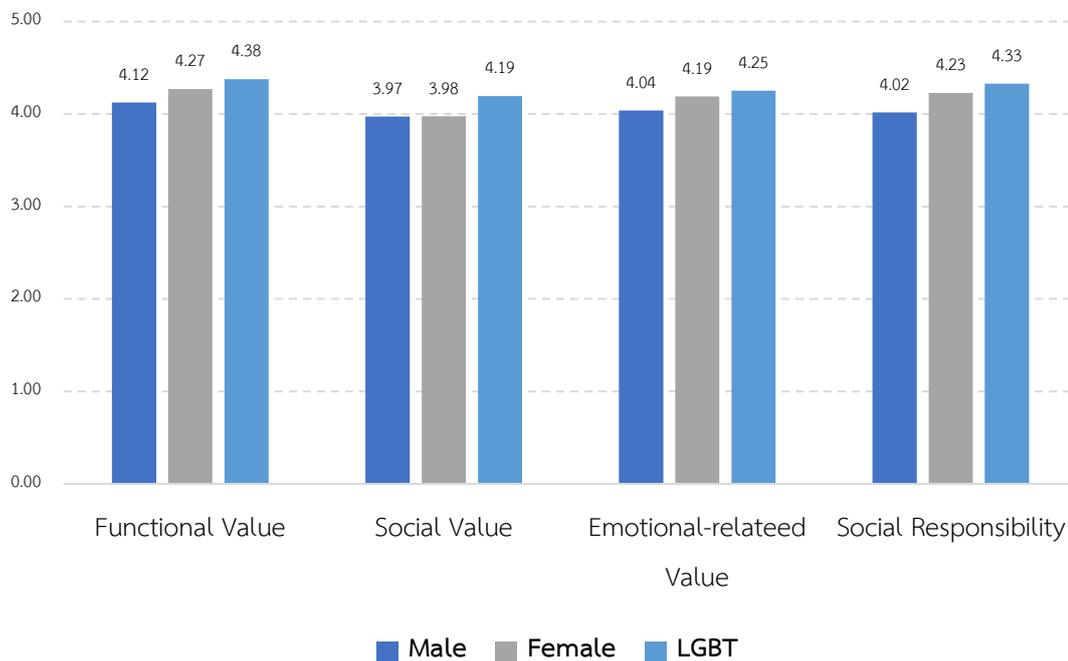


Figure 9 Mean of value of Thai cultural products classified by gender

To examine which genders had different functional values, the results showed that males ($\bar{X} = 4.12$, $SD=0.55$) were valued lower than females ($\bar{X} = 4.27$, $SD=0.43$) and LGBTQ ($\bar{X} = 4.38$, $SD=0.48$). Moreover, males ($\bar{X} = 4.04$, $SD=0.59$) perceived emotional-related value lower than females ($\bar{X} = 4.19$, $SD=0.46$) and LGBTQ ($\bar{X} = 4.25$, $SD=0.52$). In addition, males ($\bar{X} = 4.02$, $SD=0.72$) had lower social responsibility values than females ($\bar{X} = 4.23$, $SD=0.53$) and LGBTQ ($\bar{X} = 4.33$, $SD=0.62$). Female and LGBTQ perceived functional value, emotional-related value, and social responsibility similarly as the results shown in Table 11.

Table 11 The results of the comparison of functional value, emotional-related value and social responsibility classified by gender

Age	M	Male	Female	LGBTQ
Functional value		4.12	4.27	4.38
Male	4.12	-	-0.15*	-0.25*
Female	4.27		-	-0.11
LGBTQ	4.38			-

Emotional-related value	4.04		4.19	4.25
Male	4.04	-	-0.15*	-0.21*
Female	4.19		-	-0.06
LGBTQ	4.25			-
Social responsibility	4.02		4.23	4.33
Male	4.02	-	-0.21*	-0.31*
Female	4.23		-	-0.10
LGBTQ	4.33			-

4.4.2 Comparison of value of Thai cultural products classified by age

The results from One-way ANOVA showed that the variance of social value was heterogeneous. However, the other values contained homogenous variance, so the normal F-test statistic of the ANOVA analysis was used.

Table 12 Comparison of value of Thai cultural products classified by age, using One-way ANOVA

Value of Thai Cultural products	Age	n	M	SD	F	p	Comparison Result
Functional Value	Under 25 years old	67	4.30	0.38	0.80	.495	No difference
	25-40 years old	234	4.23	0.49			
	41-56 years old	75	4.18	0.59			
	Over 56 years old	36	4.26	0.34			
Social Value	Under 25 years old	67	3.72	0.96	2.81 ^{■*}	.042	At least one age group perceives social values differently.
	25-40 years old	234	4.04	0.71			

	41-56 years old	75	4.09	0.67			
	Over 56 years old	36	4.12	0.54			
Emotional-related Value	Under 25 years old	67	4.16	0.41	0.06	.982	No difference
	25-40 years old	234	4.14	0.52			
	41-56 years old	75	4.15	0.61			
	Over 56 years old	36	4.18	0.52			
Social Responsibility	Under 25 years old	67	4.13	0.64	0.27	.845	No difference
	25-40 years old	234	4.19	0.61			
	41-56 years old	75	4.20	0.64			
	Over 56 years old	36	4.13	0.56			
	Under 25 years old	67	4.30	0.38			

Note * $p < .05$, Levene's Test $F_{functional}=1.11$, $p=.347$, Levene's Test $F_{social}=6.91$, $p<.001$, Levene's Test $F_{emotional}=0.64$, $p=.587$, Levene's Test $F_{social res.}=0.75$, $p=.526$

▪ Welch's statistics

From the results in Table 12, it was found that the at least one age group perceived social value significantly differently (Welch=2.81, $p=.042$), while the different age groups similarly perceived functional value, emotional-related value, and social

responsibility according to the F-value was not statistically significant, the comparison of the mean results can be seen in Figure 10.

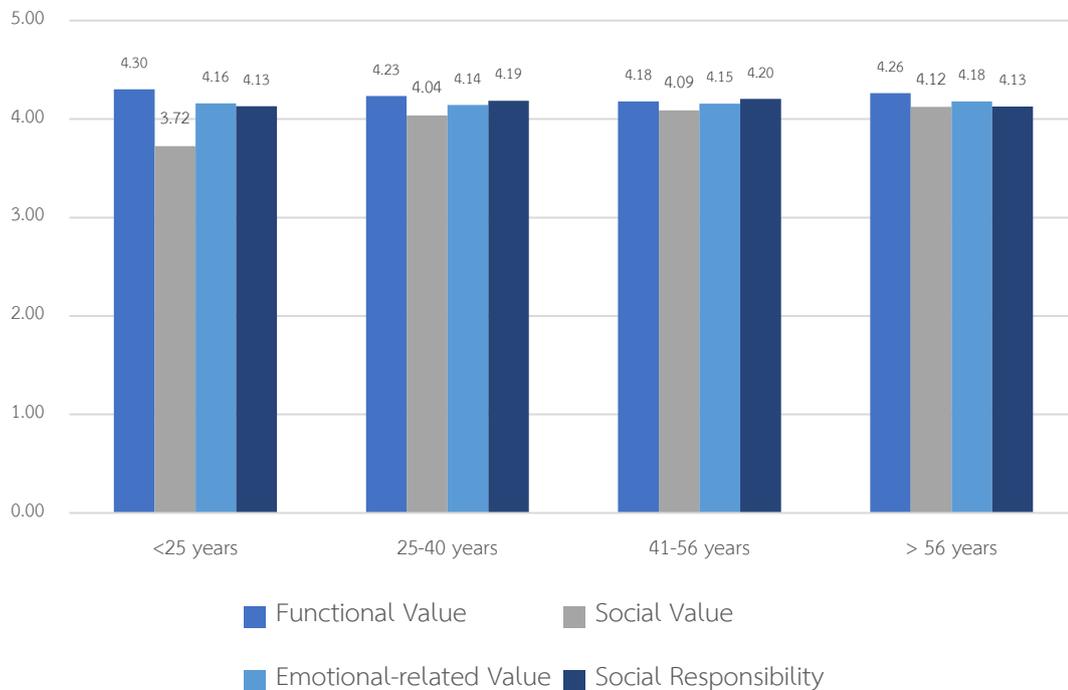


Figure 10 Mean of value of Thai cultural products classified by age

Due to the results of the analysis indicate that at least one age group perceived social value differently, the result from Post-hoc tests was found that the age group who younger than 25 years old (\bar{X} =3.72, SD=0.96) had less perception of the value of Thai cultural products than those older than 56 years (\bar{X} =4.12, SD. =0.54) statistically significant, while other age groups had no difference. The results are shown in Table 13.

Table 13 The results of the comparison of social value classified by age.

Age	M	Under 25	25-40 years	41-56 years	Over 56
		years old	old	old	years old
		3.72	4.04	4.09	4.12
Under 25	3.72	-	-0.31	-0.36	-0.40*
years old					

25-40 years old	4.04	-	-0.05	-0.09
41-56 years old	4.09	-	-	-0.04
Over 56 years old	4.12	-	-	-

Note * $p < .05$

4.4.3 Comparison of value of Thai cultural products classified by level of income

This section compares the valuation averages of Thai cultural products classified by income using One-way ANOVA. The result by using test of homogeneity of variance indicated that variance of valuing Thai cultural products of every aspect is homogenous as shown in Table 14.

Table 14 Comparison of value of Thai cultural products classified by level of income, using One-way ANOVA

Value of Thai Cultural products	Level of Income	n	M	SD	Welch's statistic	p	Comparison Result
Functional Value	Less than 15,000 THB	59	4.31	0.37	2.03	.080	No difference
	15,001-30,000 THB	96	4.33	0.40			
	30,001-50,000 THB	132	4.24	0.41			
	50,001-80,000 THB	73	4.10	0.63			
	80,001-100,000 THB	26	4.18	0.66			
	Higher than 100,001 THB	26	4.15	0.57			
Social Value	Less than 15,000 THB	59	3.78	1.00	1.31	.267	No difference
	15,001-30,000 THB	96	4.05	0.70			

Value of Thai Cultural products	Level of Income	<i>n</i>	<i>M</i>	<i>SD</i>	Welch's <i>statistic</i>	<i>p</i>	Comparison Result
	30,001-50,000 THB	132	4.08	0.57			
	50,001-80,000 THB	73	3.91	0.85			
	80,001-100,000 THB	26	4.09	0.67			
	Higher than 100,001 THB	26	4.09	0.75			
Emotional-related Value	Less than 15,000 THB	59	4.18	0.42	1.82	.116	No difference
	15,001-30,000 THB	96	4.26	0.44			
	30,001-50,000 THB	132	4.17	0.40			
	50,001-80,000 THB	73	3.99	0.74			
	80,001-100,000 THB	26	4.07	0.61			
	Higher than 100,001 THB	26	4.14	0.57			
Social Responsibility	Less than 15,000 THB	59	4.17	0.60	1.13	.350	No difference
	15,001-30,000 THB	96	4.24	0.58			
	30,001-50,000 THB	132	4.22	0.48			
	50,001-80,000 THB	73	4.01	0.79			
	80,001-100,000 THB	26	4.22	0.71			
	Higher than 100,001 THB	26	4.11	0.66			

Note * $p < .05$, Levene's Test $F_{functional}=3.68$, $p=.003$, Levene's Test $F_{social}=5.37$, $p<.001$, Levene's Test $F_{emotional}=4.75$, $p<.001$, Levene's Test $F_{social res.}=2.63$, $p=.023$

From Table 14, the results of the analysis revealed that consumers with different level of income perceived value of Thai cultural products in similar way as the results of the analysis showed that the test statistic was not statistically significant, the mean can be shown in Figure 11.

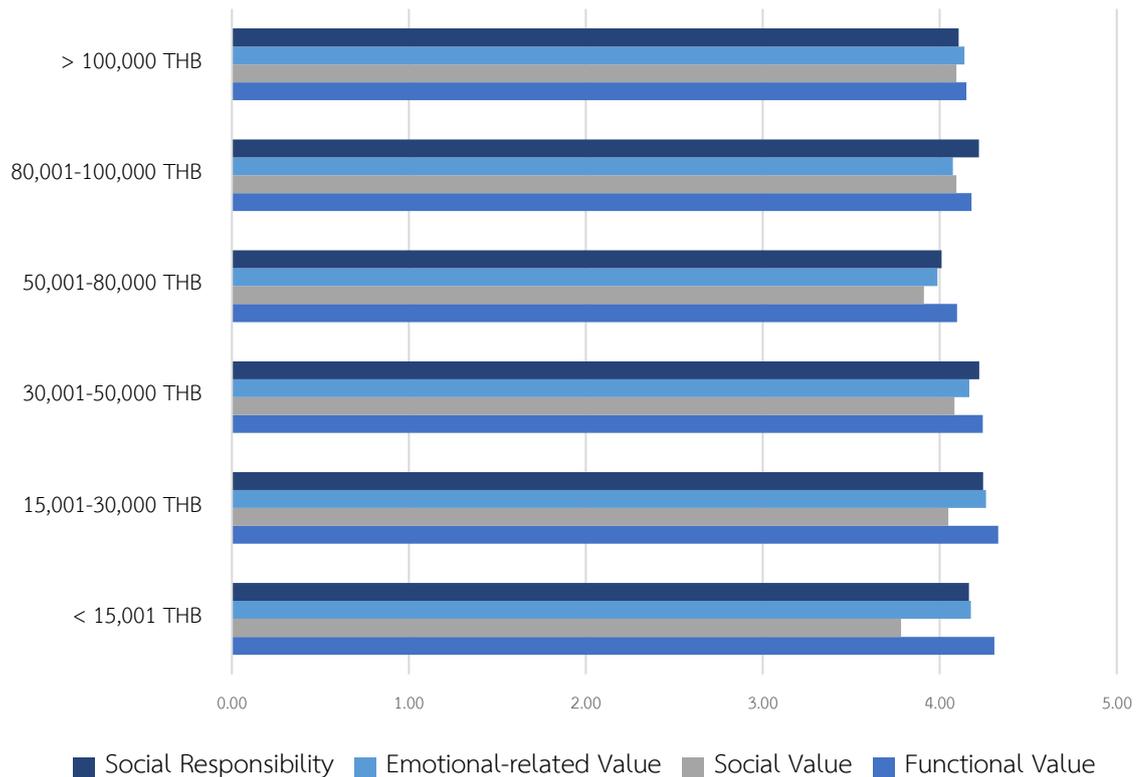


Figure 11 Mean of value of Thai cultural products classified by level of income

4.1.1.4 Comparison of value of Thai cultural products classified by experience in buying Thai cultural products

As the questions were asked about the respondent's experience in buying Thai cultural products, the results found that the variance of social value is heterogenous while the other three aspects are homogenous.

The analysis revealed that former buyers perceived functional value of Thai cultural products differently from those who had never purchased them ($t=3.01$, $p=.003$). Former buyers ($\bar{X}=4.25$, $SD=0.47$) evaluated the functionality higher than non-

current buyers ($\bar{X}=3.89$, $SD=0.57$). Simultaneously, those who have purchased Thai cultural products have a different emotional-related value ($t=2.37$, $p=.031$). They also ($\bar{X}=4.17$, $SD=0.51$) perceived the emotional-related value more than the never-purchased group ($\bar{X}=3.79$, $SD=0.62$). Furthermore, former purchasers value Thai cultural products differently in terms of social responsibility than those who never bought ($t=2.66$, $p=.017$). Experienced consumers ($\bar{X}=4.20$, $SD=0.59$) perceive this value more than the never-purchased group ($\bar{X}=3.58$, $SD=0.93$). Besides, the analysis discovered that both groups showed no difference in perceived social value toward Thai cultural products ($t=1.71$, $p=.108$). Table 15 and Figure 12 show the findings of the analysis.

Table 15 Comparison of value of Thai cultural products classified by experience in buying Thai cultural products, using t-test

Value of Thai cultural product	Purchase (n=396)		Never Purchase (n=16)		t	p	Comparison Result
	M	SD	M	SD			
	Functional Value	4.25	0.47	3.89			
Social Value	4.02	0.72	3.53	1.15	1.71	.108	No difference
Emotional-related Value	4.17	0.51	3.79	0.62	2.37*	.031	Purchase > Never Purchase
Social Responsibility	4.20	0.59	3.58	0.93	2.66*	.017	Purchase > Never Purchase

Note * $p < .05$, Levene's Test $F_{functional}=1.95$, $p=.163$, Levene's Test $F_{social}=7.59$, $p=.006$,

Levene's Test $F_{emotional}=1.14$, $p=.285$, Levene's Test $F_{social res.}=6.72$, $p=.010$

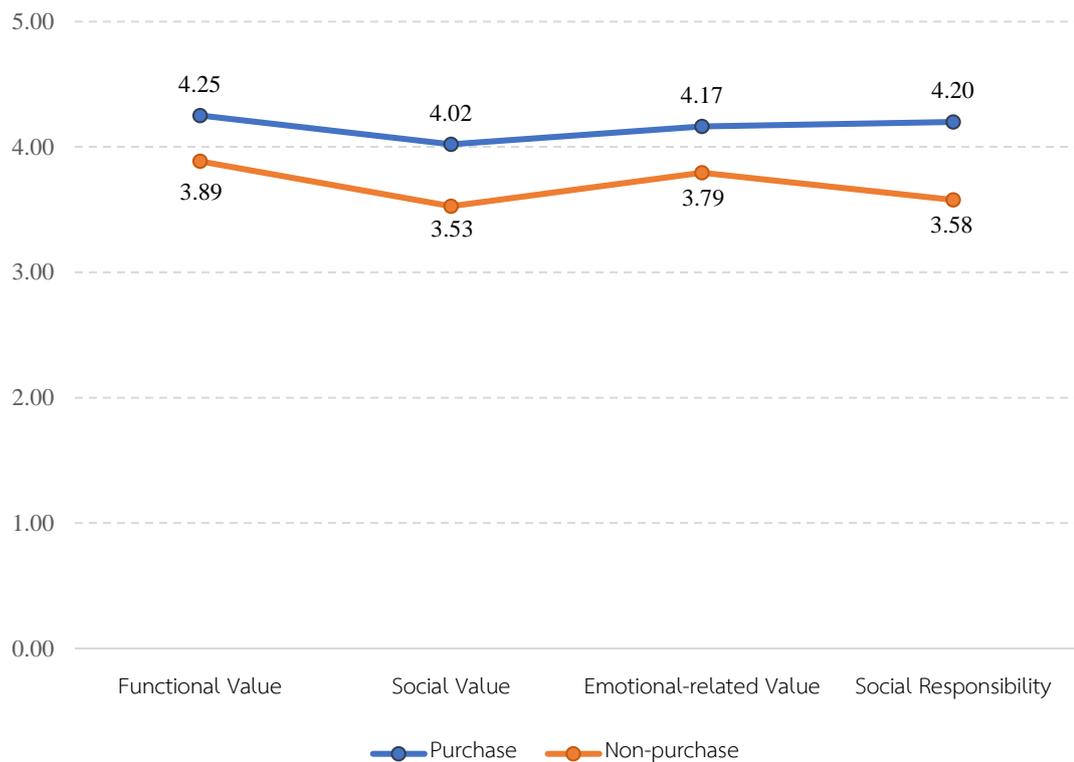


Figure 12 Mean of value of Thai cultural products classified by experience in buying Thai cultural products

4.4.4 Comparison of value of Thai cultural products classified according to their own experience as a frequent and non-frequent customer.

The result revealed that the variance of social value and social responsibility is different, while the variance of functional and emotional-related value is homogenous.

Regarding social value, the findings discovered that frequent purchasers perceived the social value of Thai cultural products differently from non-frequent buyers ($t=5.33$, $p=.001$). Frequent buyers ($\bar{X}=4.18$, $SD=0.652$) valued this aspect more than non-frequent buyers ($\bar{X}=3.76$, $SD=0.92$). However, the study discovered that both groups value on Thai cultural products similarly, in terms of functional value ($t=0.65$, $p=.518$), and social responsibility ($t=1.81$, $p=.072$). Table 16 and Figure 13 show the findings of the analysis below.

Table 16 Comparison of value of Thai cultural products classified according to their own experience as a frequent and non-frequent customer, using t-test

Value of Thai cultural product	Frequent (n=240)		Non-frequent (n=172)		t	p	Comparison Result
	M	SD	M	SD			
Functional Value	4.24	0.46	4.24	0.51	-0.06	.955	No difference
Social Value	4.18	0.52	3.76	0.92	5.33*	<.001	Frequent>Non-frequent
Emotional-related Value	4.16	0.50	4.13	0.54	0.65	.518	No difference
Social Responsibility	4.22	0.54	4.11	0.70	1.81	.072	No difference

Note * $p < .05$, Levene's Test $F_{functional}=3.45$, $p=.064$, Levene's Test $F_{social}=66.20$, $p<.001$, Levene's Test $F_{emotional}=2.22$, $p=.137$, Levene's Test $F_{social\ res.}=16.25$, $p<.001$



Figure 13 Mean of value of Thai cultural products classified according to their own experience as a frequent and non-frequent customer

As each respondent had unique traits and characteristics such as gender, age, income, experience in buying Thai cultural products, and being a frequent customer, how they perceived value toward Thai cultural products is analyzed by using t-test and One-way ANOVA. The result to research question 3 How do demographics perceive the value of Thai cultural products differently? It is summarized and shown in Table 17.

Table 17 The results of the comparison of the valuation of Thai cultural products classified by certain personal data of the respondents

Demographic	Result
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Gender	<p>Male perceived functional value, emotional-related value, and social responsibility lower than female and LGBTQ. Female and LGBTQ perceived functional value, emotional-related value, and social responsibility similarly.</p> <p>All gender perceived social value similarly</p>
Age	<p>People under the age of 25 had a statistically significantly lower perception of the social value of Thai cultural products than those over the age of 56. While other age groups perceived similarly. In addition, every age group had no difference in the perception of the value of Thai cultural products in terms of functional aspects, emotional-related aspects, and social responsibility.</p>
Level of income	<p>Consumers with different level of income perceived functional value, emotional-related value, social value, and social responsibility of Thai cultural products similarly.</p>
Experience in buying Thai cultural product	<p>Those who have experience in buying Thai cultural products perceived functional value, emotional-related value, and social responsibility of Thai cultural products higher than those with no purchase experience. On the other hand, both groups perceived social valuedifferently.</p>
Frequent or Non-frequent buyers	<p>Those who identify themselves as frequent customers perceived higher social value of Thai cultural products than non-frequent customers. Additionally, both groups perceived functional value,</p>

	emotional-related value, and social responsibility in the same way.
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4.5 Results of cluster analysis toward Thai cultural products

This section results from an analysis of consumer grouping towards Thai cultural products by using 9 variables to group all variables, namely price, usability, quality, uniqueness, craftsmanship, appearance, authenticity, represent Thai culture, and would like to subsidize Thai cultural products. The above variables are the variables that the researcher asked the sample to answer by choosing the issues they had considered during the purchase of Thai cultural products. The analysis results using Two-step Clustering to classify consumers according to variables discovered that there are three optimal clusters, with a Schwarz's Bayesian Criterion (BIC) statistic of 3845.98, with a moderate cluster quality. The statistical analysis results related to the grouping are shown in figure 14. Statistical values in cluster analysis are displayed in Appendix D.

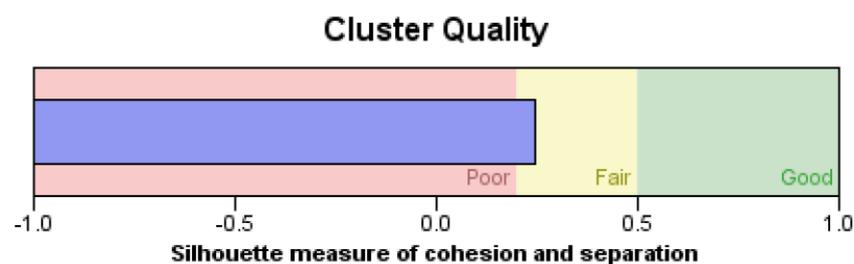


Figure 14 The results of the analysis of the quality of the grouping

The preliminary two-step clustering analysis results indicated that the appropriate number of groups should be 3 groups. Therefore, the researcher uses 3 groups to be used in the K-means Clustering analysis. The group can be described as follows: The first group, this group of consumers, has the center value that focuses on uniqueness, craftsmanship, and originality. The second group focuses on uniqueness, craft, and appearance. Lastly, the third group focused on price, usability, and quality. The results of the analysis are shown in Table 18.

Table 18 Final Cluster Centers

Variable (Factors to consider when buying Thai cultural products)	Cluster		
	Cluster 1	Cluster 2	Cluster 3
Price	0	0	1
Usability	0	0	1
Quality	0	0	1
Uniqueness	1	1	0
Craft	1	1	0
Appearance	0	1	0
Originality	1	0	0
Represent Thai culture	0	0	0
Willing to subsidize Thai product	0	0	0

Table 19 indicates the profile of three customer groups. Group 1 is the largest group, with 166 people, representing 40.29 percent of all domestic consumers. Most of the consumers in this group consider Thai cultural products' uniqueness, craftsmanship, and originality as their purchase factors. Therefore, this group of consumers is a group that evaluates Thai cultural products as unique products and handicrafts and must maintain their originality. Hence, the name of this group is “Creative and Authenticity-focused group.”

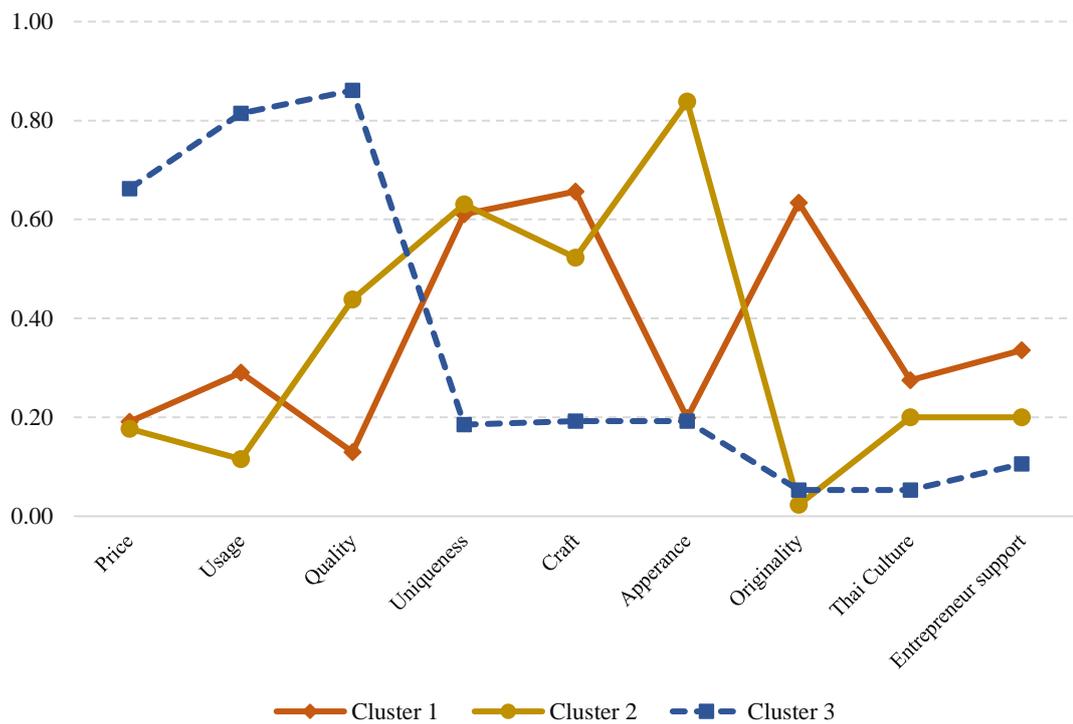
The second group is the second largest group, with 127 people, accounting for 30.83 percent of all consumers. Most of the consumers in this group consider uniqueness, craftsmanship, and appearance as their purchase factors. Therefore, this group of consumers is a group that assesses Thai cultural products as unique products, handicrafts, and beautiful. The name of this group is “Aesthetic-focused group.”

Group 3 is the smallest group of all 119 people, accounting for 28.88 percent of all consumers. Most of the consumers in this group focus on price, usage, and quality. Therefore, this group of consumers recognizes Thai cultural products as

beneficial in price, functionality, and quality. They are not focusing on beauty and Thai identity. The name of this group is “Function-focused group”. The result is shown in figure 16.

Table 19 Group Profile Analysis

Variable (Factors to consider when buying Thai cultural products)	Cluster 1 (n=166)		Cluster 2 (n=127)		Cluster 3 (n=119)		Total (N=412)	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Price	25	19.08	23	17.69	100	66.23	148	35.92
Usability	38	29.01	15	11.54	123	81.46	176	42.72
Quality	17	12.98	57	43.85	130	86.09	204	49.51
Uniqueness	80	61.07	82	63.08	28	18.54	190	46.12
Craft	86	65.65	68	52.31	29	19.21	183	44.42
Appearance	26	19.85	109	83.85	29	19.21	164	39.81
Original	83	63.36	3	2.31	8	5.30	94	22.82
Represent Thai culture	36	27.48	26	20.00	8	5.30	70	16.99
Willing to subsidize Thai product	44	33.59	26	20.00	16	10.60	86	20.87



Y-axis is level of significant

Figure 16 The results of cluster profiles

4.5.1 Consumer data on Thai cultural products classified by background

According to the analysis of consumer groupings, consumers can be classified into 3 categories: Group 1, the Creative and Authenticity-focused group, Group 2, the Aesthetic-focused group, and Group 3, the Function-focused group. The researcher used the group of consumers to analyze according to the respondents' general information, such as gender, age, income, and their perception of being a regular consumer. The results are described as follows.

The analysis results revealed that the first consumer group mostly are male, over 56 years old, earn more than 100,001 baht, and have a higher proportion of being a regular consumer. The second group of consumers are mostly LGBTQ, aged 41-56 years, with incomes below 15,000 baht, and have a higher percentage of non-frequent consumers. The third group of consumers is the functionality-focused consumer group. Most of them are female, aged 25-40 years, with an income of 30,001-50,000 baht, and

have a similar proportion of non-frequent and frequent consumers. General information of respondents classified by consumer group is shown in Table 20.

Table 20 General information of respondents classified by consumer group

Demographic of respondents	Cluster 1 (n=166)		Cluster 2 (n=127)		Cluster 3 (n=119)		Total (N=412)	
	n	%	n	%	n	%	n	%
Gender								
Male	53	40.46	33	25.19	45	34.35	131	100.00
Female	63	27.39	74	32.17	93	40.43	230	100.00
LGBTQ	15	29.41	23	45.10	13	25.49	51	100.00
Age								
Under 25 years old	21	31.34	26	38.81	20	29.85	67	100.00
25-40 years old	71	30.34	62	26.50	101	43.16	234	100.00
41-56 years old	24	32.00	31	41.33	20	26.67	75	100.00
Over 56 years old	15	41.67	11	30.56	10	27.78	36	100.00
Level of Income								
Less than 15,000 THB	19	32.20	25	42.37	15	25.42	59	100.00
15,001-30,000 THB	32	33.33	32	33.33	32	33.33	96	100.00
30,001-50,000 THB	37	28.03	32	24.24	63	47.73	132	100.00
50,001-80,000 THB	21	28.77	24	32.88	28	38.36	73	100.00
80,001-100,000 THB	10	38.46	8	30.77	8	30.77	26	100.00
Higher than 100,001 THB	12	46.15	9	34.62	5	19.23	26	100.00
Frequent or Non-frequent buyer								
Frequent Buyer	80	33.33	73	30.42	87	36.25	240	100.00
Non-frequent Buyer	51	29.65	57	33.14	64	37.21	172	100.00

4.5.2. Values in various aspects toward Thai cultural products

This part is the result of One-way ANOVA analysis of values in various aspects of Thai cultural products classified into 3 consumer groups: Group 1, the Creative and Authenticity-focused group, Group 2, the Aesthetic-focused group, and Group 3, the Function-focused group. All three groups of consumers value functional value, emotional-related value, and social responsibility with no statistically significant differences. However, only social value perceived by the three groups differed significantly by at least one group ($F=3.15$, $p=.044$). The results of the analysis is shown in Table 21.

Table 21 Comparison results of valuing various aspects of Thai cultural products classified by consumer groups

	Cluster 1 (n=166)		Cluster 2 (n=127)		Cluster 3 (n=119)		F	p	Analysis Result
	M	SD	M	SD	M	SD			
Functional Value	4.21	0.46	4.30	0.43	4.21	0.54	1.49	.227	No Difference
Social Value	4.09	0.62	4.05	0.74	3.88	0.84	3.15*	.044	At least one group perceives differently.
Emotional-related Value	4.15	0.51	4.22	0.49	4.09	0.54	2.42	.090	No Difference
Social Responsibility	4.18	0.57	4.21	0.61	4.14	0.65	0.51	.599	No Difference

Note * $p < .05$

From the analysis, it was found that social value has different perspectives among the three consumer groups. Therefore, further comparisons with the pairwise comparative analysis used the Games-Howell method. The first group has a higher

social value than the third group of consumers with statistical significance at the .05 level, and the result is shown in Table 22.

Table 22 The results of the comparison of the social value according to different consumer groups.

Customer Group	<i>M</i>	Cluster 1	Cluster 2	Cluster 3
Cluster 1	4.09	-	0.05	0.21*
Cluster 2	4.05		-	0.16
Cluster 3	3.88			-

Note * $p < .05$

In addition, the researcher has observed the important value-giving characteristics of the 3 consumer groups. The first consumer groups value functional benefits higher than other groups, while the third group tends to have less social value. The second group has a higher overall emotional-related value than other groups. While the third group perceives low emotional-related value. Emotional-related values perceived by Group 1 were shared between the two groups. However, the three groups' social responsibility values did not differ much. The results of the analysis are shown in Figure 17.

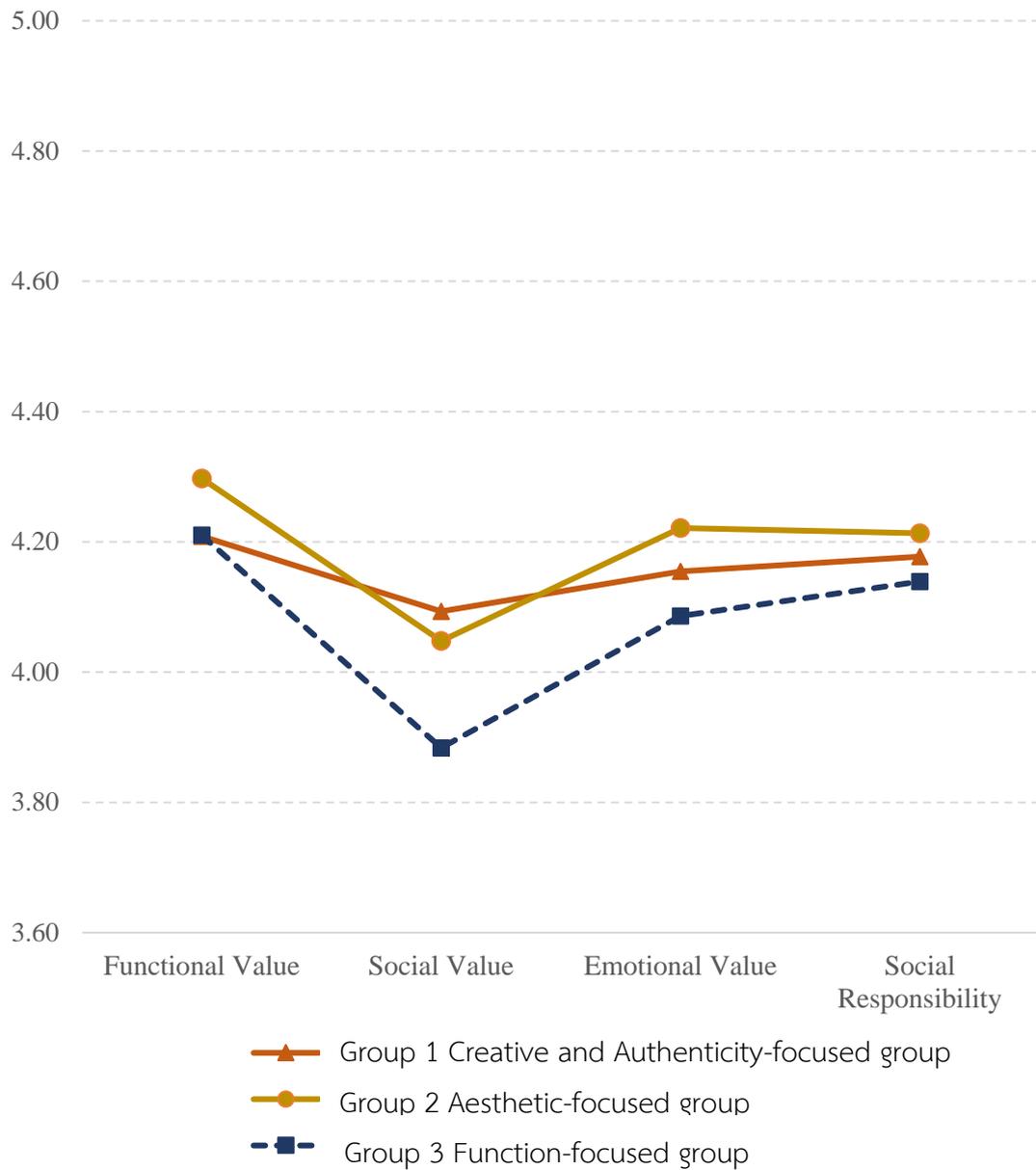


Figure 17 Profiles Characteristics of valuing Thai cultural products according to consumer groups

4.5.3 Qualitative Result – Cluster Profile

This section represents the empirical findings of the research in respect of how Thai cultural products are perceived by Thai customers. The primary purpose is to emphasize variables gathered by an in-depth interview process. The qualitative method obtains the primary data in semi-structured interview forms, and the interviewees' demographics will be explained. Several variables emerge in the in-depth

interview process, including a common theme of consumption value and their perception of Thai cultural products. All opinions from the total 9 respondents will be discussed thoroughly. The demographic information of the interviewee is summarized in Table 23.

Table 23 Demographic characteristics (n=6)

	Age	Gender	Occupation	Level of Income	Type of Buyer	Cluster Group
Respondent A	56	Male	Employee (IT Industry)	>100,001 THB	Non-frequent buyer	1
Respondent B	63	Male	Business Owner	>100,001 THB	Non-frequent buyer	1
Respondent C	60	Male	Business Owner	>100,001 THB	Frequent buyer	1
Respondent D	52	LGBTQQ	Housekeeper (Service Industry)	<15,000 THB	Non-Frequent buyer	2
Respondent E	43	LGBTQQ	Worker	<15,000 THB	Frequent Buyer	2
Respondent F	24	LGBTQQ	Employee (Service Industry)	15,000-30,000 THB	Frequent buyer	2
Respondent G	27	Female	Employee (Fashion Industry)	30,000-50,000 THB	Non-frequent buyer	3

Respondent H	26	Female	Business Owner	30,000-50,000 THB	Frequent buyer	3
Respondent I	25	Female	Master Student	30,000-50,000 THB	Frequent buyer	3

All respondents have purchased Thai cultural products via online and offline shops. However, different opinions will be discussed below.

4.5.3.1 Cluster Group 1 “Creative and Authenticity-focused group”

Cluster Group 1 is male, over 56 years old, and has an income of more than 100,001 baht. They are focused on Thai cultural products' uniqueness, craftsmanship, and authenticity. They mainly purchase diverse product categories such as decoration, Thai fabric, and herbal products, which the quality and result after use are essential. Price does not impact their decision, but authenticity and design are essential. However, if the product cannot meet their satisfaction, they tend to change to other brands.

Specifically, Respondent A, a non-frequent buyer, bought Thai fabric because of its uniqueness as souvenirs for other people. He preferred authentic and reliable brands such as "Jim Thompson" because he believed in quality and reasonable prices. He also mentioned that the pattern is highly unique and memorable. He strongly trusted in brand reputation and brand trust. That unique pattern is also the best expression to show Thai identity to his receivers. Moreover, apart from buying fabric from Jim Thompson, he believed that purchasing other Thai cultural products can increase income for entrepreneurs. The popularity of Thainess products makes people interested, which assists in promoting Thai culture and conserving for future generations.

Respondent B, a non-frequent buyer, responded, "I prefer imported brands, especially furniture and decoration. I love the modern design. However, I tend to buy Thai cultural products as souvenirs for my friends. Authenticity is an important purchase factor when considering souvenirs for my friends. Quality and price must be

reasonable." Another social question was asked, and he answered as follows: "It would have a positive impact. At least the producers have income. Nowadays, more people are using Thai herbs. Foreigners also accept the quality and attribute that contribute to the treatment and prevention of CO-VID 19 in making Thai people more accepting and open to Thai products. Furthermore, I see the new generation adopting Thai identity in a modern style. It is very creative. I believe that this creativity can create new values and standards of Thai cultural products."

A frequent buyer like respondent C focuses on the uniqueness and value of the product as he often buys religious products related to Thai culture. The price is subject to the market, and he is willing to pay a higher price above the market. The higher price of the amulet leads to a higher value. He also mentioned that "It is not only about buy and sell, but I have faith and believe. Religion has been in our culture for a very long time." The craftsmanship tends to affect the product as he stated that "How the amulet produces can affect the price and value to the buyers too." Moreover, he also claimed that amulets could stimulate the Thai economy as over a billion baht are circulating in the market.

4.5.3.2 Cluster Group 2 "Aesthetic-focused group"

Cluster Group 2 is LGBTQQ, aged 41-56 years old, and has an income of less than 15,000 THB. Due to the limited number of respondents. The author will include another extra respondent who is LGBTQQ, aged under 25 years old, and has an income of 15,000-30,000 Baht as Respondent F. They are focused on the uniqueness, craftsmanship, and appearance of Thai cultural products. All respondents often purchased fashion items and herbal products such as medicine and inhaler. Older respondents also bought a product for a household. The result after use tends to satisfy their needs. Older respondents believed that purchasing Thai cultural products from local producers could help the local economy, while Respondent F thought differently.

Respondent D gives an opinion that.

“As I like to buy a product for household, I prefer the product with unique ingredients. I trust Thai herb, and it is cheap. My mother once told me that Thai herbs were the best when I was young. I grew up using Thai cultural products from head to toe, from internal to external. Thus, I did not care much about the design or packaging. If it is beautiful, it is a plus.”

Respondent E referred that.

“Thai products are good for Thai people. The Thai inhaler is the best. It has a functional design and an acceptable price. I can keep it in my pocket. Many people are using it. The inhaler is one of the well-known Thai souvenirs. I buy a lot of Thai tea too. It helps me to burn my fats and is affordable to buy. Beautiful packaging is the key to completing the final decision. It can create reliability and trust. If the product is good, I am willing to share the benefit with other people. I can see that Thai people are currently using more Thai products. Covid-19 affects more people to use Thai products such as kariyat and fingerroot”

Respondent F mentioned that.

"I like to buy Thai fabric and shirt and wear it at my workplace. Therefore, the design is fundamental for me to buy, also with the handicraft products. Both categories must have good design and quality as I need to wear them daily. The uniqueness of the product is significant for me to buy. The costume pattern is not like others, unique, and not mass-produced. If it is a handicraft product, the price does not matter. Herbal products like skincare and inhaler prefer to buy a product that has a beautiful design and has storytelling. For example, an inhaler in cute packaging, the price is lower than imported brands. I believe that using Thai cultural products is part of expressing Thainess. However, if you ask me about the social impact, Thainess products are not a necessity that can make much difference to our economy. It might help small producers but not that much. Even though most Thai people pay attention to Thai cultural products, I still think it does not make any difference because these items cannot compete with imported brands. For example, it is possible for Srichan, a Thai cosmetic brand, to compete with La Mer, the luxurious skincare brand from France.

Therefore, the money or income is not creating much impact or change anything. In addition, even if most people pay attention to Thainess products, I assume that it did not change our society at all. I think Thai people use it because it creates pride in being Thai. I, personally, want people to use it because of their preference. If you do not like it, do not use it. Please, do not be forced to promote Thainess by buying Thai cultural products.”

4.5.3.3 Cluster Group 3 “Function-focused group”

Cluster Group 3 is female, aged 25-40 years old, and has a 30,000-50,000 baht income. They focus on Thai cultural products' price, usage, and quality. All respondents' products tend to buy what they like by focusing on quality, uniqueness, and price. They consider the quality and price of the product as the primary purchase factors. As Respondent G is unfamiliar with Thai cultural products), she buys what she likes, and the quality and price must be reasonable. She did not focus on other values.

Respondent G had an opinion that.

“I normally buy a woven bag. The design mainly affects my decision. If the design is the right color, and size and matches what I am looking for, I will buy it. I am unconcerned about the origin of the product. I bought it from where it was convenient, and the price was reasonable. The current trend is another important factor. I didn't think about expressing Thainess or anything related to social value because people around me like friends, colleagues, and family did not use Thai cultural products, so I don't need their approval or any acceptance from them.”

Respondents familiar with Thai cultural products also considered the quality and price of the product simultaneously as they knew the product well. Their familiarity allowed them to know the details, skills, and patterns, enabling them to evaluate the price and easily make a purchase decision.

Respondent H, who likes to buy sarongs, said that the quality and pattern of sarong and fabric is critical for her to decide. She is willing to pay a higher price if the pattern is unique, traditional, and handmade, like respondent I. Moreover, they thought

that wearing Thai fabric made them unintentionally outstanding from other people. Respondent I wore it daily because of personal preference. They both had the same additional opinion and agreed that wearing cloth from Thai fabric sometimes made them look old and antique. Some designs are not suitable for daily life. They mentioned that the fabrics with a contemporary design and are usable for all days are what they are looking for.

Respondent H said that.

“I like to buy sarong as it has the unique design and I appreciate the original pattern craft by local people. The design and pattern can tell where this fabric comes from and is made by which local community, but the price and quality must be reasonable. The price can vary depending on the type of fabric. For sarong, the more unique the pattern, the higher the price, but I am willing to pay if I like the design. However, the more unique pattern the more people are staring at me. Apart from Thai fabric, I prefer to buy other Thainess products because of the design with a unique pattern.

Respondent I also give the same opinion as she said that.

“I like Thai fabric because of my family, especially my mother. She is government officer, and I saw her wear it when I was young. I think the pattern is beautiful and Thai fabric has high quality. I like to wear cloth that are made from Thai fabric. I believe in its quality and the craftsmanship. The fabric that I buy must be beautiful and functional, which mean I can wear it normally, but currently, Thai fabric is old-fashioned. I try to avoid Thai fabric that have too many colors. Those styles are for older people. Therefore, I choose fabric or clothes with a neutral tone and simple pattern to mix and match with other fashionable items, making it easy for me to wear it every day.”

For social impact, respondents' opinions were diversified, which strongly based on their perception and attitude of Thai cultural products. Respondent G thought that Respondent G believed “If the product gains popularity, more producers will

participate, generating income and creating jobs. It surely leads to the better direction.” In comparison, other respondents saw the social impact as a broad picture. Only a few respondents perceived the impact from a comprehensive view to a small area.

Respondent I said that.

“I think the market is too small to impact to our society and economy. Supply is not matching demand. Price affects individual’s decision. The younger generation did not value Thainess product, so I think it will not create any impact.”

Respondent H also said that.

“If the product is divided into two groups: common local products and luxury goods. Common local products are the products that people normally buy. It could be considered as alternative products, which I do not see any difference from general products that people often buy. Therefore, I think that it is not causing much impact. However, I feel that these products are factory-built. The money will directly go to the capitalists more than the villagers. But if you buy local products from the local community, your action is surely helping them to earn income. For luxury goods, I think the overall economy must be good first so people can have money to buy and be enabled to generate working capital in the economic growth. I did not buy any expensive fabric since the economic slowdown from CO-VID 19”

4.5.3.4 Summary of depth interview

The table below showed the summary of qualitative results from depth interviews and was compiled accordingly to cluster analysis in Table 24.

Table 24 The summaries of the customer group and opinion according to cluster profile

Respondent	Main factor to purchase Thai cultural products	Cluster Group
Respondent A	Quality, Uniqueness, Originality	1

Respondent B	Uniqueness, Originality, Pirce	1
Respondent C	Uniqueness, Craftmanship	1
Respondent D	Price, Uniqueness	2
Respondent E	Appearance, Uniqueness, Price, Quality	2
Respondent F	Appearance, Price, Craft	2
Respondent G	Price, Quality	3
Respondent H	Craftsmanship, Appearance, Price, Quality,	3
Respondent I	Usability, Quality, Craftmanship	3

Different values have different perceptions. It depends on the personal preferences and experiences of individual consumers. The majority of respondents mainly focus on the product's function and appearance. Social value is hardly perceived in their responses, and they perceive social responsibility differently based on their personal experience. Functional value remained one of the factors that respondents mentioned during depth interview. Price and quality are the leading factors that potential customers are focusing on. Uniqueness is also a product feature that people look for in Thai cultural products. However, different respondents' characteristics affect individuals' opinions toward functional value, especially among respondents who buy Thainess products as souvenirs for other people.

There were significant differences between the two groups of respondents when discussing social value was raised during an interview with the familiar group. In contrast, the other group did not mention or have in-depth opinions. People do not pay much attention to social acceptance because they think it is normal. Some respondents mentioned that they are proud to express Thainess by using Thai cultural products. However, the younger generation thought that wearing Thai fabric pushes them unintentionally outstanding from other people. Some designs are not suitable for daily life. In the unfamiliar group, opinions are different but straightforward depending on their personal experience. Most of the respondents felt indifferent and did not take their opinion into consideration. They do not have a comprehensive opinion due to unfamiliarity and unconcerned.

Despite the functional usage of the product, emotional value contributes significantly to individual purchase intention in all respondents. Craft and aesthetics are the top two values that all respondents bring up during the interview. Skills and craftsmanship are always in consideration because everyone knows that Thai artisans and local producers are highly skilled in this field. Product design and packaging are very significant in every product category. Every respondent pays attention to these two values before buying. Moreover, some respondents mentioned the product authenticity and the relationship between their memory and Thai cultural products. Therefore, authenticity is valued by some of the respondents because it indicates the uniqueness and origin of the product. Familiar respondents are mainly concerned with the product's origin and details, whereas the opposite group views authenticity from where they buy but does not concentrate on the product itself. The perception of uniqueness and usage of Thai cultural products is influenced by family or childhood experiences. A few respondents from both groups said that their childhood memories have some effect on their purchase intention toward Thai cultural products.

Lastly, respondents have different opinions on Thai cultural products toward social impact. The most common opinion from most respondents is that purchasing cultural products could help increase revenue for producers and Thai local economy at different levels.

Chapter 5 Discussion and Conclusion

5.1 Discussion and conclusion

This research aimed to identify domestic consumers' perceived value toward Thai cultural products, focusing on consumption values and other correlated values. The paper also examined whether the perceived value positively related to purchase intention and customer satisfaction by using a mixed-method approach among 412 respondents (55.8%, Male 31.8%, LGBTQQ 12.3%). Confirmatory factor analysis and structural equation modeling were used for hypothesis testing and verification. T-test and One-way ANOVA were used to compare the perceived value of Thai cultural products between each group, such as gender, age, level of income, and purchase behavior. Cluster analysis was used to separate consumer groups from comprehending how cluster groups perceived value differently and discovered significant factors in purchasing Thai cultural products. Moreover, data were further emphasized to gain depth perception by analyzing data from a qualitative approach. The author tested the difference in opinion between respondents according to cluster profiles in qualitative research. The results of the study point out several key findings.

According to research question 1, this study extends the consumption value model from Sweeney and Soutar (2001), with an added value, social responsibility, that was recently observed by Almquist et al. (2016). The results from the mixed-method approach are consistent with the findings by Sweeney and Soutar (2001), who found functional value, emotional value, and social value to be the main driver of consumer behavior as well as Almquist. With all the measures, it is found that functional value, social value, emotional-related value, and social responsibility had a significant positive relationship with perceived value, leading to a positive relationship with customer satisfaction and purchase intention. Seven hypotheses were supported. The confirmatory factor analysis model of how domestic customers perceived Thai cultural products and led to their purchase intention is well aligned with the empirical data. The data could confirm that all values are positively related to the perceived

value, which positively relates to purchase intention and customer satisfaction. As observed from all data, all values are decisive dimensions of perceived value in determining purchase intention and customer satisfaction, arranged in order from the Second-order Confirmatory Factor Analysis as follows social responsibility ($\beta = .912$, $p < .001$), social value ($\beta = .860$, $p < .001$), emotional-related value ($\beta = .770$, $p < .001$) and functional value ($\beta = .696$, $p < .001$). Consistent with research question 2, the top three factors that respondents considered in buying Thai cultural products are quality (49.6%), uniqueness (46.2%), and craft (44.6%). Opinion-level data showed that respondents agreed with the statement as the mean score of four values was at a high level: functional value ($\bar{X} = 4.24$), social value ($\bar{X} = 4.002$), emotional-related value ($\bar{X} = 4.15$), and social responsibility ($\bar{X} = 4.175$). Moreover, the overall mean score of customer satisfaction was determined to be at a significant level ($\bar{X} = 4.20$) and purchase intention was also at an important level ($\bar{X} = 4.236$). Moreover, demographics affect the perceived value differently. The result for research question 3 explained by T-test and One-Way ANOVA. The result from question 3 further discussed with research question 4 that analyzed with cluster analysis. Three customer groups are mainly based on gender, age, level of income, and frequent or non-frequent buyers.

Male focus on the uniqueness, craftsmanship, and originality of Thai cultural products, but males perceive functional, emotion-related, and social responsibility less than the other two genders. Females focus on price, usability, and quality, LGBTQ focuses on uniqueness, craftsmanship, and appearance. The younger generation tends to pay attention to price, usability, and quality. However, the older generation emphasizes their willingness to buy on uniqueness and craftsmanship. All generations perceived functional, emotional-related, and social responsibility similarly, except the younger generation perceived social value less than baby boomer. Customers with higher income tend to focus on uniqueness, craftsmanship, and originality. However, people with different level of income perceived all the values the same.

By extending the answer to all research questions, social responsibility has the most substantial relationship with purchase intention and customer satisfaction, among other values. This finding can be explained as follows. If customers believe that

their willingness to subsidize the local business is effective, the possibility of their repeated purchase of the products in the future may increase. A willingness to support local businesses reflects the buyers' good intentions, and buying is the most tangible action to demonstrate good intention. This positive feeling could lead to a positive effect on purchasing intention and customer satisfaction. Furthermore, social responsibility could be the value that causes frequent and non-frequent buyers to have the same intention to purchase Thai cultural products as they want to support local businesses and conserve Thai culture. They might not be considering other factors as a result of cluster analysis indicated that all groups valued social responsibility similarly. The result could align with the finding from Almquist et al. (2016) that social impact is one of the fundamental elements of customers' value. The data from the qualitative approach is consistent as the interviewer mentioned that they think that somehow buying Thai cultural products could support the local economy. However, their familiarity and personal purchase experience influence their opinions.

Social value was the most negligible value that people evaluated, but people highly perceived this value in Thai cultural products. It is positively related to perceived value in hypothesis testing. The explanation can be interpreted as follows. Customers' higher level of acceptance and self-identity from using Thai cultural products led to higher purchase intention and customer satisfaction. The result could discuss further that although people perceive social value as the least factor, they want to perceive it more and express this value as buying Thai cultural products help to make a good impression on other people. Social approval should be more concerned, and trends did not influence and impact as much as expected. However, the trend or social phenomena could depend on the product's category and design, as in the actual case of the Thai prime minister's silk mask and traditional Thai dress from the Thai soap opera, *Love Destiney*. Therefore, Thainess products are somehow challenging to create phenomena or Fear of Missing Out. One-way ANOVA showed that all genders and distinct income levels had similar perceptions of social value. However, social value is also perceived differences between people under 25 years old and over 56 years old. As one of the respondents mentioned during the in-depth interview, baby boomers

tend to grow up with local products while the younger generation is growing up with globalization. The Internet and social media allow them to open to a greater diversity of cultures and a more comprehensive selection of product choices. Apart from the greater variety of products, the trend worldwide is heavily affecting their social value and attitude. The apparent phenomena are soft power from the entertainment industry, TV series, music, and fashion trends that could affect their social value and how they want to stay in the trend, fear of missing out, and reflect who they are among their social group. Moreover, social value is perceived as higher among frequent buyers than among non-frequent buyers. The data from the qualitative approach is consistent as the interviewer felt indifferent in this aspect. The respondents from the unfamiliar group answered that they are unconcerned and feel indifferent about social approval, acceptance, and self-identity as they said that people around them did not use Thai cultural products. There is no need for social acceptance. However, the older generation still needed social approval from their society. The younger generation tends to value how Thai cultural products reflect who they are more than they need for social approval. They wore it due to personal preference.

The relationship between the emotional-related value, purchase intention, and customer satisfaction is positive. The explanation could be described as follows. Appearance and craftsmanship are the first things that can capture people's attention. Thai cultural products have a unique appearance which can lead to purchase intention as Domestic customers mainly value how Thai cultural products represent Thai culture and creativity, primarily focusing on how the craft of the product as well as how it represents Thai culture via products' presence, which is consistent from the content analysis and comparison result. Craft is the most mentionable value that all respondents considered in how they perceived Thai cultural products. Most respondents make purchasing decisions toward product attractiveness and the uniqueness of the design. The result is similar to Somoon and Moorapun (2016) findings, who found that the aesthetic value and uniqueness of Thai culture influence domestic customers to purchase Thai handicraft products. Even though emotional-related value had the highest standardizing loading, the testing assumption shows that emotional-related value has second to the last level of correlation. It can refer to a

higher level of craftsmanship, aesthetic, authenticity, and nostalgia, a higher level of purchase intention, and customer satisfaction, but the relationship is weakened. It could additionally explain for many reasons as follow. Beauty, originality, and emotional connection of the product could not meet customer expectations in other dimensions, a few of the interviewees mentioned that the unique design is crucial to their buying factor, but in some way, it was difficult to use in their daily life. The quality of raw material might not align with the design. Customer satisfaction based on emotional-related value could vary on individual experience and preference. Many people quickly and clearly perceive emotional-related value through craftsmanship, aesthetics, authenticity, and nostalgia. All factors can be perceived through design, pattern, package, and storytelling of their originality or history, as every respondent mentioned during the in-depth interview. However, each person might have different relevant experiences that cause the degree of perception differently, as nostalgia is another factor that influences how individuals perceive Thai culture on Thainess. Their past purchase experience affects perceived value as they might have a higher connection to create higher valuation. Customers who have experience purchasing Thai cultural products perceived emotional-related value higher than people who have no experience in the comparison result, which is consistent with the study from Ginekiene (2017) that age identification affects consumers to choose nostalgic items. While different generations and customers with different levels of income perceived emotional-related value similarity. Even customers who considered themselves frequent buyers and non-frequent buyers also perceived emotions similarly. Respondents grew up familiar with local products through nostalgia and perceived the product's authenticity even if they have different experiences with these products according to the results analyzed from in-depth interviews from the familiar and unfamiliar groups. They seem to have the same direction of receiving values as they are aware of the craftsmanship and uniqueness of the product.

Functional value was the lowest value that people perceived toward Thai cultural products but still positively related to purchase intention and customer satisfaction. These findings can be explained as follows. If customers believe that the price paid for the product is reasonable and associated with daily use, the possibility

of their willingness to purchase the product in the future may be higher. However, functional value is the value that people highly evaluate. The product's function is one of the essential factors that customers need to consider. Quality is the most significant value that people are looking for, consistent with the previous study from OTOP (Thai silk and Thai herbs) and the data from depth interviews. Respondents are trusted in the quality of handmade products, their uniqueness, technique, and how well they produce. Moreover, the result from data analysis and content analysis could stimulate the finding by Li et al (2021), who explored that quality and price values had no significant influence on purchase intention toward museum cultural and creative products. It could be further interpreted that the tourists have a lower perception of the quality and monetary value of museum cultural and creative works when they are on vacation rather than in their everyday lives. This explanation has an inverse correlation with the current result. As a result, functional value still influences domestic consumers' purchase intention. Domestic consumers tend to have a relatively high perception of Thai cultural products in everyday life and travel to other places as they tend to buy local products as souvenirs. In the One-way ANOVA test result, different income levels did not affect the functional value as the items tend to have different quality and design, which affects the buying price and creates more excellent choices for domestic customers to choose. More than half of the interviewees mentioned that Thai products have a wide range of prices. Three of the respondents pointed out that woven bag has a more extensive pricing range from 99 THB to 500 THB, which depends on the brand, popularity, design, and quality, as well as fabric, herbal products, and other fashion items. The result from cluster analysis also explains that a group of younger customers considered the price, quality, and usability as the main factor to purchase, which is consistent with the finding from Amornvivat (2014) that generation Y focus on product quality and functionality. The weakened relation between functional value, purchase intention, and customer satisfaction can be explained that the product's function does not meet customer expectations as they might compare the price and quality of the items and other alternative products from different brands. If the price, quality, and usability are not different from other alternative products in the market and trigger customers to compare functional value

and results after use, the possibility of not purchasing Thai cultural products is higher. Resulting in functional value was the most insignificant value that positively related to purchase intention and customer satisfaction.

Lastly, the perceived value of domestic customers toward Thai cultural products is relatively high. They tend to receive satisfaction after experiencing using the products as the overall feeling gained from using Thai cultural products is satisfaction. Perceived value could describe Customer satisfaction at 60.20% ($R^2=.602$). The reason could be that the price, quality, and uniqueness are exceedingly acceptable according to the additional information from qualitative research. Some of the respondents might view local products as one of the alternative products that they can make comparisons with ordinary products. Consumers could compare products from various stores and brands. If the price corresponds to the quality, consumers are likely to be satisfied with the product. Product aesthetic helps to attract buyer attention, influencing consumers to feel the identity of Thailand. Moreover, consumers who are satisfied with the product's appearance initially and make a purchase decision indicate that they are undergoing an evaluation process during the decision-making process. It can be interpreted that the consumer should be entirely satisfied with their decision. This attractiveness becomes one of the leading factors apart from other values. This finding resulted in consumers not expecting any significant results from using the product because they may be familiar with the product's features or quality. For example, herbs, woven bags, and clothing are local products that are familiar to domestic customers. People are well known that herbs are organic, and the benefit from raw material did not affect and make a noticeable change to their body after using it. Likewise, familiar and unfamiliar groups easily perceive Thai identity on the product. Therefore, consumers who want to show their identity and impress other people by involving themselves in Thai cultural products probably receive what they expect according to the concept of customer satisfaction. Lastly, the positive relationship between customer satisfaction and purchase intention indicate that domestic customer highly accepts Thai cultural products, and satisfaction could lead to repurchase, which is consistent with the study of Alderighi and Lorenzini

(2011) as the observed that the relationship between satisfaction and demand for cultural products can be symmetric.

5.2 Implication

The results of this study can be applied to use as a guideline for studying the needs of domestic consumers by focusing on the importance of individual factors that affect demand in diverse ways. The findings of the current study provide domestic customers' insight to local producers and other stakeholders such as designers and the marketing team to understand and increase Thai cultural product purchasing behavior by providing a depth understanding of how customers value Thai cultural products and should deliver this value to meet customer satisfaction and repeated purchase.

The results revealed that values can play a crucial role in the decision-making process of buying. In line with the consumption theory, the finding of this study shows that the functional, social, and emotional-related value and social responsibility of Thai cultural products have a significant positive relationship with purchase behavior. The combination of values can help define and initiate practical marketing tools and communication plans, focusing on how the producer or the market emphasizes and expresses the value perceived by customers. Based on these findings, social responsibility is a critical factor in purchasing. The business team's action and communication message sent to the customer should be sincere and reflect that customer action is undoubtedly helping the local business. The merchant could create a mini-campaign and deliver a message on how the business could create a greater impact and help the actual producers conserve those cultures and identities as well as increasing their revenue. The mini campaign could launch with different themes and some creative gimmicks associated with Thai beliefs and culture, helping to emphasize why Thai people should conserve these valuable products. Increasing the perceived value of social responsibility could apply in many product categories range from local food, fashion and accessories, and furniture. Some fashion items like shirt or bag could receive the positive impact from promoting how the customers could help the local business as currently some fashion is manufactured from factory, even they are producing by local people, but the middleman often take advantage. Many

interviewees are concerned about this issue as they do not believe that buying fashion items could help local business. They are looking forward to how the relevant agency could manage this issue and to see how institutions are effective and deliver real benefits for people. It could be a trust issue. Therefore, the relevant agency should strengthen accountability and transparency by establishing the real commitment. Moreover, they could become the middleman and help local products to target the right audience, create some space for two parties to communicate in order to engage citizens in solving community and societal challenges. On the other hand, local producers could strengthen their unique techniques on the patterns of garments to show the identity which can create trust to the customers that they are made by local people, establish the shop or center to welcome the visitors, and the money will circulate in the community. One of the relevant examples is the beautiful hand-woven Phrae Wa silk, produced by the Phu Thai minority. Phrae Wa silk is considered a rare handicraft and has earned support and praise from Her Majesty Queen Sirikit herself. The Ban Phon Phrae Wa Silk Weaving Group is the center of silk production and is well worth a visit.

Increasing social value is challenging for every stakeholder. One of the success cases that should continue and adapt is the lifestyle and shopping event that encourage Thai people to wear traditional Thai dress. The event received positive feedbacks from customers as many Thai people enjoyed wearing the dress and sharing those photos to their social media which help to stimulate the trend. Creating and offering products adapted to the calendar of local events: fairs, festivals, meetings could be another effective way to gain attention from domestic customers who attend the event. However, it is not only about the support and contribution from relevant agencies but key opinion leaders or influencers from social media are truly the main communication tool to create attachment between consumers and the ongoing trend. These leaders have such a strong social status where their opinions are listened to when making important decisions in their respective fields. Key opinion leaders can kickstart trends by starting conversations around a topic that consumers find interesting, react to, and then spread to their friends and acquaintances. Accordingly, government agencies could support local producers by creating campaigns help to

promote Thai cultural products and organize unique events to gather a like-minded group of people via local events, exhibitions, and using key opinion leaders as one of the trend spreaders. Sharing the same interest in Thai cultural products could strengthen buyers' confidence and create resurgent Thai product sales for producers as well as the social phenomenon that could lead by macro influencers like the silk mask. Likewise, if customers think that the current trend or the firm and its products provide them a kind of social approval or improve their status, and their social environment prefers that, then repurchase intention and word of mouth might increase, especially with fashion items like silk and other types of garments as some people like and proud of it but they refuse to wear due to Thai silk dresses are unfashionable and difficult to wear in daily life. The design should adapt to be more modernized, which could create greater positive perception and increased intention to buy but the items must maintain the quality and uniqueness of Thai silk. Local producer should be aware of the perception to dress especially the occasions to wear, ease to use in daily life and easy to care, because this perception helps the user to buy more. Moreover, local producers must pay attention to the selection of popular products as the product could be more accessible and could increase the level of social approval. Silk mask is one of popular item during the pandemic and gain attention from social media. The other items could be silk casual suit that allow Thai people to wear it comfortable and does not make them look too serious. Small accessories could be another good example like silk earring as they can look modern and casual at the same time or silk hand band which the designer can capture the inspiration from social trend like South Korea or Japan fashion trend and adapt it. Companies and event organizers must make customers feel adequate about using the product and ensure an enjoyable, pleasant, and comfortable environment for increasing patronage and recommendation of customers.

Customers mostly perceive emotional-related value and evaluate on appearance, indicating that local producers should keep focusing on adding Thai identity or unique techniques or skills into the product design, hence, the products could clearly represent Thai culture. The management can differentiate Thai cultural products by highlighting the importance of uniqueness, craftsmanship, and local pride

in using Thai cultural products. Additionally, they are advised to consider storytelling about the unique technique or product background, such as inspiration, fact, or history via the right communication tools and materials. The information can be perceived through Thai cultural products' product design, skill, and unique attributes. Packaging is a particularly important communication tool as they have plenty of space for producers to insert their storytelling about the product or their originate to prove the authenticity of the product. Apart from aesthetic, craftsmanship and authenticity, nostalgia could be a great tool to create flash back trends and let the customers having fun with their childhood memory related to the products. They can create small campaigns with creative hashtag on social media. In short, the best fit communication tool to increase emotional-related value is photo as it can represent the beauty of Thai cultural product and creative artwork to deliver the message. However, photoshoot and creative artwork can be implied according to their product's category, for instance, products such as silk and garment are suitable for fashion photoshoot with model. Using foreign models could help improve the brand image to be more modern and contemporary. While products like decoration and ornament heavily depend on product's composition and staging. A good case study to follow is the Thai furniture brand, Deesawat. They can present Thainess under modern design through distinctive photoshoot style. The manufacturers should produce furniture with good quality image while remaining cost effective. For example, the furniture may have luxurious and durable outside appearance made of acceptable material assemble in invisible parts.

Product features and functions should develop together with appearance to gain customer satisfaction and lead to repurchase in the future. Customers should accept and trust Thai cultural products. As people begin to pay more attention and have higher expectations of Thai cultural products, acceptance standards should be gradually raised. Technology and innovation could be added to improve the product's quality and usability. Innovation could become a unique selling point to attract new generations and significantly impact product quality like materials and techniques. It would be more impactful if the producers could combine innovation and sustain the product's authenticity. The product's design must be beautiful and feature Thai identity

to show outstanding and unique skills of craftsmanship which can be used as an important and unique selling point. Notably, the design should be more contemporary, follow the current trend, consistent with daily usage and meet the customer needs, therefore, to meet the demands of diverse generations, the manufacturers should offer a variety of products styles. For instance, younger customers frequently favor contemporary design of the furniture and ornament. Manufacturers can create a set of furniture where each piece is consistency in terms of color, material, and general design. Furnishings sets also have the advantage of saving time when clients are picking complementary furniture. Furthermore, the design may be adjusted to be more unisex and simpler to attract male customers. The straightforward design could reach out to customers who are not familiar with the product and are more suitable for daily usage. Besides usability and design, price and quality are critical factors in determining customer preference, satisfaction, and recommendation to others. If customers perceive the quality of the product as higher, reliable, consistent, and in accordance with a reasonable price, the possibility of their willingness to repurchase the service in the future and recommend it to others will increase in return. Local producers could adjust the current price level reasonably, provide an excellent quality product, and create a brand that provides trust to customers. Creating this connection helps companies achieve business goals such as meeting customer expectations, raising brand reliability, and increasing sales.

The author has mentioned product development and reasonable prices regarding the marketing mix. However, producers should focus on place and promotion as the distribution channel is always the main problem affecting the sale. Choosing distribution channels for products and services is a subtle and strategic step that must consider the product's type, price, brand advertising, and product positioning. The channels they select should value the customer and enhance their user experience. Currently, online shopping has undeniably become a regular part of people's lives, particularly in the last year due to Covid-19. Online marketplaces are excellent lead generation and sales channels for e-commerce. Without investing in a marketing strategy, merchants can list products, create or improve their e-commerce businesses, and meet customers where they are. Adopting a successful e-commerce platform gives

you valuable access to new markets. Local producers can compare the products using tools. It gives them a good idea of product alternatives available or the standard rates, leading to the product development. Like physical store customer service, online customer service should be proactive rather than reactive. This action can be accomplished by targeting visitors based on their behavior and actions in the marketplace and approaching them with relevant information. Customer satisfaction can also be improved through e-Commerce because customers can track the status of their orders and give feedback to the producers. As well as word of mouth via e-commerce can go viral overnight as it is easy to get customer reviews. The management can ask customers for reviews online and build credibility by posting these on social media platforms and other sales channels. Furthermore, many promotional techniques can be used to increase sales. Each level of the channel requires its own set of promotional tools. Each product has unique requirements that necessitate a unique set of promotional tools. The program must be coordinated in order to consider marketing objectives as well as budget constraints.

Aside from the marketing mix, companies should prioritize on a communication plan. It could play a significant role between the producer and customer to understand the products' value and improve a brand image. Customers cannot perceive what Thai cultural products represent if the producers are not communicating. For example, people are paying more attention to a sarong. Manufacturers can respond by creating a contemporary design. However, if the entrepreneur cannot communicate their intention or distinctive features of the product, such as techniques and unique patterns, consumers will continue to perceive the value of sarong in the same way, resulting in the value of Thai cultural products not being developed.

Communication channels should be appropriate and suitable to the customer segment where the right tool could increase their purchase intention. Local producers could classify their customers into two groups: current user and non-current user. The current user will be easier to approach and stimulate by provide direct communication message such as promotion while the producers could provide useful information or fact about products to non-current users or new user. Classify segment could be helpful for Thai herbs and herbal products business. However, other product category

still can adapt this recommendation such as providing different attractive promotion on furniture and decoration items. Marketing communication needs related advertisements and social medias in order to approach the target group constantly, such as supporting online sale leading to the on-site sale, the suitable sale promotion on the on-site sale, more activity management. The communication tool could be in many forms, such as social media content, banners, single image with texts, animations, posters, brand recognition, or even the owner's speech. These forms are further used as display ads and search ads as pull and push advertising. Currently, interactive ads are effective advertisements. They allow brands to provide unique ad experiences that increase conversion rates and encourage consumers to interact with ads, often including forms of media such as video, images, audio, or animation. Customers can be connected with a brand more than ever before. In e-commerce, video content has become a key component of effective customer engagement and conversion. Merchants can also use audio, video, and interactive chat to create an online personal selling experience. After all, customers can like and share brand content on social media. The content should be accessible for ordinary customers to understand and show the product's strength, uniqueness, and authenticity to keep their attention. Every product category should create content and use their unique selling point to directly communicate with their targeted customer. Apart from media, the management or organization can encourage content review from influencers or real users as digital marketing allows many different channels where two-way communication is possible. Establishes clear two-way communication help to build consumer relationships. Two-way communication is critical in determining consumer trust and engagement with a brand. It can provide a clear picture of the conversation between a brand and its followers, customers, or leads. For example, social media is a perfect example of how brands and customers may get information and messages while also starting an open and accessible conversation. When a brand establishes solid two-way communication, it allows prospects to know that the brand wants to hear feedback and start conversations with its customers. As a result, when a company welcomes customer feedback, it can make changes and improve its products, services, and experiences. This action translates directly to more sales and income. When the

management engages in discussion with customers, they better understand who their customers are, what they value, what they anticipate from the brand and their worries. This feedback is valuable, but it may also help to improve messaging and marketing strategies. Consequently, this sincere two-way communication can provide customers with comfort and certainty. They feel appreciated and respected by the brand. That improves online reputation, reliability, and sales. Communication also helps to establish that crafted workers create authentic products, which humanizes the company.

Besides, to gain more successful communication, government agencies could consider the role of media exposure of Thai cultural products. In this regard, they can design creative campaigns with other local producers or designers emphasizing the values of products. The management can utilize the role of government to convey the message of Made by Thai and can collaborate with local and state-level governments in educating the benefits of Thai cultural product consumption, which increases perceived value and purchase intention. In this regard, the companies can collaborate with local and state-level governments in educating the benefits of Thai cultural product consumption. Along with the theoretical and managerial implication of the study, the findings of the current study offer insights to the policymakers interested in increasing Thai cultural products consumption. Government and relevant agencies could promote local businesses and support local producers in communicating with their targeted consumers. For instance, organizing various events that target the new generation is another way to increase the value subject to the current market and promote young designers who are proud of Thai identity to design and establish Thai products for Thai people. They can also exploit the role of media exposure to increase the buying attitude and purchase behavior of Thai cultural products. They could promote public relations together with event marketing by enhancing the identity of the three southern border provinces through business matching with foreign countries or different regions.

Lastly, the producer can utilize cluster analysis results to improve their business and marketing tool by strengthening unique propositions such as design and authenticity. A local producer who targets the female or younger generation should

heavily focus on developing function and design together. Creating a brand could be the business's next objective to achieve. It could lead to customer loyalty and repurchase, resulting in higher revenue.

5.3 Conclusion

This study explored the components of consumers' perceived value of Thai cultural products and their impact on purchase intentions using a mixed-method approach. The interview data and the extant literature depict how the four values (functional, social, emotional-related value, and social responsibility) of perceived value foster the domestic customers' intentions to buy cultural products in Thailand. The quantitative data collected from the domestic customer provided empirical evidence about the antecedents of purchase which was also reflected in the depth interviews of customers. All four values are found to positively influence the purchase and customer satisfaction of Thai cultural products.



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Appendix A Quantitative Online Questionnaire

Part 1 Demographic Variable

1. Gender

- Female
- Male
- LGBTQQ

2. Age (Generation)

- Under 25 years old
- 25 - 40 years old
- 41 - 56 years old
- Over 56 years old

3. Highest level of Education

- Primary School
- Junior high School
- Senior high School
- Technical or Vocational Qualification
- Undergraduate
- Postgraduate

4. Occupation

- Student
- Government Officer
- Employee
- Individual industrial and commercial
- Freelance



5. Monthly Income

- Less than 15,000 THB
- 15,000-30,000 THB
- 30,001-50,000 THB
- 50,0001-80,000 THB
- 80,001-100,000 THB
- Higher than 100,001 THB

Part 2 Purchasing behavior of Thai cultural products

6. Have you ever purchased Thai cultural products?

- Yes
- No

7. Do you consider yourself a frequent buyer?

- Yes
- No

8. What do you usually purchase? Please choose the top 3 products
(Product classified by functional use)

- Fabric
- Garment and Fashion accessories
- Decoration and Ornament
- Product for general use
- Product for personal care
- Product for household

9. Please specify Thai cultural product that you usually buy.

10. How often do you purchase Thai cultural products?

- Less than 1 time/month
- 1 time/month
- 2-3 time/month
- More than 3 time/month

11. What do you pay attention to when buying Thai cultural products?

Please choose the top 3 factors.

- Price
- Usability
- Quality
- Uniqueness
- Craft
- Appearance
- Original
- Represent Thai culture
- Willing to subsidize Thai cultural product and Thai producers.
- Other: Please specify



Part 3 Consumer's Value toward Thai cultural products

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12. To what extent do you value Thai cultural products?

5-point Likert scale - Strongly Disagree 1 2 3 4 5 Strongly Agree

Measure	Measurement
Functional Value	Price <ul style="list-style-type: none"> - The price of Thai cultural products is appropriated price. - Thai cultural products are worth the money.
	Usability

	<ul style="list-style-type: none"> - Thai cultural products are useful and functional. - Thai cultural products are possible to use daily. - Thai cultural products are made for practical reasons.
	<p>Quality</p> <ul style="list-style-type: none"> - Thai cultural products are well made. - Thai cultural products would perform consistently. - Thai cultural products have an acceptance standard of quality.
	<p>Uniqueness</p> <ul style="list-style-type: none"> - Thai cultural products are highly unique. - Thai cultural products are different from other alternative products. - Thai cultural products have distinct characteristic. - Thai cultural products are difficult to imitate.
Social Value	<p>Acceptance</p> <ul style="list-style-type: none"> - I feel accepted when I buy Thai cultural products. - Buying Thai cultural products make me gain the attention of others. - Buying Thai cultural products would make a good impression on other people. - Buying Thai cultural products would give its owner social approval.
	<p>Self-identity</p> <ul style="list-style-type: none"> - I see myself as a person who is concerned about culture. - I see myself as a cultural consumer. - Buying Thai cultural products helps reflect who I am.

	<ul style="list-style-type: none"> - Buying Thai cultural products help others perceive who I am. - I buy Thai cultural products instead of alternative products because I want to follow the trends that were happening at that time.
Emotional-related Value	<p>Craft</p> <ul style="list-style-type: none"> - I buy Thai cultural products because of the craftsmanship and skill of the producer. - I buy Thai cultural products because the production process that show cultural value. - I buy Thai cultural products because they demonstrate the quality of local craftsmanship and knowledge.
	<p>Aesthetic</p> <ul style="list-style-type: none"> - Thai cultural products are interesting. - Thai cultural products have a beautiful and attractive appearance. - Thai cultural products are creative.
	<p>Nostalgia</p> <ul style="list-style-type: none"> - Thai cultural products remind me of the past. - Thai cultural products represent the local culture that aroused my memory. - Thai cultural products are linked to my past experiences. - Thai cultural products remind me of my childhood.
	<p>Authenticity</p> <ul style="list-style-type: none"> - Thai cultural products made from traditional materials.

	<ul style="list-style-type: none"> - Thai cultural products are made from traditional methods. - Thai cultural products have traditional patterns and designs. - Thai cultural products made by local people
Social Responsibility	<ul style="list-style-type: none"> - Buying Thai cultural products instead of alternative products makes me feel like I am conserving Thai culture. - Buying Thai cultural products instead of alternative products makes me feel like I am helping the market and entrepreneurs. - Buying Thai cultural products instead of alternative products makes me feel socially responsible. - Buying Thai cultural products instead of alternative products would help generates more economic benefits.
Customer Satisfaction	<ul style="list-style-type: none"> - The overall feeling gained from using Thai cultural products is satisfied. - I receive what I expected after using Thai cultural products. - Choosing Thai cultural products instead of alternative products is the right decision.
Purchase Intention	<ul style="list-style-type: none"> - I am likely to buy or use Thai cultural products. - I will repurchase Thai cultural products. - I would like to support Thai cultural products. - I would like to promote and recommend others to use Thai cultural products.

Appendix B Qualitative Online Questionnaire

1. What kind of Thai cultural products do you like to purchase?
2. How often do you buy Thai cultural products?
3. Where do you purchase these products?
4. Do you think Thai cultural product is difficult to buy? Should the sale channel increase?
5. What is average total amount of each purchase?
6. Why do you purchase these products?
7. What is the main reason to buy?
8. Do you purchase Thai cultural products for yourself or for others as souvenirs?
9. How does these products attract you and different from other imported brands?
10. What are the positive impact and negative impact after using Thai cultural products?
11. How satisfied are you?
12. Will you repurchase?
13. Would you recommend these products to your friend, family member or others?
14. Do you think Thai cultural products can be developed or added in value?
15. If yes, what will you do? please give an example.
16. Do you believe that purchase Thai cultural products will makes any differences to the society and economy of Thailand?
17. Do you consider a product that include Thai cultural identity into the concept and design to be more contemporary as Thai cultural product? For example, combining different patterns on fashion accessories, embroidery designs on jeans, use Thai literature as the main concept of cosmetic products or perfume.
18. Have you ever bought it? What brand do you buy?
19. What is average total amount of each purchase?

20. What are the main factors that make you choose this type of product?



SD 0.69 0.750.761.040.770.790.780.730.720.790.750.970.970.980.951.010.901.010.941.011.180.740.820.760.720.780.781.000.971.091.070.790.790.780.820.730.930.90

Note. All correlation coefficients have a statistical significance at $p < .05$ level.

The confirmatory component analysis revealed that the Chi-square (χ^2) was 618.75, the relative chi-square (χ^2/df) was 1.06, the p-value was .135, the root mean square error of approximation (RMSEA) was .013, the Comparative fit index (CFI) was .993, the Tucker-Lewis index (TLI) was .991, and the sample standardized root mean squared residual (SRMR) was .040, indicating that the model had good structural integrity.

The results of First-order Confirmatory Factor Analysis found that Functional Value had Standardized Factor loadings (β) between .449 - .627 and Coefficients of Determination was between .202 - .393 ($R^2 = .202-.393$). Social Value has Standardized Factor loadings (β) between .601 - .775 and has Coefficients of Determination between .202 - .393 ($R^2 = .362-.601$). Emotional-related Value has Standardized Factor loadings (β) between .530 - .600 with Coefficients of Determination between .202 - .393 ($R^2 = .281-.360$) and Social Responsibility has Standardized Factor loadings (β) between .566 - .658 and Coefficients of Determination between .320 - .433 ($R^2 = .320-.433$).

The results of Second-order Confirmatory Factor Analysis revealed that Functional Value was the 3rd highest standardized factor loading ($\beta = .929$, $p < .001$), and Social Value was the 4th highest Standardized Factor loading ($\beta = .802$, $p < .001$), Emotional-related Value has the 1st highest Standardized Factor loading ($\beta = .997$, $p < .001$) and the 2nd highest Standardized Factor loading ($\beta = .991$, $p < .001$) is Social Responsibility. The results of the analysis are shown in Table 26 and Figure 18.

Table 26 Factor loadings, residual, and coefficient of determination – Perceived Value Measurement Model

Variables	B	SE	β	t	Residual	R^2
First-order Confirmatory Factor Analysis						
Functional Value						
1.FV1	1.00	—	.556	12.92	.690	.310
2.FV2	1.00	0.14	.521	8.80	.729	.271

Variables	<i>B</i>	<i>SE</i>	β	<i>t</i>	Residual	<i>R</i> ²
3.FV3	0.92	0.14	.470	8.00	.779	.221
4.FV4	1.59	0.18	.586	13.13	.657	.343
5.FV5	1.17	0.13	.584	13.42	.658	.342
6.FV6	1.14	0.14	.557	10.17	.689	.311
7.FV7	1.11	0.14	.548	10.72	.700	.300
8.FV8	1.14	1.14	.603	13.01	.637	.363
9.FV9	0.83	0.83	.449	7.21	.798	.202
10.FV10	1.17	1.17	.577	10.74	.667	.333
11.FV11	0.67	0.97	.498	8.60	.752	.248
12.FV12	1.59	1.59	.627	16.40	.607	.393
Social Value						
1.SV1	1.00	—	.728	22.51	.470	.530
2.SV2	0.99	0.07	.716	20.76	.487	.513
3.SV3	0.96	0.07	.706	23.29	.501	.499
4.SV4	1.05	0.07	.740	22.36	.453	.547
5.SV5	0.89	0.08	.702	21.25	.508	.492
6.SV6	1.07	0.09	.744	23.89	.446	.554
7.SV7	0.98	0.07	.741	25.45	.451	.549
8.SV8	1.10	0.08	.775	30.24	.399	.601
9.SV9	0.99	0.09	.601	14.30	.638	.362
Emotional-related Value						
1.EV1	1.00	—	.564	11.19	.682	.318
2.EV2	1.19	0.14	.600	12.26	.640	.360
3.EV3	1.00	0.12	.549	10.59	.698	.302
4.EV4	0.96	0.11	.555	11.54	.692	.308
5.EV5	1.01	0.12	.538	10.89	.710	.290
6.EV6	1.09	0.11	.580	11.27	.663	.337
7.EV7	1.36	0.18	.568	13.05	.677	.323
8.EV8	1.39	0.15	.598	14.21	.643	.357
9.EV9	1.40	0.18	.533	11.98	.716	.284

Variables	<i>B</i>	<i>SE</i>	β	<i>t</i>	Residual	<i>R</i> ²
10.EV10	1.38	0.13	.539	12.36	.710	.290
11.EV11	1.01	0.12	.530	10.34	.719	.281
12.EV12	1.12	0.13	.585	11.80	.657	.343
13.EV13	1.08	0.13	.572	11.41	.673	.327
14.EV14	1.08	0.11	.572	12.38	.672	.328
Social Responsibility						
1.SR1	1.00	—	.658	15.85	.567	.433
2.SR2	0.76	0.09	.566	10.33	.680	.320
3.SR3	1.10	0.11	.640	16.49	.591	.409
4.SR4	1.06	0.09	.637	14.54	.595	.405
Second-order Confirmatory Factor Analysis						
1.Functional Value	1.00	—	.929	43.00	.138	.862
2.Social Value	1.59	0.19	.802	24.11	.356	.644
3.Emotional-related Value	1.16	0.13	.997	1435.82	.006	.994
4.Social Responsibility	1.50	0.17	.991	551.01	.017	.983
Model fit Statistics:						
$\chi^2(df=581, N=412) = 618.75, p=.135, CFI=.993, TLI=.991, RMSEA=.013, SRMR=.040$						

Note. All coefficients are statistically significant at level .05.

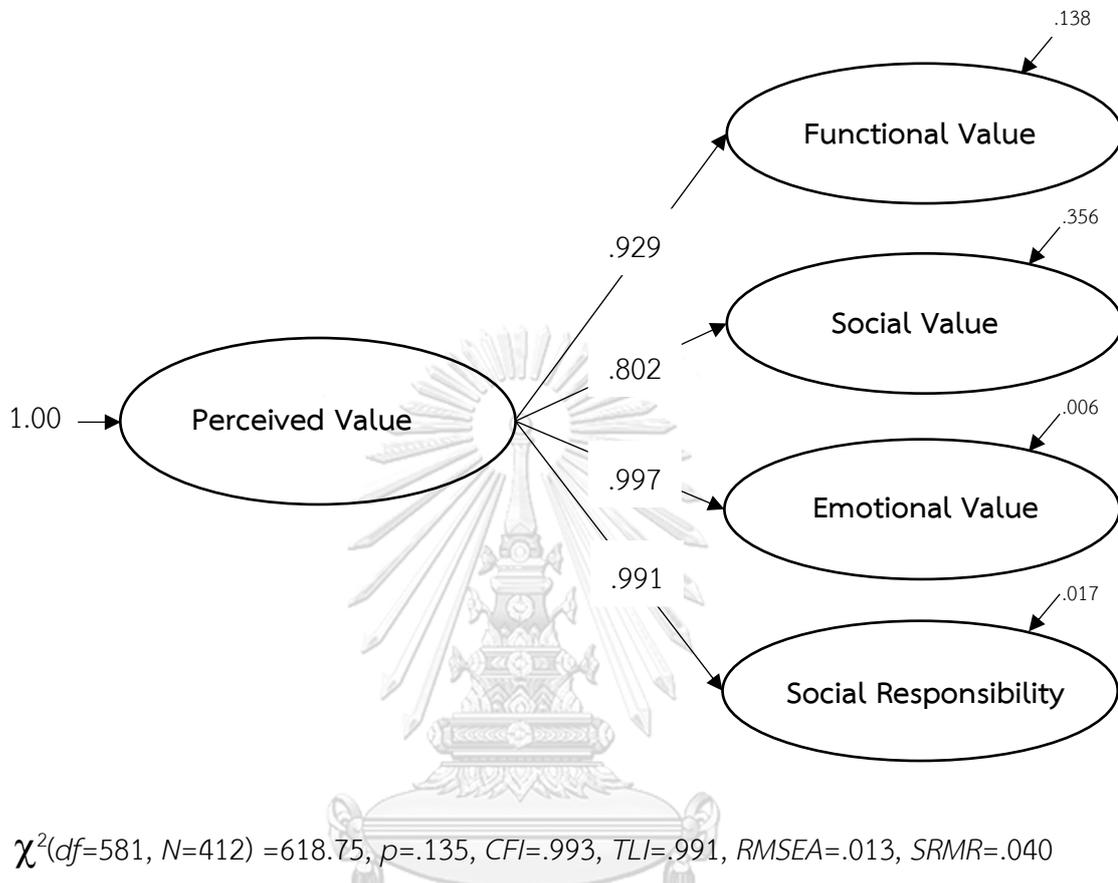


Figure 18 Second-order Confirmatory Factor Analysis of Perceived Value Measurement Model

Note. All standardized coefficients are reported.

Customer Satisfaction Measurement Model

Customer Satisfaction variables were measured across all three question items: CS1, CS2, and CS3. Results Pearson's correlation among observed variables found that All correlation coefficients had a statistical significance at $p < .05$ level, with the highest correlation variable. are CS1 and CS3 ($r = .422, p < .05$). The variables with the lowest correlation are CS1 and CS2 ($r = .328, p < .05$). Therefore, the questions are appropriate to apply in Confirmatory Factor Analysis that shows the value of Pearson correlation

coefficient, the mean and standard deviation of various observable variables are shown in Table 27.

Table 27 Pearson's correlation among observed variables —Customer Satisfaction

Variables	1	2	3
1. CS1	1.00		
2. CS2	.328	1.00	
3. CS3	.422	.337	1.00
<i>M</i>	4.25	4.14	4.22
<i>SD</i>	0.75	0.81	0.81

**Note.* All correlation coefficients have a statistical significance at $p < .05$ level.

The Customer Satisfaction variable was measured through a total of 3 questions. The result from Confirmatory Factor Analysis showed that Chi-square (χ^2) is 1.29. The relative Chi-square (χ^2/df) is 1.29. P-value is .256 The root mean square error of approximation (RMSEA) is .027. The Comparative fit index (CFI) is .998, the Tucker-Lewis index (TLI) is .993. The sample standardized root mean squared residual (SRMR) is .019 which indicates that the model is acceptable. The results of Confirmatory Factor Analysis revealed that the items used to measure Customer Satisfaction had Standardized Factor loadings (β) between .470 - .674 and Coefficients of Determination between .221 - .454 ($R^2 = .221 - .454$). The results of the analysis are shown in Table 28 and Figure 19.

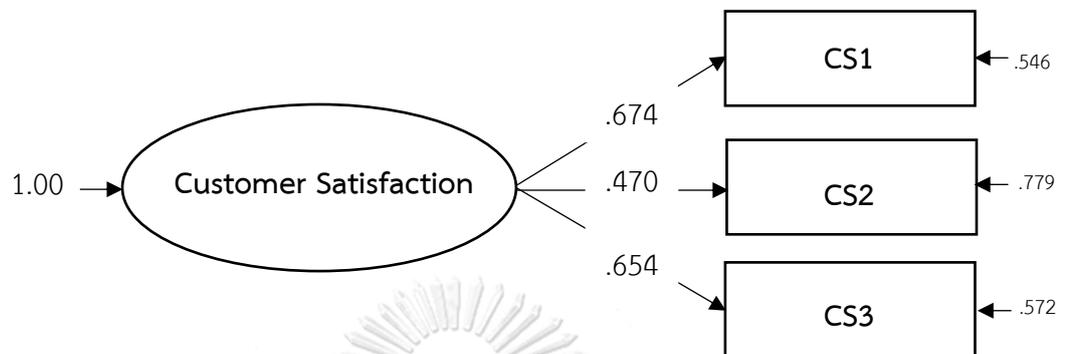
Table 28 Factor loadings, residual, and coefficient of determination —Customer Satisfaction Measurement Model

Variables	<i>B</i>	<i>SE</i>	β	<i>t</i>	Residual	R^2
1. CS1	1.00	—	.674	18.84	.546	.454
2. CS2	0.59	0.11	.470	6.53	.779	.221
3. CS3	0.88	0.11	.654	10.52	.572	.428

Model fit Statistics:

$\chi^2(df=1, N=412) = 1.29, p = .256, CFI = .998, TLI = .993, RMSEA = .027, SRMR = .019$

* Note. All coefficients are statistically significant at level .05.



$$\chi^2(df=1, N=412) = 1.29, p = .256, CFI = .998, TLI = .993, RMSEA = .027, SRMR = .019$$

Figure 19 Confirmatory Factor Analysis of Customer Satisfaction Measurement Model

Note. All standardized coefficients are reported.

Purchase Intention Measurement Model

Purchase Intention variables were measured across four questions: PI1, PI2, PI3, and PI4. Results of Pearson's correlation among observed variables found that all correlation coefficients have a statistical significance at $p < .05$ level, with high correlation variables. The variables that are mostly related are PI2 and PI4 ($r = .464$, $p < .05$). On the other hand, the variables with the lowest correlation are PI2 and PI3 ($r = .286$, $p < .05$). Consequently, all questions are appropriate to use in Confirmatory Factor Analysis that shows the value of Pearson correlation coefficient, the mean and standard deviation of variables in Table 29.

Table 29 Pearson's correlation among observed variables —Purchase Intention

Variables	1	2	3	4
1. PI1	1.00			
2. PI2	.426	1.00		

3. PI3	.363	.286	1.00	
4. PI4	.452	.464	.314	1.00
<i>M</i>	4.14	4.19	4.33	4.29
<i>SD</i>	0.87	0.78	0.76	0.78
AVE				
CR				

* Note. All correlation coefficients have a statistical significance at $p < .05$ level.

The purchase intention variable was measured through all 4 questions. The results of the corroborative component analysis revealed that the Chi-square (χ^2) was 0.30, the relative chi-square (χ^2/df) was 0.30, the p-value was .584, The root mean square error of approximation (RMSEA) $< .001$, Comparative fit index (CFI) of 1.00, Tucker-Lewis index (TLI) of 1.00, and The sample standardized root mean squared residual (SRMR) of .005, indicating that the model has Structural straightness is in good condition.

The results of Confirmatory Factor Analysis revealed that the item(s) used to measure Customer Satisfaction had Standardized Factor loadings (β) between .596 - .700 and Coefficients of Determination between .355 - .490 ($R^2 = .355 - .490$). The results of the analysis are shown in Table 30 and Figure 20.

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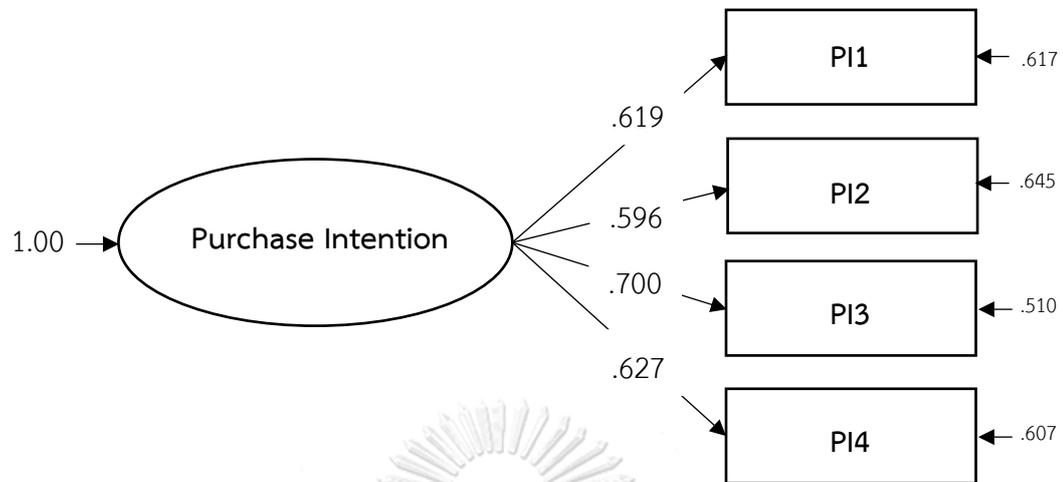
Table 30 Factor loadings, residual, and coefficient of determination — Purchase Intention Measurement Model

Variables	<i>B</i>	<i>SE</i>	β	<i>t</i>	Residual	R^2
1. PI1	1.00	—	.619	10.81	.617	.383
2. PI2	1.03	0.11	.596	11.24	.645	.355
3. PI3	1.09	0.16	.700	12.00	.510	.490
4. PI4	0.96	0.18	.627	8.65	.607	.393

Model fit Statistics:

$\chi^2(df=1, N=412) = 0.30, p = .584, CFI = 1.00, TLI = 1.00, RMSEA < .001, SRMR = .005$

* Note. All coefficients are statistically significant at level .05.



$\chi^2(df=1, N=412) = 0.30, p = .584, CFI = 1.00, TLI = 1.00, RMSEA < .001, SRMR = .005$

Figure 20 . Confirmatory Factor Analysis of Purchase Intention Measurement Model
Note. All standardized coefficients are reported.

Overall Measurement Model using Confirmatory Factor Analysis found that Measurement Model of Perceived Value, Customer Satisfaction, and Purchase Intention are suitable and can be used to measure theoretical components.

Appendix D Statistical Values in Cluster Analysis

Table 31 Statistical Values in Cluster Analysis

Auto-Clustering				
Number of Clusters	Schwarz's Bayesian Criterion (BIC)	BIC Change	Ratio of BIC Changes	Ratio of Distance Measures
1	4654.47			
2	4142.77	-511.70	1.00	1.61
3	3845.98	-296.80	0.58	1.52
4	3669.83	-176.14	0.34	1.13
5	3520.36	-149.47	0.29	1.15
6	3398.15	-122.22	0.24	1.09
7	3291.23	-106.92	0.21	1.03
8	3188.27	-102.95	0.20	1.21
9	3112.50	-75.77	0.15	1.05
10	3042.70	-69.80	0.14	1.07
11	2981.18	-61.52	0.12	1.17
12	2936.27	-44.90	0.09	1.01
13	2892.73	-43.54	0.09	1.05
14	2853.54	-39.19	0.08	1.10
15	2822.83	-30.71	0.06	1.00

Appendix E Mean and Standard Deviation of opinion-level data of all values

Table 32 Mean and Standard Deviation of opinion-level data of functional value

Functional Value	Mean	SD	Level of Opinion
Thai cultural products are highly unique.	4.5	0.71	Strongly Agree
Thai cultural products are well made.	4.4	0.79	Agree
Thai cultural products have distinct characteristic.	4.33	0.75	Agree
The price of Thai cultural products is appropriated price.	4.30	0.69	Agree
Thai cultural products are useful and functional.	4.27	0.76	Agree
Thai cultural products are worth the money.	4.25	0.74	Agree
Thai cultural products are different from other alternative products.	4.23	0.79	Agree
Thai cultural products are made for practical reasons.	4.18	0.77	Agree
Thai cultural products would perform consistently.	4.17	0.78	Agree
Thai cultural products have an acceptance standard of quality.	4.16	0.73	Agree
Thai cultural products are difficult to imitate.	4.11	0.97	Agree
Thai cultural products are possible to use daily.	4.03	1.04	Agree
Total	4.24	0.80	Agree

Table 33 Mean and Standard Deviation of opinion-level data of social value

Social Value	Mean	SD	Level of Opinion
Buying Thai cultural products would make a good impression on other people	4.10	0.95	Agree
I see myself as a person who is concerned about culture.	4.09	0.90	Agree
I see myself as a cultural consumer.	4.08	1.01	Agree
I feel accepted when I buy Thai cultural products.	4.02	0.97	Agree
Buying Thai cultural products helps reflect who I am.	3.98	0.94	Agree
Buying Thai cultural products make me gain the attention of others.	3.97	0.98	Agree
Buying Thai cultural products help others perceive who I am.	3.97	1.01	Agree
Buying Thai cultural products would give its owner social approval.	3.93	1.01	Agree
I buy Thai cultural products instead of alternative products because I want to follow the trends that were happening at that time.	3.87	1.18	Agree
Total	4.002	0.99	Agree

Table 34 Mean and Standard Deviation of opinion-level data of emotional-related value

Emotional-related Value	Mean	SD	Level of Opinion
Thai cultural products are creative.	4.34	0.78	Agree

I buy Thai cultural products because they demonstrate the quality of local craftsmanship and knowledge.	4.33	0.76	Agree
Thai cultural products have a beautiful and attractive appearance.	4.25	0.78	Agree
I buy Thai cultural products because of the craftsmanship and skill of the producer.	4.24	0.74	Agree
Thai cultural products are interesting.	4.23	0.72	Agree
Thai cultural products have traditional patterns and designs.	4.22	0.79	Agree
I buy Thai cultural products because the production process that show cultural value.	4.214	0.82	Agree
Thai cultural products are made from traditional methods.	4.211	0.79	Agree
Thai cultural products made by local people	4.206	0.78	Agree
Thai cultural products made from traditional materials.	4.16	0.79	Agree
Thai cultural products remind me of the past.	4.01	1	Agree
8. Thai cultural products represent the local culture that aroused my memory.	3.99	0.97	Agree
9. Thai cultural products are linked to my past experiences.	3.87	1.1	Agree
10. Thai cultural products remind me of my childhood.	3.85	1.1	Agree
Total	4.15	0.86	Agree

Table 35 Mean and Standard Deviation of opinion-level data of social responsibility

Social Responsibility	Mean	SD	Level of Opinion
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Buying Thai cultural products instead of alternative products makes me feel like I am helping the market and entrepreneurs.	4.31	0.73	Agree
Buying Thai cultural products instead of alternative products makes me feel like I am conserving Thai culture.	4.20	0.82	Agree
Buying Thai cultural products instead of alternative products would help generates more economic benefits.	4.12	0.9	Agree
Buying Thai cultural products instead of alternative products makes me feel socially responsible.	4.06	0.93	Agree
Total	4.18	0.85	Agree

Table 36 Mean and Standard Deviation of opinion-level data of customer satisfaction

Customer Satisfaction	Mean	SD	Level of Opinion
1. The overall feeling gained from using Thai cultural products is satisfied	4.25	0.75	Agree
3. Choosing Thai cultural products instead of alternative products is the right decision.	4.22	0.81	Agree
2. I receive what I expected after using Thai cultural products.	4.14	0.81	Agree
Total	4.20	0.79	Agree

Table 37 Mean and Standard Deviation of opinion-level data of purchase intention

Purchase Intention	Mean	SD	Level of Opinion
I would like to support Thai cultural products.	4.33	0.76	Agree

I would like to promote and recommend others to use Thai cultural products.	4.29	0.78	Agree
I will repurchase Thai cultural products.	4.19	0.78	Agree
I am likely to buy or use Thai cultural products.	4.14	0.87	Agree
Total	4.24	0.80	Agree



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