SEGMENTATION OF THAI GENERATION Z ON VALUE, ATTITUDE, BRAND LOYALTY, AND PURCHASE INTENTION TOWARDS CRUELTY-FREE PRODUCTS

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การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาผู้บริโภคคนไทย เจเนอเรชั่น แซด ตาม คุณค่า ทัศนติ ความ จงรักภักดีต่อแบรนด์ และ ความตั้งใจในการซื้อสินค้าที่ไม่ทารุณสัตว์ และความสัมพันธ์ระหว่างตัวแปร โดย ได้ใช้แบบสอบถามออนไลน์จากกลุ่มตัวอย่างที่เป็นผู้บริโภคทั้งชายและหญิง อายุระหว่าง 18 - 26 ปี เป็นคน ไทยตามสัญชาติหรือพักอาศัยอยู่ที่ประเทศไทย และมีความรู้ถึงเกี่ยวกับแบรนด์สินค้าที่ไม่ทารุณสัตว์ จำนวน ทั้งหมด 400 คน ผลจากการวิจัยพบว่า ผู้บริโภคเจเนอเรชั่น แซด ชาวไทยยึดถือคุณค่าสากลนิยม (Universalism Value) ต่อสินค้าที่ไม่ทารุณสัตว์ มีทัศนคติในทางบวกต่อการใช้เครื่องมือสื่อสารการตลาดแบบบูรณาการของ สินค้าที่ไม่ทารุณสัตว์ มีความจงรักภักดีต่อแบรนด์ที่ไม่ทารุณสัตว์ และ มีความตั้งใจในการซื้อสินค้าที่ไม่ทารุณ สัตว์ ในด้านความสัมพันธ์ระหว่างตัวแปลอิสระ (คุณค่า ทัศนติ และ ความจงรักภักดีต่อแบรนด์) และ ตัวแปล ตาม (ความตั้งใจซื้อ) การวิจัยนี้พบว่าความสัมพันธ์ของตัวแปลอิสระและตัวแปลมีเชิงบวก และพบว่าตัวแปล อิสระมีอิธิพลต่อความตั้งใจซื้อสินค้าที่ไม่ทารุณสัตว์ในเชิงบวกเช่นกัน สำหรับการแบ่งกลุ่มผู้บริโภค การวิจัย นี้พบว่า ผู้บริโภคสินค้าที่ไม่ทารุณสัตว์คนไทย เจเนอเรชั่น แซด มีทั้งหมด 5 กลุ่มดังนี้ Universalist Consumers, Function-Based Consumers, Brand Loyal Advocate, Price-based Consumer, and Marketing Influenced Consumers.

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This research examines Thai Generation Z consumers and their value, attitude, brand loyalty, and purchase intention toward cruelty-free products, as well as the relationship among the variables. An online questionnaire was developed to study 400 male and female respondents, aged between 18 - 26 years, that are Thai by nationality or residency, with the acknowledgement of cruelty-free brands. The research findings shows that Thai Generation Z hold Universalism value towards cruelty-free products, have overall positive attitudes towards integrated marketing communication tools of cruelty-free products, positive brand loyalty, and positive purchase intention towards cruelty-free products. Additionally, each independent variable (value, attitude, and brand loyalty) has positive relationships and are predicting factors of the dependent variable (purchase intention). For categories of segmentation, this research yielded 5 categories of segmentation: Universalist Consumers, Function-Based Consumers, Brand Loyal Advocate, Price-based Consumer, and Marketing Influenced Consumers.

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CHAPTER 1
INTRODUCTION

1.1 Significance of the Study

Generation Z consists of a population that is born between the years 1997 - 2012 (Dimock, 2019). As of 2022, they are the population that is attending high school, are university students, or are on their first jobs. Generation Z is a growing market, it is expected to reach $143 billion of spending power. Generation Z is also known to be becoming more ethical and sustainable (Mintel, 2017 as cited in McColl, Ritch, & Hamilton, 2021). They are considered to be the market that takes their personal values, such as politics, society, and the environment, into account in the decision-making of which brand they choose to support (Strugatz, 2020).

Generation Z consumers who are looking for eco-friendly products often choose to reach for vegan, cruelty-free, and sustainable products (In-Cosmetics, 2020). According to Mintel's Global New Products Database, vegan products launches have grown by 175% between the years 2013 - 2018 (In-Cosmetics, 2020). In turn, affect how brands develop products in order to fit such values. Generation Z's care for nature and the environment can be defined as the 'Universal Value,' which expresses the appreciation and protection of the welfare of people and nature (Schwartz, 2012).

According to the FDA, 'cruelty-free' labels on products simply claim that the end product has not been tested on animals (2020). Therefore, this does not solely limit to cosmetics products but includes fashion, food, household products, personal care, health products, and other categories. The Global Cruelty-Free market is expected to reach USD 10 billion by the year 2024 (Market Research Future, 2021).

In addition to choosing what to consume, Generation Z are taking actions to make a change as well. According to Howe (2021), Generation Z is putting pressure on brands to minimize packaging in order to protect nature, and for them to acquire cruelty-free certification. Moreover, they also are willing to stop supporting brands

that the values do not align with theirs, and some are willing to boycott brands that conduct animal testing (Romero, n/d). With both the Generation Z market and the cruelty-free product category are on the rise, it has appeared that the study of the relationship between the two can lead to an important finding.

Thus, this research examined Thai Generation Z consumers' behavior including value, attitude, brand loyalty, and purchase intention towards cruelty-free products in order to segment them into different groups. Which helps to shed light on understanding potential customers for cruelty-free products.

1.2 Objective of the Study

1. To examine the relationship among value, attitude, brand loyalty, and purchase intention of Thai Generation Z consumers toward cruelty-free products.

2. To examine different segmentation of Thai Generation Z consumers based on their value, attitude, brand loyalty, and purchase intention toward cruelty-free products.

1.3 Research Questions

1. What are the value, attitude, brand loyalty, and purchase intention of Thai Generation Z toward cruelty-free products?

2. What are the factors influencing the purchase intention of Thai Generation Z toward cruelty-free products?

3. What are the categories of segmentations of Thai Generation Z toward cruelty-free products?

Hypotheses

H1. There are relationships between value, attitude, brand loyalty, and purchase intention towards cruelty-free products.

H1.1 There is a relationship between value and purchase intention towards cruelty-free products.

H1.2 There is a relationship between attitude and purchase intention towards cruelty-free products.

H1.3 There is a relationship between brand loyalty and purchase intention towards cruelty-free products.

H2. There are different categories of segmentation of Thai Generation Z consumers based on value, attitude, brand loyalty, and purchase intention towards cruelty-free products.

1.4 Scope of the Study

The study will focus on value, attitude, brand loyalty, and purchase intention towards cruelty-free products of Generation Z in Thailand, the data is collected from June to July 2022 via online platforms with the questionnaires. The samples are male and female respondents, aged between 18 - 26 years, that are Thai by nationality or residency, with the acknowledgement of cruelty-free brands.

1.5 Operational Definitions

Value defined by APA Dictionary of Psychology as principle one lives by (American Psychological Association, n.d.-c). Shalom Schwartz (2012) defined ten values based on their underlying motivation. Universalism value is one of the ten values with the aim to understand, appreciate, tolerate, and protect the well-being of people and nature. This value is a combination of two subtypes of apprehension, the welfare of people and the world, and of nature from Universalism value and Functional and Social Values derived from Theory of Consumption Values.

Attitude is defined as a lasting evaluation of an attitude object (Solomon, 2019), attitude is often rated on a spectrum of positive and negative (American Psychological Association, n.d.-a). This research measured respondents' attitude towards different integrated marketing communication tools used for marketing cruelty-free products.

Brand Loyalty refers to biased actions toward a certain brand while taking different brands into consideration (Jacoby and Kyner, 1973). This study used the Composite Approach of brand loyalty which is a combination of behavioral and attitudinal brand loyalty (Touzani & Temessek, 2009). Attitudinal Brand Loyalty is

described as a consumer's positive perception and feelings toward a brand (Dick and Basu, 1994). Behavioral Brand Loyalty means consumers' repetitive purchasing behavior toward a brand (Dick and Basu, 1994).

Purchase Intention refers to consumers' tendency to buy a product (Fishbein and Ajzen, 1977). Can be measured as a definite statement and also on a likeliness to unlikeness scale, which can measure both high involvement and low involvement purchases.

Generation Z as defined by Dimock (2019) from Pew Research Center, Generation Z were born between 1997 - 2012. For the ethical purposes of this research study, the sample will be at least 18 years of age, therefore, Generation Z in this research will be those that were born between 1997 - 2004.

Cruelty-free Products FDA (2020) defined 'cruelty-free products' as products, of any category, that have not been tested on animals, meaning no animals were harmed in the process.

Demographic Profiles is to measure the respondents' age, gender, education, monthly income, and occupation.

1.6 Expected Benefits of the Study

In terms of academic benefits, this research contributes to the knowledge of Thai consumers, especially Thai Generation Z consumers, and provides insights for future studies of their value, attitude, brand loyalty, and purchase intention in the realm of cruelty-free.

In a professional sense, this research offers an in-depth understanding of Thai Generation Z as a market and an understanding of the cruelty-free niche. The data can help marketers to understand the factors influencing purchase intention of Thai Generation Z towards cruelty-free products.

CHAPTER 2
LITERATURE REVIEW

The goal of this research is to describe Thai Generation Z value, attitude, brand loyalty, and purchase intention toward cruelty-free products. Prior to execution, it is crucial to understand the nature of the variables and related topics around them. Thus, this chapter aims to explore and dive into topics relevant to this research, which includes the variables, consumer segmentation, integrated marketing communication (IMC), cruelty-free products, value, attitude, brand loyalty, purchase intention, as well as theories and concepts that will be used. The reviews in this chapter are obtained from academic journals, articles, previous research studies, and statistical reports. The framework for this research is presented at the end of this chapter.

2.1 Segmentation

Market segmentation was introduced in 1956 by Wendell Smith (Smith, 1956). Market segmentation provides marketers with structured data of the marketplace that they are facing (Wilkie, 1994). The segmentation also helps shed light on the differences in consumers and their motivation behind their purchase decisions.

2.1.1 Definition of Segmentation

Market segmentation is a consumer-oriented process of dividing a broad customer of a market into sub-categories of potential customers and existing customers (Camilleri, 2018). The execution of segmentation involves identifying similarities in a group of consumers such as shared characteristics, interests, lifestyle, or demographic profiles (Camilleri, 2018).

2.1.2 Methods of Market Segmentation

Segmentation of markets enables better understanding of the wants and needs of customers, this allows organizations to cater to their market more accurately, and develop better marketing strategies. There are several ways a market can be

segmented which are demographic segmentation, geographic segmentation, psychographic segmentation, and behavioral segmentation (Camilleri, 2018).

2.1.3 Methods of Segmentation

Demographic segmentation refers to the segmentation of markets into sub categories using physical and factual data, demographic variables including age, income, gender, occupation, marital status, race, family size, and many others (Camilleri, 2018). Since demographic variables data is easier to collect and measure, it has become a popular method of segmentation. Geographic segmentation refers to the segmentation of markets according to where those markets are located. Variables that may be considered are climate, population density, terrain, and others (Camilleri, 2018). Psychographic segmentation variables include social class, personality, and lifestyle (Kotler, 1994). Behavioral segmentation is segmentation through individual's purchase behaviors in variables such as volumes of purchase and frequency of purchase (Camilleri, 2018).

2.2 Generation Z

2.2.1 Definition of Generation Z

According to Dimock (2019) from Pew Research Center, Generation Z are the population that are born between 1997 - 2012. Their traits consist of being realistic, responsible, curious, and open-minded (Thach, Riewe, & Camillo, 2020). According to Seemiller and Grace (2016), Generation Z has high spending potential, and an increased level of awareness under politics, society, and the environment (Seemiller & Grace, 2016 as cited in McColl, Ritch, & Hamilton, 2021). Similarly, Donnison (2007) and Henry (2018) also added that Generation Z has become the most aware of the environmental, social, and political issues in history (Donnison, 2007 and Henry, 2018 as cited in McColl, Ritch, & Hamilton, 2021). They also self-identified themselves as 'woke' which translates to being consciously active towards injustice in society (Sobande, 2019 as cited in McColl, Ritch, & Hamilton, 2021), and are becoming more ethical and sustainable (Mintel, 2017 as cited in McColl, Ritch, & Hamilton, 2021)

2.2.2 How Brands Target Generation Z

Generation Z has become a new category of consumers. They grew up surrounded by technology and digital tools, making them a 'digital natives' generation. Founder of PR and social media agency Shadani Consulting, Zaib Shadani, suggests that to capture Generation Z's attention, short-form is key, as Generation Z is always on their devices and is exposed to an endless amount of digital content (2020). Additionally, Generation Z grew up seeing 'hard sell' advertisements and with them being value-oriented, brands are shifting to showing the benefits of their products rather than selling the product itself (Shadani, 2020).

As mentioned previously, Generation Z values authenticity and transparency, and with social media's rapid growth, the use of social media celebrities and influencers are becoming a common marketing tool for many. However, Generation Z is able to spot inauthentic influencer endorsements, with that, they are preferring real users rather than influencers who only post pictures about the product (Shadani, 2020; Digital Marketing Institute, 2018; Padfield, 2021). Vans, a skateboarding shoe brand, has been very successful in keeping the brand authentic to serve Generation Z consumers. Instead of simply sponsoring music festivals, the brand chooses to collaborate with artists and young designers to show their genuine care for being a creative brand that values ideas and the creation of artwork (Mitnick, 2021). Additionally to how Generation Z grew up with technology, they enjoy the interactiveness of the platform they use and they want to be heard.

Kylie Cosmetics succeeded in gaining love from Generation Z from how the brand engages and values consumers' opinions and creativity. The brand uses social media as a tool to allow consumers to communicate and interact with the brands, enabling consumers to suggest products names and ideas, giving the sense that their consumers are collaborating with the brand which Generation Z enjoys (Mitnick, 2021). In order to market to Generation Z, not only do the brands need to approach them through social media, but also know which message suits which social media platforms (Padfield, 2021). Referring back to Kylie Cosmetics, the brand uses Instagram as an interactive platform, allowing their Instagram followers to vote and

suggest names for their new products options (Mitnick, 2021), utilizing exclusive functionality of the social media and fitting the context of Instagram that otherwise would not work on other platforms.

Another significant factor that makes Generation Z a different consumer from the other Generations is how they are avoiding corporations and labels. They often look for diversity, and as mentioned previously are conscious of the environment and social issues. Wright State University professor, Corey Seemiller, stated that if Generation Z is buying from corporations, the corporations' values have to align with theirs (Mullen, 2019). As proven by Ulta Beauty, the beauty store is offering cruelty-free and vegan product lines to attract Generation Z shoppers as the store is providing products from a variety of corporations.

2.3 Integrated Marketing Communications

Integrated communication marketing (IMC) is an incorporation and organization of multiple communication channels with the purpose of clear and proportionate delivery of messages (Sawaftah, 2020). As IMC is generally conducted through two or more channels of communications, it involves uniform messages and media content to ensure unified understanding through all channels utilized (Susilowati & Sugandini, 2018).

2.3.1 Components of IMC

IMC can consist of both traditional and modern communication tools. Traditional communication tools include advertising, promoting, and personal selling. Modern communication tools consist of public relations, online marketing, direct marketing, search engine optimization, and mobile marketing.

2.3.2 Traditional Communication Tools

Advertising

Advertising is described as paid impersonal communication that relates to a brand, service, product, or an idea of a sponsor (AAM, 1963 as cited in Oancea, Dutu, Dianconu, & Brinzea, 2016). 'Paid' in this definition means how the space or

time in order for the advertisement to be published has to be purchased for. 'Impersonal' means that the message is being sent to large groups of audience through use of mass media such as television, magazines, newspaper, radio, or others (Oancea, Dutu, Dianconu, & Brinzea, 2016).

By the nature of impersonal advertising, immediate feedback from the audience is generally not available to be received, or not relayed immediately. With the characteristics stated, advertising makes a traditional integrated marketing communication tool to serve the purpose in raising awareness and in communicating positive message, increasing positive association to consumers, leading to positive attitudes towards the product, service, brand, or company (Oancea, Dutu, Dianconu, & Brinzea, 2016). Advertising tools are television, newspapers, magazines, radio, outdoor advertising, internet, and product placement.

Promoting

Promoting as a traditional integrated marketing communication tool is used to encourage short term sales through offering of incentives (Belch & Belch, 2003). The effect of promoting is temporary to achieve short term goals (Oancea, Dutu, Dianconu, & Brinzea, 2016). A decrease in brand loyalty and an increased sensitivity are often the reasons the promoting tool is utilized. Promotional tools are discounts, promotion, gifts with a purchase of product or service, refund offers, loyalty programs, contests, coupons, and others (Percy, 2008).

Personal Selling

Personal selling is personal communication between a seller and a potential customer with the goal of an action and finally a purchase of a product or a service (Belch & Belch, 2003). Unlike advertising, personal selling communicates through direct contact between seller and buyer, generally face to face or through telephone call, allowing the seller to receive immediate feedback from the customer. Receiving immediate feedback enablers the seller to evaluate the reaction of the customer and promptly adapt the message according to the situation (Oancea, Dutu, Dianconu, & Brinzea, 2016).

According to Percy (2008) personal selling can be taken into a business-to-business perspective as personal selling can be conducted as a direct contact not only with consumers, but also with resellers or dealers. As a matter of fact, among industrial marketers, personal selling is often the main terms of marketing communication. Among whomever personal selling is taken in between, the message delivered must remain uniform with the marketing communication program (Oancea, Dutu, Dianconu, & Brinzea, 2016).

2.3.3 Modern Communication Tools

Public Relations

Public relations main function is to sustain reciprocal communication, understanding, acceptance, and cooperation between an organization and the public. In order to support the management of informing the public and receiving opinions from the public as a way to optimize ways to carry out the public's needs (Harlow 1976, as cited in Oancea, Dutu, Dianconu, & Brinzea, 2016). Public relations has been suggested by Morley in 2002 to adapt the concept of 'think globally, act locally' (Morley, 2002 as cited in Oancea, Dutu, Dianconu, & Brinzea, 2016). Global thinking highlights the importance of applying international trends at a local level to make the best of public relations tools with their stakeholders.

Percy (2008) mentioned some of the methods to achieve brand communication through public relations, a few of which are conduction of public relations activities such as media relations, corporate communication, sponsorships, events, and most crucially publicity. Other public relations tools and activities include: internal communication, public interest, business to business, collective relations or social responsibility, media relation, publication management, investor relation, strategic communication, crisis management, management aspects, and exhibition or events (Oancea, Dutu, Dianconu, & Brinzea, 2016).

Direct Marketing

Direct marketing is a method where interactive connections between an organization and its selected target occurs, with the goal to obtain a measurable and immediate response and long-term relationship (Kotler, 2009). Percy (2008) also agrees that direct marketing is a means which an organization utilizes to achieve immediate response from their target audience. Direct marketing is an effective tool in reaching target consumers as well as other organizations in the business to business market (Oancea, Dutu, Dianconu, & Brinzea, 2016). Direct marketing tools include: telephone marketing, face-to-face, direct mail, marketing online, new technologies marketing, and direct response television.

Online Marketing

In recent years, changes in organization's communication functions were stimulated by the dynamic and pioneering communication tool of online marketing (Oancea, Dutu, Dianconu, & Brinzea, 2016). The internet opens a platform where all communication tools such as sales, advertising, promotion, personal selling, public relation and, direct marketing can be exercised, and due to its interactive disposition and with current and potential consumers, it makes online environment a fruitful medium of communication (Belch and Belch, 2003).

Various organizations notice the benefits of the online environment and are employing the internet into their integrated communication strategies (Oancea, Dutu, Dianconu, & Brinzea, 2016). Online marketing tools include: online advertising, affiliate marketing, email marketing, word of mouth communication, website development, social media, search engine optimization, google adwords, pay per click advertising, and search engine marketing.

Mobile Marketing

MMA Updates Definition of Mobile Marketing (2009) defined mobile marketing as the utilization of mobile as a medium between a brand and an end user in communication and entertainment. According to Percy (2008) mobile marketing makes the only personal means that able to conduct spontaneous, interactive, direct communication at any time and any place. Many organizations recently directed more

marketing weight onto the mobile environment (Oancea, Dutu, Dianconu, & Brinzea, 2016).

Mobile marketing enables marketers to target specific audiences, control exact time of exposure, and receive responses from consumers, and that marketers are focusing on putting efforts into mobile marketing (Oancea, Dutu, Dianconu, & Brinzea, 2016). Communication messages that are delivered through online and offline channels can likewise be delivered through the mobile methods. More importantly, mobile environment allows marketers to monitor the exposure of the messages, collect information to create database, and pinpoint consumers preferences (Percy, 2008)

2.4 Attitude

Attitude is defined as a lasting general evaluation of something on a spectrum of negative and positive. Attitude provide an evaluation summary of the object and are believed to have originated from beliefs, emotions, and past associations with the object (American Psychological Association, n.d.-a). Similarly, Baron & Byrne (1984) state that attitude is a lasting collection of feelings, beliefs and behavior directed towards specific objects. Malhotra (2005) also stated that an attitude is a summary of evaluations of an object. On a similar note, Thurstone (1931) expressed that attitude is the psychological effect, for or against, a particular object.

2.4.1 Definitions of Attitude

According to Solomon (2019), an attitude lasts as it undergoes over time. In order for one to develop an attitude it takes more than one momentary event, therefore, attitude only form after numerous exposure to certain objects or stimuli (Solomon, 2019). An attitude of a consumer can be developed towards a wide range of objects, from product-specific, such as using brand A over brand B, to consumption-related, such as how frequently the consumer should use a particular product.

Ajzen and Fishbein (1977) define attitude as a reaction towards an object. An attitude object can be a person, a physical object, a behavior, or a policy, (Ajzen & Fishbein, 1977, Bohner & Wanke, 2002) which an attitude is held to an attitude object in regard to any particular aspect of one's world, hence the definition 'attitude is a reaction'. In agreement with Ajzen and Fishbein, Allport (1935) states that an attitude is a mental state of eagerness that derives from experience which has an effect or influence on one's response to a related attitude object and situation.

2.4.2 Function of Attitude

Katz (1960) identified four functions of attitude as follows, utilitarian function, value-expressive function, ego-defensive function, and knowledge function. Utilitarian function centers around the qualities and the use of the objects, for example, one may develop a positive attitude towards an item because the item is effective in serving its functions. The value-expressive function is when one focuses on how the object relates to one's personal values or self-concept rather than focusing on the tangible properties of an object. For instance, a person may develop a negative attitude towards leather goods because they support veganism. This function can in a way increase one's self-esteem when one expresses those attitudes. Ego-defensive function is when an attitude serves as a protection of external threats or internal feelings, for example, one may develop a negative attitude towards a certain type of clothing as they are self-conscious; and lastly, knowledge function, which an attitude serve as building blocks of understanding, for an instant a positive attitude is developed towards a restaurant as the person gets to obtain knowledge about restaurant management.

2.4.3 Tripartite Model of Attitude

The tripartite model of attitude proposes that attitude is a construction of three components, namely, affect, cognitive, and behavioral (American Psychological Association, n.d.-b; Katz & Stotland, 1959; Rosenberg & Hovland, 1960).

Attitude and response to an attitude object is generally believed to be consistent towards one another (Allport, 1935; Katz and Stotland, 1959). As attitude come on a spectrum of positive and negative (American Psychological Association, 2020), the evaluative response is viewed as a unidimensional result with positive or negative attitude (Ostrom, 1969). The evaluative response then represents a level of overall tendency rather than the entirety of responses, meaning that someone with a moderately positive attitude will on average show moderately positive evaluative responses, however, will occasionally show exceedingly positive responses, neutral responses, and exceptionally opposed responses (Ostrom, 1969).

Most understandings of attitude are that attitude is a result of attitude object evaluations which are based on the spectrum of positive and negative (Fabrigar, MacDonald & Wegener, 2005). In application, attitude have been represented by numbers indicating the place of an attitude object on an evaluative spectrum. Many social scientists have realized that this depiction of attitude, based on valence and extremes, is inefficient to apprehend the substantial properties of an attitude (Fabrigar, MacDonald & Wegener, 2005). In order to capture all relevant attitudinal components, supporters of the tripartite perspective suggest that evaluative responses could be segmented into affect, cognitive, and behavioral (Katz & Stotland, 1959; Rosenberg & Hovland, 1960).

The tripartite theory suggests that attitude contains three components, affect, cognitive, and behavioral (Katz & Stotland, 1959; Rosenberg & Hovland, 1960). Conventionally, affect has been used to express positive and negative feelings towards the attitude object (Rosenberg & Hovland, 1960). Cognition has been used to describe beliefs one has about the attitude object.

The more recent description of the tripartite theory, theorists have altered the character of 'affect', rather than being definitively described as "approval or disapproval" (Smith, 1947), but composed of specified and discrete emotional states (Fabrigar, MacDonald & Wegener, 2005). Traditional theorists have implicated that the components were the makeup of an attitude (Smith, 1947). Oppositely, more

recent implication proposed that an attitude is unattached to the affect, cognition, and behavior, an attitude does not contain the elements but is an evaluative summary of them (Fabrigar, & Petty, 1994; Zanna & Rempel, 1988 as cited in Fabrigar, MacDonald & Wegener, 2005). This new perspective on attitude caused researchers to notice the potential contrast across the components, attitude, cognition, affect, and behavior (Fabrigar, MacDonald & Wegener, 2005).

This research studied consumer's attitude towards integrated marketing communication tools of cruelty-free products. This research aimed to learn about consumer's liking towards each of the integrated marketing communication tools.

2.5 Purchase Intention

2.5.1 Definitions of Purchase Intention

In simple terms, purchasing intention means "what we think we will buy" (Blackwell et al., 2001 as cited in Lee, Goh & Noor, 2019). According to Fishbein and Ajzen (1977), purchase intention is a consumer's tendency to buy a certain product and is an important signifier to measure consumer behavior (Fishbein and Ajzen, 1977 as cited in Lee, Goh & Noor, 2019). Engel et al. (1995) have classified purchase intention into three types - unplanned purchase, partially planned purchase, and fully planned purchase (Engel et al., 1995 as cited in Lee, Goh & Noor, 2019). Additionally, Zeitheaml (1988) classified purchase intention into "possible to buy", "intended to buy", and "considered to buy" measures of purchase intention (Zeitheaml, 1988 as cited in Lee, Goh & Noor, 2019).

Unplanned purchase is when a consumer purchases a product or service impulsively without thinking of any prior planning. Parboteeah, Valachch, and Wells (2009) has further identified types of unplanned purchase, namely, pure unplanned purchase which means a purchase that does not fit the consumer's usual purchase and has never been considered, suggestive unplanned which means a purchase as a result from marketing stimuli, reminder unplanned which means the consumer has been reminded of their previous desire for the product, and planned unplanned purchase which means when a consumer attempt to leverage marketing promotions in

consideration to purchase (Parboteeah, Valachch, & Wells, 2009, as cited in Steenburg & Nadeeri 2019).

Partially-planned purchase as defined by Engel, et al. means a consumer made the decision to purchase the product category before entering the store, and later considers the brand when they are at the store (Engel, et al, 1995, as cited in Shahid, Hussain, & aZafar, 2017).

A planned purchase is a purchase where a consumer already has a specific category and brand in consideration (Kollat, 1967, as cited in Sohn & Ko, 2020). A completely planned purchase has been identified as a purchase that has been decided in advance (Engel et al., 1990, as cited in Sohn & Ko, 2020). Planned purchase is also defined as a purchase where a need for the product is known before taking action to enter the store (Piron, 1993, as cited in Sohn & Ko, 2020).

This research measured Thai Generation Z purchase intention towards cruelty-free products in order to understand its relationships with the other variables, also to determine which descriptions of consumers have the highest likelihood to purchase.

2.6 Cruelty-Free
2.6.1 Definition
Cruelty-Free has been understood that the products, including the ingredients before processing, were not tested on animals (Johnson, 2017), however since there is no definite definition of 'cruelty-free' as it is not defined by law nor is there a government agency regulating the term (MSPCA, n/d) it leads to ambiguity of 'cruelty-free' labels on products. According to the FDA, 'cruelty-free' labels on cosmetic products simply claim that the end product has not been tested on animals, however, the ingredients may have gone through any animal testing process, or have gone through any animal testing in the past, this is current to the year 2020 (2020). Even though the FDA by no means required animal testing in process of ensuring products safety, this includes food, drugs, and cosmetic products (FDA, 2020a).

There are many possible implications of 'cruelty-free' claims, cruelty-free could mean the end product nor the ingredients have been tested on animals, the end product has not been tested on animals however the ingredients have been, the manufacturer does not conduct animal testing but the supplier does, the ingredients and the end product have not been tested on animals for the past five, ten, or twenty years, or the ingredients and the end products will have not been tested on animals after being approved by certain certification (MSPCA, n/d). There are three organizations that overlook and provide cruelty-free certifications namely The Coalition for Consumer Information on Cosmetics (CCIC), People for Ethical Treatment of Animals (PETA), and Choose Cruelty Free (CCF).

Cruelty-free certification provided by CCIC, also known as the "Leaping Bunny Program,' which covers all US and Canadian-based companies and does not allow animal testing by any means, simply means 100% animal cruelty-free. The term 'animal testing' covers any non-human testing. This includes in-house and third-party commission animal testing of both the ingredients and finished products. The company has to subscribe to monitoring, as well as the third-party manufacturer (Leaping Bunny Program, n/d).

Certification provided by PETA, also known as the "Global Beauty without Bunnies Program." PETA provides two certification programs which are 'Global animal test–free' and 'Global animal test–free and vegan.' To obtain 'Global animal test–free' certification companies must not conduct, commission, or allow any tests on animals for their ingredients, formulations, or products at all. However, this does not cover animal-derived ingredients that could potentially be cruel to the animals including but not limited to beeswax and honey, while their other certification 'Global animal test–free and vegan' does (PETA, n/d).

Similar to the Leaping Bunny Program, Choose Cruelty Free (CCF) is a partner of CCIC however it only covers companies and brands in Australia (Cruelty Free International, n/d.).

2.7 Theory of Basic Values

2.7.1 Definition

According to the APA Dictionary of Psychology, 'value' is a principle an individual accepts as a guide to measure the good, and important, which could be moral, social, or aesthetic principle (American Psychological Association, n.d.-c). Values are a critical entity for the understanding of the social and personal organization and change (Schwartz, 2012). Recent theories have taken the basic values of people in all cultures into consideration and identified ten specific types of values as well as the relations between them (Schwartz, 2012).

2.7.2 Nature of Values

As stated by Schwartz (2012) the value theory identified six main characteristics of values as followed. Firstly, values are beliefs and are tangled with effect meaning that when values are triggered, they become immersed in feeling. Secondly, values can mean goals that encourage actions, individuals who hold importance in order, justice, and generosity values are motivated to achieve those goals. Thirdly, values are not simply actions and situations. Values such as obedience and honesty are not norms that translate into particular actions, objects, or situations. Fourthly, values function as standards that guide an individual in what to do, what is good or bad, commit or avoid, depending on the situation with the goal of value fulfillment. Fifthly, values have different levels of importance and are in order in relation to one another. Each individual can hold numerous values and each value are prioritized differently. Lastly, priorities of the values impact the decision of actions, meaning that one may take action to fulfill their most important value at an expense of contradiction of another lower rank value (Schwartz, 2012).

2.7.3 Schwartz's Theory of Basic Values

Those characteristics stated above apply to all values, however, the type of goal or motivation each value conveys is what differentiates one value from another. Theory of Basic Values identified ten values based on each underlying motivation. As expressed by Schwartz (2012) it is likely for the values to be universal as they are established under one or more of the universal requirements of human existence,

namely, the needs of human beings, the needs of social agreement, and the needs of survival and welfare of groups (Schwartz, 1992).

The ten values as defined by Shalom Schwartz are distinguished by the comprehensive goal that each value expresses, the values are as follows: Self-Direction, Stimulation, Hedonism, Achievement, Power, Security, Conformity, Tradition, Benevolence, and Universalism (Schwartz, 1992).

2.7.4 Universalism Value

The goal of Universalism value is to understand, appreciate, tolerate, and protect the well-being of people and nature. Universalism value fall under the needs of survival and welfare of individuals and groups (Schwartz, 1992). This value is a combination of two subtypes of apprehension, the welfare of people and the world, and of nature. This value stems from the acknowledgment of others outside of their primary group rather than recognizing the problem on their own. In terms of nature and the environment, the realization of the life-threatening consequences of damage to the natural environment brings about this value.

2.7.5 Theory of Consumption Values

Theory of consumption value (TCV) is an investigation of consumers' perceived values (Tanrikulu, 2021). This theory focuses on both utilitarian and hedonic aspects of perceived values (Sheth et al., 1991). This theory identifies the underlying motivation for consumption behavior which also predicts, describes, and explains the choices of consumers through consumption values (Tanrikulu, 2021). There are five consumer values which are functional value, conditional value, emotional value, social value, and epistemic value (Tanrikulu, 2021).

Functional value is similar to utilitarian value where capacity for functional and physical performance is considered (Sheth et al., 1991). Social value is referred to perceived utility where one or more social groups was recognized as social value and measured through products association (Sheth et al., 1991).

Cruelty-free products is a product category that concerns animal wellbeing, which falls under Universalism value where one may feel responsible to care for the environment, nature, and others around them, therefore this research measured consumers' Universalism value, functional values, social values, in order to avoid redundancy.

2.8 Brand Loyalty

Brand loyalty can be described as high levels of customer satisfaction and repeat buys of a brands' products or services over a long period of time are also signifiers of a brand's success (Doyle, 2016). Additionally, acquiring new customers requires more cost than it does retaining existing customers. Brand loyalty is a substantial factor in the profitability and development of brands (Doyle, 2016). According to Oxford Dictionary of Marketing by Doyle (2016), brand loyalty is a measure of how unwilling a consumer is to switch to a product or service of competitors' brands.

Theorists have provided various definitions of brand loyalty, each with different elements to determine brand loyalty, the development of the term 'brand loyalty' can be observed through these definitions.

2.8.1 Definitions of Brand Loyalty

A few of the first to define brand loyalty are Jacoby and Kyner (1973), in which brand loyalty is described as the biased actions taken over time with some decision-making process while considering one or more comparable brands out of a set of similar brands, and is a result of psychological process. This definition is commonly understood across the literature (Bozzo et al., 2003). This definition is assertive that consumers have several choices, it places emphasis on how it is not only the biased actions taken that are crucial to brand loyalty but also the psychological element.

As defined by Oliver (1997), brand loyalty is a commitment to rebuy a preferred product or service despite marketers' efforts to influence the committed behavior. While Oliver places emphasis on the behavioral perspective of brand loyalty, Rossiter and Percy (1987) proposed that brand loyalty is depicted by the positive attitude towards a brand and consistent repurchases over time. Mellens, DeKimpe, and Steenkamp (1996) drew attention to the time aspects of brand loyalty and suggested that a behavioral response should be constant over a period of time.

2.8.2 Approaches of Brand Loyalty

Later theories of brand loyalty involve different aspects to measure brand loyalty, two of which as observed above are behavioral aspect and attitudinal aspect. Three main approaches to brand loyalty are the behavioral approach, the attitudinal approach, and the composite approach (Touzani & Temessek, 2009).

2.8.3 Behavioral Brand Loyalty

Behavioral brand loyalty is described as a consumer's repetitive buying behavior of a certain brand. The repetition of purchasing behavior over a course of time is then considered a signifier of brand loyalty of the consumer (Brown, 1952 as cited in Touzani & Temessek, 2009).

Behavioral brand loyalty is an observable pattern of repurchasing behavior towards a specific brand, and when the frequency of purchase of the specific brand is evidently higher in relation to the total purchase (Back & Parks, 2003). Richard Oliver has also described brand loyalty as a consumer's unchanging sense of dedication to repurchase a product or service (Oliver, 1997 as cited in Lee, Goh, & Noor, 2019). Additionally, behavioral brand loyalty implies that consumers voluntarily commit to a single brand and ignore other brands during purchasing decisions (Baldinger and Rubinson, 1996; Cavero & Cebollada, 1998, as cited in Lee, Goh, & Noor, 2019). Moreover, other definitions suggest the act of advocacy for the products to others in addition to repeated purchasing behavior (Lee, Goh, & Noor, 2019).

However, big controversy can be observed around this approach to brand loyalty. Behavioral brand loyalty approach is centered around the prediction and description of consumer behavior, yet is unable to explain the causation of the behavior nor issue information regarding the motivations behind those purchasing behavior (Raj, 1985; Amine, 1998; Uncles et al., 2003). Additionally, affective elements of brand loyalty are not present in this approach, therefore, looking into the affective aspect of brand loyalty is substantial in understanding brand loyalty.

2.8.4 Attitudinal Brand Loyalty

Studies on brand loyalty during the years of 1970s began to determine the brand loyalty realm by operationalizing brand loyalty through the attitude of the consumers (Day, 1969; Laben, 1979 as cited in Touzani and Temessek, 2009). The approach of brand loyalty through consumers' attitude enables the observation of the intentional aspects of the phenomenon (Odin et al., 1999). Attitudinal brand loyalty implies consumers' positive perception and feelings towards a brand with consideration of competing brands (Dick and Basu, 1994). It is also described as an expressed attitude that stemmed from a preference toward a brand or a psychological tendency toward a brand (Day, 1969; Jacoby & Chestnut, 1978).

According to Oliver (1997), attitudinal brand loyalty is a process that develops in three stages, cognitive, affective, and conative, before forming an attitudinal brand loyalty. Firstly, cognition implies a consumer's opinion about a product or a brand. Affection implies consumers' feelings, moods, or emotional reactions, which can range from extremely positive to extremely negative (Eagly & Chaiken, 1993 as cited in Back & Parks, 2003). Attitude and affection have a positive correlation, a consumer who evaluates a product or a brand positively tends to have a positive affective reaction (Back & Parks, 2003). Finally, the tendencies to take certain actions such as making a purchase, or avoiding a product, has been observed to be a result of conation (Bagozzi, 1978 as cited in Back & Parks, 2003).

2.8.5 Functions of Attitudinal Brand Loyalty

As mentioned previously, an attitude serve different functions, namely: utilitarian function, value-expressive function, ego-defensive function, and knowledge function (Katz, 1960). Those functions can be related to the nature of attitudinal brand loyalty as well. The utilitarian function of brand loyalty is based upon the evaluation of other options of products or brands on their performances, before selecting a brand that meets the criteria. According to Katz (1960), utilitarian functions are driven by first-hand experience with the products rather than word-of-mouth, meaning that consumers who are utilitarian brand loyal are likely to be the ones that are satisfied with the experience with the brands or their products or services. The utilitarian will bring about brand loyalty when a consumer is satisfied with the brand and the brand has been proven to be worth its economic value, with the consumer having compared its effectiveness among competitors.

The value-expressive function is shown through how the motivations or the need to purchase is derived from how the product is aligned with, or can express, the customer's value (Kardes, 2002). In such a case, the object is used in order to express one's function, in a way in order to increase one's self-esteem as well. Research from Allen et al. (2002) suggests that matching promotional strategies with the way customers relate to a product helps increase repeat purchase behavior. Meaning that brand loyalty can be encouraged if the product reflects the customer's personal values.

The third function of brand loyalty predicated on Katz's (1960) genetic function of attitude is the ego-defensive function. This function is based on Freud's defense mechanism that assists one in coping with emotional conflict and lifts self-esteem (Kardes, 2002). Therefore, as an ego-defensive brand loyalty function, a product may serve as a contribution to support or heightens one's self-esteem or ego.

Lastly, the knowledge function which assists in decision-making through the mental organization of information in a meaningful way without having to rely on the original detailed information. Consumer research has proven that experienced

consumers with high knowledge of products tend to stay loyal to a brand compared to those that have less knowledge (Grewal et al., 2004).

In the realm of cruelty-free, the focus can be placed on the value-expressive and ego-defensive functions of attitudinal brand loyalty. There may be chances that consumers are brand loyal to cruelty-free brands as they express their values or defend their ego.

2.9 Composite Approach of Brand Loyalty

Some theories indicate that both aspects should be present in order to identify the brand loyalty as true brand loyalty, for instant Baldinger and Rubinson (1996) suggested that only when both behavioral and attitudinal perspectives are present is when real brand loyalty occurs, when either is missing, it is considered to be false brand loyalty (Baldinger & Rubinson as cited in Lee, Goh & Noor, 2019). Real brand loyalty is when a consumer has a positive attitude towards a brand and continuously purchase from a brand, however, if a consumer has a positive attitude towards a brand but does not perform behavioral loyalty, or when a consumer repeatedly purchases from a brand but does not have a positive attitude towards a brand, it is considered false brand loyalty.

Amine (1998) also agrees while expressing that repeat purchases over a period of time may be evidence of customer loyalty, however, it is insufficient without being accompanied by a positive attitude towards the brand. Dick and Basu (1994) also mentioned that the behavior approach overlooks the significance of the customer's decision-making process, which the behavioral approach alone can not differentiate between brand loyalty and repeat purchasing behavior.

Composite approach of Brand Loyalty is a combination of behavioral and attitudinal brand loyalty approaches and is claimed to be the most agreed-upon description of brand loyalty (Touzani & Temessek, 2009). This definition was described by Jacoby (1971) and proposed that brand loyalty is a repeated buying behavior that occurred over time, which is being accompanied by a strong

commitment to the brand. Dick and Basu (1994) have developed an illustration of the composite approach in which the model considers both consumer's attitude and repetitive buying behavior. The composite approach allows access to the acquisition of better predictors (Bladinger & Rubinson, 1996).
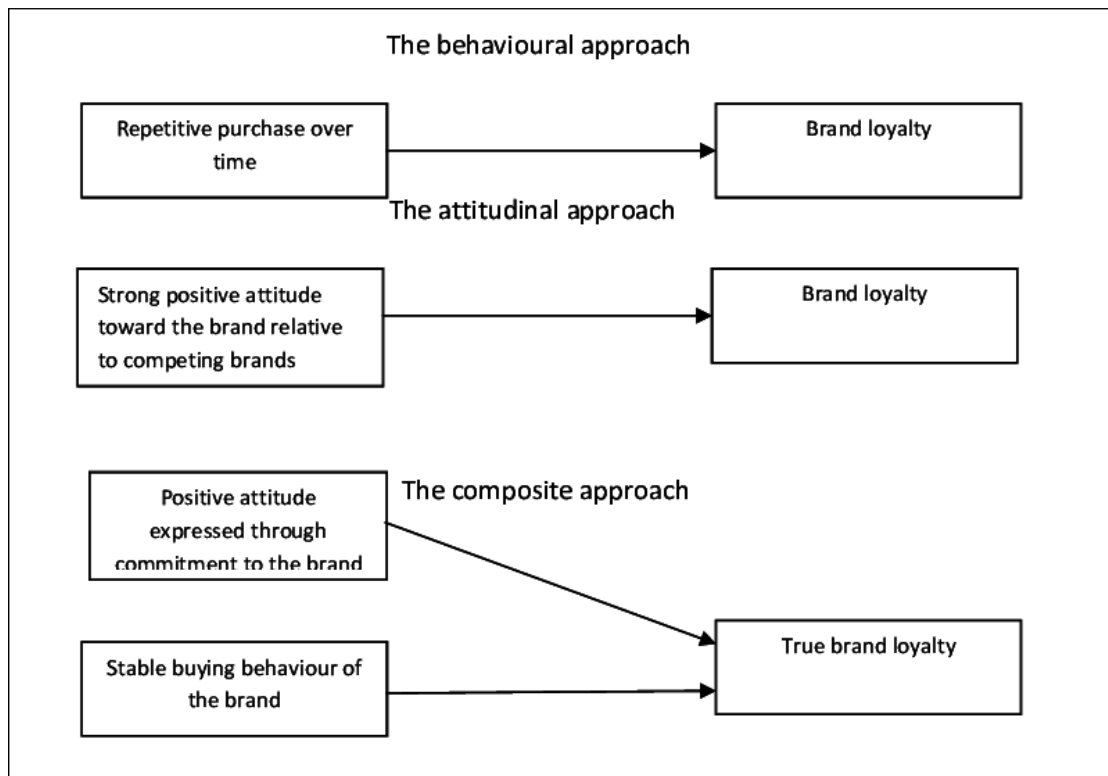
Figure 2.1 Three Approaches of Brand Loyalty (Touzani & Temessek (2009).

2.9.1 Levels of Brand Loyalty

Aaker (1991) conceived brand loyalty in five tiers (Figure 2.1), starting at the bottom with non-loyal consumers to the highest level of committed buyers. Non-loyal consumers are buyers whose brand names have minimal effects on their purchase decisions, and that a brand deems sufficient if they are satisfied with the price of the products. The second level are consumers whose needs are fulfilled by the products or are neutral with the brand, however, are prone to brand switch depending on the competitors' brands' marketing strategy. The third level are consumers who are satisfied yet prone to change, however, they will weigh the cost of switching with the

benefits that come with the change. The fourth level are consumers who genuinely like the brand and have an emotional attachment, through associations with the brand whether experience with the brand or perceived quality of the products. The emotional attachment signifies that the consumer has an existing long-term relationship with the brand. Finally, the fifth level are consumers that are committed to the brand. They are committed, are pleased to know and use the brand, and the brand is significant to them in both functional and as a representation of themselves in a level that their value is how much impact they can create with others through their brand advocacy.

Figure 2.2 The Brand Loyalty Pyramid (Aaker, 1991, p. 40)

Through information gathering, it has been found that repeated purchase, also known as behavioral brand loyalty, may not be adequate to conclude a consumer's true brand loyalty. Therefore this research measured both behavioral brand loyalty and attitudinal brand loyalty.

2.10 Generation Z and Cruelty-Free Brand

    2.10.1 Attitude of Generation Z Towards Cruelty-Free Cosmetics Brands

        As consumers, Okolo (2019) proposed that Generation Z are more likely to be more selective towards brands and products, and are likely to choose brands and products based on the social responsibility they believe in (Okolo, 2019 as cited in McColl, Ritch, & Hamilton, 2021). According to Michael Engert, co-founder of a cruelty-free and sustainable skincare brand, Generation Z is seeing brands as an extension of who they are. They believe in the idea of 'brands as people,' and have high levels of likeliness that they will not purchase from brands that they would not be friends with (Biondi, 2021).

        The global head of beauty partnerships at Kyra Media, Marina Mansour, stated that Generation Z is making very conscious decisions when it comes to consuming (Howe, 2021). Shelley Hause, chief marketing officer at Ulta Beauty also says that brands are now focusing more on creating their stories and presenting their intention around values over products, which those values include: vegan, cruelty-free, and having a social impact (Biondi, 2021). Additionally, Strugatz (2020) stated that Generation Z as consumers do not only care about products' function but also care about standing up for what is right when determining which brand to purchase from. Agreeing with the statement of Michael Engert, Generation Z tends to value more the brands that are eco-friendly and are socially responsible and are only willing to share their creativity with the brands that reflect their values and preferences (Cheung, Davis, & Heukaeufer, 2018).

        Generation Z is also demanding brands to take responsibility for what the brands do. A survey report by McKinsey & Company in 2019 showed that 9 in 10 Generation Z consumers believe that companies should be responsible for addressing environmental and social issues (McKinsey & Company, 2019). A survey conducted by Kyra Media on people aged 13-25 across the United States and the United Kingdom with 2,500 participants found that Generation Z is putting pressure on brands to reduce carbon footprint, decrease packaging, and pursue a cruelty-free

certificate. Additionally, 27 percent of respondents have purchased a beauty product within the last six months because of its sustainability practices (Howe, 2021).

Generation Z is also proven to be more concerned about animal rights than the older Generations. According to an article on Forbes, Generation Z is more serious about vegetarianism in comparison to Millennials, this is a result of how Generation Z takes animal rights into consideration critically (Patel, 2017). This geared organizations away from animal testing and animal-based ingredients (Patel, 2017).

2.10.2 Brand Loyalty of Generation Z

According to experts and numerous studies, Generation Z is less loyal to brands and as stated by Hanbury, it is nearly not possible to get Generation Z consumers to be loyal to a brand (CrowdTwist, 2020; Hanbury, 2019). A recent study conducted by CrowdTwist among 790 respondents from North America aged between 18 - 37 has found that only 26.72 percent of Generation Z respondents are truly brand loyal, while up to 38.02 percent of Generation Z respondents would consider lower price alternatives before making a purchase (CrowdTwist, 2020).

However, in addition to lower-priced options, the study shows that Generation Z would consider product, price, and loyalty programs respectively in deciding to become loyal to a brand (CrowdTwist, 2020). In relation to brand loyalty theories, as suggested by Ishak and Ghani (2013), in marketing terms, brand loyalty is a positive attitude towards brands, while customer loyalty is influenced by loyalty programs that brands provide. Together with the statements above, it suggests that Generation Z has more 'customer loyalty' rather than brand loyalty.

2.10.3 Brand Loyalty of Generation Z towards Cruelty-Free Brands

Global brand president at American Eagle, Chad Kessler, stated that Generation Z is supportive of brands that reflect them, and that "they are loyal to brands that they feel understand them and reflect their values" (Hanbury, 2019). According to Romero, the research found that 67 percent of consumers that are born after 1996 are willing to discontinue using a brand if they felt the brand conducted

something unethical (n/d). Research conducted by Cone Communications, sampling 1,000 Americans aged 13 - 19 found that if another option of a brand with similar price and product qualities but comes with a good cause, 92% are willing to switch to them (Cone Communications, 2017).

2.10.4 Purchase intention of Generation Z towards cruelty-free cosmetic brands

Generation Z now takes their own values in the decision-making process when it comes to making a purchase, this suggests that Generation Z is different from other Generations as consumers. Survey research by Klarna also supported that Generation Z and Millennials are more likely to purchase cruelty-free and vegan products in comparison to older Generations (Klarna, 2021). A survey by The Pull Agency, an agency specializing in healthcare and beauty brands, of 1,200 UK consumers of all age groups has found that Generation Z is the age group who are most concerned about finding out whether a product is cruelty-free (51%) (Strugatz, 2019).

Generation Z consumers are actively on the lookout for sustainable cosmetics, and up to 55 percent reported that they only purchase beauty and grooming products that are cruelty-free. In addition to discontinuation of supporting, actively searching for sustainable cosmetics options, and selectively purchasing cruelty-free products, they also speak out and boycott brands that practice animal testing (Romero, n/d). Additionally, a product being cruelty-free is among the top three factors that influence Generation Z in purchasing, all of them being, using natural ingredients, cruelty-free, and recycled packaging respectively (Strugatz, 2019). Moreover, an online survey done by Composed, studying 500 US Generation Z and Millennials ages from 18 - 24 years old and 28 - 34 years old respectively, has found that 76% of the respondents are willing to pay a higher price for sustainable products, 86% of the Generation Z respondents stated that sustainability influences their purchase decision, 70% of the respondents would refuse to purchase from a brand that conducts animal testing (Composed, 2019).

2.10.5 How Cruelty-Free Cosmetics Brands Market to Attract Generation Z

Several brands that have turned cruelty-free have their ways of making announcements, and many brands that already are cruelty-free have their ways to remind the public about their standpoint. One of the most prominent campaigns is Hourglass' "Eye to Eye" campaign. Hourglass came out with an announcement that they are going full vegan by the end of 2020 (Schiffer, 2017), the brand then launched a new marketing campaign with unique tactics of the combination of out-of-home and digital media (Richards, 2019). Their key focus is on digital and social media, according to Carisa Janes, CEO of Hourglass, customers are shifting to online shopping (Richards, 2019). Their out-of-home media shows photographs of women posing next to horses with close-up shots capturing one human eye and one horse eye, Janes said the purpose of the close-up is to "show the humanity in the eyes of the animal" to make consumers rethink their purchases of products that harm animals (Richards, 2019).

Garnier, one of the largest global brands of beauty products, has recently obtained the 'Cruelty-Free International Leaping Bunny' indicating that their products are 100% cruelty-free with the goal of creating a positive impact and becoming more transparent (Garnier, 2021). As per observation, Garnier has released their own press releases on their social media, press media, as well as paid blog articles with affiliated links announcing their pathway to their 'Greener Beauty' mission as well as them acquiring the Cruelty-Free International Leaping Bunny.

With the statements above, cruelty-free does not cover only cosmetics but also all products categories, whether it be fashion, household products, food, health products, and others, as long as there was no harm done to the animal in the process. Generation Z is a growing market and is expected to be a large pool of spending power, as well as a group of ethical and sustainable markets (Mintel, 2017 as cited in McColl, Ritch, & Hamilton, 2021). It is important to understand their relationship with cruelty-free products. Therefore, this research studies Thai Generation Z value, attitude, brand loyalty, and purchase intention, in order to segment them into groups,

for a better understanding of their motivations and relationship with cruelty-free products. The theoretical framework of this research is as follows:
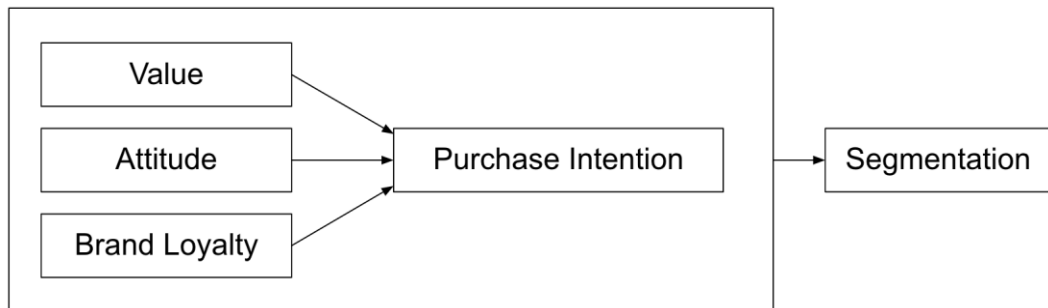
CHAPTER 3
METHODOLOGY

This research is conducted in a descriptive research design and in a quantitative manner to examine Thai Generation Z consumers' demographic and behavior including value, attitude, brand loyalty, and purchase intention towards cruelty-free products, the result is used to segment consumers into different groups. The data is collected through an online survey, the survey measured the items of value, attitude, brand loyalty, and purchase intention in regards to cruelty-free products. This chapter covered the research sample, sampling method, questionnaire format, measurements of variables, reliability and validity, and data collection and analysis methods.

3.1 Research Sample and Sampling Method

The core of this research is to examine and describe the nature of Thai Generation Z consumers on their demographic profile, value, attitude, brand loyalty, and purchase intention towards cruelty-free products in order to segment those behavior into different categories. The sample of this research is on the population of Generation Z of both genders, meaning those that were born between 1997 - 2012, however for ethical purposes the research is conducted among those that are older than 18 years old, therefore the sample is limited to those that were born between 1997 - 2004 as of 2022. The prerequisite of the respondents is that they have to have Thai nationality or have Thai residency, belong to Generation Z, are residing in Bangkok Metropolitan areas, and are aware of cruelty-free.

As this researchexamined Thai Generation Z consumers, the quota sampling method is applied to gather samples for this study. The respondents are of Thai nationality or have Thai residency, secondly are of the ages between 18 - 26 years old, and finally, are aware of the 'cruelty-free' brands. With a total sample size of 400 participants, an online survey is utilized for convenience in distribution and to comply with COVID-19 social distancing regulations.

3.2 Questionnaire Format

A questionnaire is used in this research study. The questionnaire is in both English and Thai and consists of six sections namely, screening questions, demographic profile, value, attitude, brand loyalty, and purchase intention.

Part one of the questionnaire is the screening questions, in order to rule out those that do not comply with the desired sample. The respondents that do not fit with the prerequisites are directed to the end of the survey. The screening questions are as follows.

Question 1 Asks the respondents if they are within the age range of 18 - 26 years old.

Question 2 Asks the respondents if they have Thai nationality or Thai residency.

Question 3 Asks the respondents if they have heard of, are aware of, or are unaware of the 'cruelty-free' brands such as Lush, Bath and BodyWorks, The Body Shop, Bull Dog.

Part two of the questionnaire contained questions about the respondents' demographic, which covered the respondents' age, gender, monthly income, level of education completed, and occupation.

Part three of the questionnaire included questions regarding the respondents' Universalism value, functional value and social value of cruelty-free products. This part consisted of 14 questions.

Part four consists of questions regarding the respondents' attitude towards integrated marketing communication tools of cruelty-free products. The part be asks the respondents the degree of positive or negative attitudes towards each integrated marketing communication tool utilized in marketing cruelty-free products. This part consists of 20 questions.

Part five consists of questions regarding the respondents' brand loyalty toward cruelty-free products. This section asks the respondents regarding their brand loyalty, their tendencies to repurchase, and their tendencies to advocate the brand they are loyal to. This part consists of 11 questions.

Part six consists of questions regarding the respondents' purchase intention toward cruelty-free products. This research is based on Fishbein and Ajzen (1977) definition of purchase intention, which this part measures respondents' tendency to purchase cruelty-free products. This part consists of 10 questions.

3.3 Measurements of Variables

The questionnaire items are developed from formerly completed research that measures value, attitude, brand loyalty, and purchase intention. Five-point Likert scale is used to measure the variables in this research.

The scale is as follows,

> 5 - Strongly Agree
>
> 4 - Agree
>
> 3 - Neither Agree nor Disagree
>
> 2 - Disagree
>
> 1 - Strongly Disagree

There is an accumulation of fifty-two statements from the questionnaire concerning the participants' value, attitude, brand loyalty, and purchase intention.

This research measured the respondents' Universalism value which derived from Schwartz's Theory of Basic Values, Functional and Social Values derived from Theory of Consumption Values the items are adapted from Zercher et al., (2015), Chakraborty & Dash (2022), and Amin & Tarun (2020). There are altogether fourteen questions written as:

1. I think it is important that every person in the world be treated equally. I want justice for everybody, even for the people I do not know.

2. It is important for everyone to listen to other people. Even when I disagree with them, I still want to understand them.

3. I strongly believe that people should care for nature. Looking after the environment is important to me.

4. I feel like practicing a cruelty-free lifestyle makes me more acceptable in society.

5. I think I would receive social approval if I purchase cruelty-free products.

6. Purchasing cruelty-free products improve my public image.

7. Cruelty-free products have consistent quality.

8. Cruelty-free products are designed well.

9. Cruelty-free products have acceptable standards.

10. Cruelty-free products are effective.

11. Cruelty-free products are reasonably priced.

12. Cruelty-free products offer good value for money.

13. Cruelty-free products are good products.

14. Cruelty-free products are beneficial.

Attitude in this research measured Thai Generation Z attitudes towards integrated marketing communication tools for cruelty-free products. The questions are adapted from Oancea et al., (2016). This section Likert scale statement differs from the other sections, the statements are adjusted to 'Strongly Like' to 'Strongly Dislike' to fit as appropriate. There are twenty items are as follows:

1. Out-of-home billboard advertisements about cruelty-free products.

2. In-store poster advertisements about cruelty-free products.

3. When brands have discount promotions for cruelty-free products.

4. When brands provide buy one get on free promotions for cruelty-free products.

5. When salesperson interact with me about cruelty-free products.

6. Being able to ask about cruelty-free products with a salesperson in person.

7. When cruelty-free brands educate the public about cruelty-free.

8. When cruelty-free brands sponsor events.

9. When cruelty-free brand host events.

10. Receiving personal emails from brands about cruelty-free products.

11. Receiving personal SMS messages from brands about cruelty-free products.

12. Receiving personal mails from brands about cruelty-free products.

13. When cruelty-free brands have official social media account(s).

14. Seeing advertisements about cruelty-free products on Instagram.

15. Seeing advertisements about cruelty-free products on Facebook.

16. Seeing advertisements about cruelty-free products on YouTube.

17. When brands have official website(s).

18. Receiving newsletters from brands.

19. When I can interact with cruelty-free brands through social media accounts.

20. When cruelty-free brands have official messaging account.

Brand loyalty is measured by an adaptation of items from Levin et a;., (2004), and Jaiswal & Niraj, (2011). Which contains eleven questions:

1. I am committed to a certain cruelty-free brand.

2. I would be willing to pay higher price of this cruelty-free brand over other brands.

3. I would be willing to say positive things about this cruelty-free brand to other people.

4. I recommend this cruelty-free brand to anyone who ask for recommendations.

5. I encourage my friends and relative to purchase from this cruelty-free brand.

6. I hesitate to refer my acquaintance to this cruelty-free brand.*

7. I consider this cruelty-free brand as first choice to purchase.

8. I would purchase more products from this cruelty-free brand.

9. I would purchase less from this cruelty-free brand.*

19. I would continue to purchase from this cruelty-free brand even if its prices increase.

11. I am willing to pay a higher price to purchase from this cruelty-free brand for the benefits I receive from this cruelty-free brand.

Purchase intention in this research will be measured through an adaptation of items from previously done research by van Steenburg & Naderi (2019) and Chakraborty & Dash (2022). This section will include ten questions:

1. I would purchase cruelty-free products.

2. I would buy cruelty-free products if I saw them in the store.

3. I would seek out cruelty-free products in order to purchase it.

4. It is likely that I will purchase cruelty-free products.

5. Given the opportunity, I predict that I would purchase cruelty-free products.

6. With the increasing awareness of animal rights, I would like to purchase cruelty-free products.

7. If cruelty-free products are available at reduced price, I would purchase them.

8. If cruelty-free products are available at a discount or with a promotional offer, I would choose to purchase them.

9. I would buy cruelty-free products even if it takes longer to obtain them.

10. I would buy cruelty-free products even if they are not available locally.

3.4 Hypotheses Testing

H1. There are relationships between value, attitude, brand loyalty, and purchase intention towards cruelty-free products.

H2.1 There is a relationship between value and purchase intention towards cruelty-free products.

H2.2 There is a relationship between attitude and purchase intention towards cruelty-free products.

H2.3 There is a relationship between brand loyalty and purchase intention towards cruelty-free products.

3.5 Reliability and Validity of the Research Instruments

As the scale items in the questionnaire are adapted from previous research, the validity and reliability of those items have been verified by the researchers contributed.

To assure the validity of the scales, the questionnaire is reviewed by research advisors and a pilot test was conducted to ensure that the scale items faultlessly reflect the goal of the study. Prior to distribution of the questionnaire, a pilot study of 30 samples was conducted, with an assistant of Cronbach's coefficient alpha to assess the consistency of each measure, which returned a total of 0.931. Cronbach's coefficient alpha value for each variable returned with 0.754 for value, 0.868 for attitude, 0.767 for brand loyalty, and 0.910 for purchase intention.

3.6 Data Collection and Data Analysis

Data from this research is collected through an online survey, which was distributed in June of 2022. SPSS (Statistical Package for the Social Sciences) is used to compute and analyze the confidence level of the data.

For the data result of the study, the relationship between the dependent and independent variables was tested using Pearson-Correlation. The relationship and correlation between the independent and dependent variables were calculated through regression analysis using Stepwise Multiple Regression method, in categorizing the segmentation, descriptive analysis method is used.

CHAPTER 4
FINDINGS

This chapter presents and discusses the findings collected from 400 respondents aged between 18 - 26, are of Thai nationality or are residing in Thailand and are aware of cruelty-free brands. The online questionnaires were distributed through Facebook, Instagram, and Twitter. The data were computed using SPSS (Statistical Package for the Social Sciences) statistical program. This chapter reports and discusses the following.

Part 1: Demographic profiles of the respondents

Part 2: Value

Part 3: Attitude towards Cruelty-Free Integrated Marketing Communication Tools

Part 4: Brand Loyalty towards Cruelty-Free products.

Part 5: Purchase Intention towards Cruelty-Free products.

Part 6: Correlation analysis Hypothesis Testing

Part 7: Segmentation of Thai Generation Z Cruelty-Free Products consumers.

H1. There are relationships between value, attitude, brand loyalty, and purchase intention towards cruelty-free products.

H2. There are different categories of segmentation of Thai Generation Z consumers based on value, attitude, brand loyalty, and purchase intention towards cruelty-free products.

RQ1. What are the value, attitude, brand loyalty, and purchase intention of Thai Generation Z toward cruelty-free products?

RQ2. What are the factors influencing the purchase intention of Thai Generation Z toward cruelty-free products?

RQ3. What are the categories of segmentations of Thai Generation Z toward cruelty-free products?

4.1 Demographic Profiles of the Respondents

Four-hundred Thai, or of Thai residency, Generation Z who are aware of cruelty-free products participated in this research. The demographic data of the respondents are collected at the beginning of the questionnaire. The data are broken down into four categories: gender, age range, highest completed education, occupation, and monthly income.

Of all 400 participants, females make up 84.74% of the sample or 339 individuals, the total of male participants were 11.25% or 45 participants and the remaining 4.00% or 16 participants are of other genders as shown in Table 4.1.

Table 4.1 Gender of respondents

Gender	f	%
Male	45	11.25
Female	339	84.74
Other	16	4.00
Total	400	100.0

Regarding the age groups of the respondents, this study has divided the ages of participants into two ranges, 18 - 22 and 23 - 26. 179 (44.75%) participants are between 18 - 22, and the remaining 221 (55.25%) participants are ages between 23 - 26 as per Table 4.2 below.

Table 4.2 Age groups of respondents

Age	f	%
18 - 22	179	44.75
23 - 26	221	55.25
Total	400	100.0

Over half of the respondents are with Bachelor's degree (67.75%), followed by 24.25% of the respondents with high school education, 30 with Master's degree, and only 2 participants are with education higher than Master's degree as referred to Table 4.3.

Table 4.3 Highest level of education completed of respondents

Highest Level of Education Completed	f	%
High School or Below	97	24.25
Bachelor's Degree	271	67.75
Master's Degree	30	7.50
Higher than Master's Degree	2	0.50
Total	**400**	**100.0**

More than half of the respondents (53.25%) are students, a quarter of the respondents (25.50%) are private company employees, 9.25% are freelancers, followed by 6% of public company employees, 4.50% are business owners, and 5 respondents are unemployed (See Table 4.4).

Table 4.4 Occupation of respondents

Occupation	*f*	%
Public Company Employee	24	6.00
Private Company Employee	102	25.50
Business Owner	18	4.50
Freelancer	37	9.25
Student	213	53.25
Unemployed	5	1.25
Other	1	0.25
Total	**400**	**100.0**

Table 4.4 below shows that 48.75% of the respondents has monthly income of between 10,000 THB - 30,000 THB, followed by respondents that earn less than 10,000 THB monthly at 34.50%. Respondents with an income between 30,001 THB - 50,000 THB make up 11.75%, and respondents earning more than 50,000 THB monthly contribute to 5.00% of the respondents.

Table 4.5 Monthly income of respondents

Monthly Income	*f*	%
Less than 10,000 THB	138	34.50
10,000 THB – 30,000 THB	195	48.75
30,001 THB – 50,000 THB	47	11.75
More than 50,000 THB	20	5.00
Total	**400**	**100.0**

The section below will discuss the result of the study by variable, also answering the RQ 1: 'What are the value, attitude, brand loyalty, and purchase intention of Thai Generation Z toward cruelty-free products?' The answer will be discussed at the end of each section of the variables.

4.2 Value

The value of each respondent was measured in three dimensions, which are universalism value from Schwartz's Theory of Basic Values, and functional value and social value from Theory of Consumption Values in regards to cruelty-free products. There are 14 items in total which are borrowed and adapted from Zercher et al., (2015), Chakraborty & Dash (2022), and Amin & Tarun (2020). The value of each respondent were collected through Likert-scale method, where 1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, and 5 = Strongly agree. From the total of 14 items, three of which are measuring universalism value, another 3 are measuring social value, and the remaining 8 items are measuring functional value of the respondents in terms of cruelty-free products.

The items under this section have been tested for reliability using Cronbach's coefficient which returns with the score of 0.754. As reported in Table 4.6 below, the mean score and standard deviation of 4.074 or 'Agree' on average.

The mean score of the value section is 4.074, with a maximum score of this section is 4.74, and a minimum score of 3.26. The item with the maximum score of 4.74 is the item 3.3) 'I strongly believe that people should care for nature and animals. Looking after the environment and animal habitat is important to me,' which the second and the third highest scores are also under universalism value.

Followed by the statement item 3.1) 'I think it is important that every person and animals in the world be treated equally. I want justice for all, even for the ones I do not know.' at 4.64, and lastly 3.2) 'It is important for everyone to listen to other

people. Even when I disagree with them, I still want to understand them.' at 4.53. All of the three highest response statements are from the universalism value dimension.

The statement item 3.5 'I think I would receive social approval if I purchase cruelty-free products.' has the lowest response of 3.26, which is one of the statement items from the social value dimension.

To answer RQ 1, with universalism value having the highest mean score of 4.65, followed by functional value at 4.08, and social value at 3.36. This indicates that most of the respondents place the highest focus on universalism value in the context of cruelty-free products, meaning that the value of Thai Generation Z towards cruelty-free products is universalism value. This means that Thai Generation Z care for nature and the environment and feel responsible for the greater good of the world.

Table 4.6 *Frequency, Means, and Standard Deviation of Value.*

Value	Levels					M/(SD)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Neither Agree nor Disagree (%)	Agree (%)	Strongly agree (%)		
3.1 I think it is important that every person and animals in the world be treated equally. I want justice for all, even for the ones I do not know.	0 (0.00)	3 (0.75)	20 (5.00)	80 (20.00)	297 (74.25)	4.68 (0.603)	Strongly agree

Table 4.6 (Continued)

Value	Levels					M/(SD)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Neither Agree nor Disagree (%)	Agree (%)	Strongly agree (%)		
3.2 It is important for everyone to listen to other people. Even when I disagree with them, I still want to understand them.	1 (0.25)	1 (0.25)	25 (6.25)	130 (32.50)	243 (60.75)	4.53 (0.647)	Strongly agree
3.3 I strongly believe that people should care for nature and animals. Looking after the environment and animal habitat is important to me.	0 (0.0)	3 (0.75)	7 (1.75)	81 (20.25)	309 (77.25)	4.74 (0.522)	Strongly agree

Table 4.6 (Continued)

Value	Levels					M/(SD)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Neither Agree nor Disagree (%)	Agree (%)	Strongly agree (%)		
3.4 I feel like practicing a cruelty-free lifestyle makes me more acceptable in society.	24 (6.00)	43 (10.75)	144 (36.00)	95 (23.75)	94 (23.50)	3.48 (1.138)	Agree
3.5 I think I would receive social approval if I purchase cruelty-free products.	39 (9.75)	56 (14.00)	139 (34.75)	94 (23.50)	72 (18.00)	3.26 (1.191)	Neither Agree nor Disagree
3.6 Purchasing cruelty-free products improve my public image.	35 (8.75)	58 (14.50)	122 (30.50)	110 (27.50)	75 (18.75)	3.33 (1.188)	Neither Agree nor Disagree
3.7 Cruelty-free products have consistent quality.	15 (3.75)	23 (5.75)	97 (24.25)	155 (38.75)	11 (27.50)	3.81 (1.023)	Agree
3.8 Cruelty-free products are designed well.	4 (1.00)	8 (2.00)	71 (17.75)	142 (35.50)	175 (43.75)	4.19 (0.865)	Agree

Table 4.6 (Continued)

Value	Strongly Disagree (%)	Disagree (%)	Neither Agree nor Disagree (%)	Agree (%)	Strongly agree (%)	M/(SD)	Level of Response
			Levels				
3.9 Cruelty-free products have acceptable standards.	2 (0.50)	4 (1.00)	45 (11.25)	126 (31.50)	223 (55.75)	4.41 (0.766)	Strongly agree
3.10 Cruelty-free products are effective.	3 (0.75)	13 (3.25)	71 (17.75)	141 (35.25)	172 (43.00)	4.17 (0.882)	Agree
3.11 Cruelty-free products are reasonably priced.	14 (3.50)	39 (9.75)	99 (24.75)	153 (38.25)	95 (23.75)	3.69 (1.046)	Agree
3.12 Cruelty-free products offer good value for money.	6 (1.50)	20 (5.00)	92 (23.00)	164 (41.00)	118 (29.50)	3.92 (0.924)	Agree
3.13 Cruelty-free products are good products.	5 (1.25)	10 (2.50)	59 (14.75)	148 (37.00)	178 (44.50)	4.21 (0.872)	Strongly agree
3.14 Cruelty-free products are beneficial.	6 (1.50)	7 (1.75)	55 (13.75)	144 (36.00)	188 (47.00)	4.25 (0.865)	Strongly agree
Average of Response Level						4.074	Agree

Note. Cronbach's Alpha = 0.754

4.3 Attitude

The attitude section in the questionnaire measures the respondents' attitudes towards each integrated marketing communication tool used for cruelty-free products. This section of the questionnaire uses Likert scale, however the statements in the scale are altered to '1 = Strongly dislike, 2 = Dislike, 3 = Neither like nor dislike, 4 = Like, and 5 = Strongly like' as appropriate to statements. The questions are adapted from Oancea et al., (2016). There are 20 items in total, each asking the respondents of their attitude towards individual integrated marketing communication tools, the reliability of this section was calculated through Cronbach's coefficient with the value of 0.868 as shown in Table 4.7.

The mean score of the value section is 4.113, with a maximum score of this section is 4.64, and a minimum score of 4.11. The item, or integrated marketing communication tool with the maximum score of 4.64 is the item 4.4) 'When brands provide buy one get one free promotions for cruelty-free products.' Followed by the item 4.7 'When cruelty-free brands educate the public about cruelty-free' with 4.61, and the third highest mean is the item 4.17 'When brands have official website(s)' with 4.55.

The items with the lowest mean outcomes are 4.11 'Receiving personal SMS messages from brands about cruelty-free products' with the mean of 3.01, the second lowest mean is 4.12 'Receiving personal mails from brands about cruelty-free products' with 3.05, and the third lowest mean is 4.18 'Receiving newsletters from brands' with 3.26.

The respondents overall attitude towards integrated marketing communications tools is positive. The items group with the highest mean score was promotion (4.59), followed by public relations (4.46), and out-of-home media (4.28). The three tools with the lowest mean fall under mobile marketing, and direct marketing. To answer RQ 1, Thai Generation Z has generally a positive attitude towards cruelty-free products' integrated marketing communication tools, however

they have the most positive attitudes towards public relations of the all integrated marketing communication tools.

Table 4.7 *Frequency, Means, and Standard Deviation of Attitude.*

Attitude	Strongly Dislike (%)	Dislike (%)	Neither Like nor Dislike (%)	Like (%)	Strongly Like (%)	M/ (SD)	Level of Response
4.1 Out-of-home billboard advertisements about cruelty-free products.	3 (0.75)	9 (2.25)	80 (20.00)	139 (34.75)	169 (42.25)	4.16 (0.869)	Agree
4.2 In-store poster advertisements about cruelty-free products.	2 (0.50)	4 (1.00)	43 (10.75)	134 (33.50)	217 (54.25)	4.40 (0.758)	Strongly like
4.3 When brands have discount promotions for cruelty-free products.	3 (0.75)	6 (1.50)	34 (8.50)	87 (21.75)	270 (67.50)	4.54 (0.774)	Strongly like
4.4 When brands provide buy one get one free promotions for cruelty-free products.	2 (0.50)	3 (0.75)	25 (6.25)	76 (19.00)	294 (73.50)	4.64 (0.678)	Strongly like

Table 4.7 (Continued)

Attitude	Levels					M/ (SD)	Level of Response
	Strongly Dislike (%)	Dislike (%)	Neither Like nor Dislike (%)	Like (%)	Strongly Like (%)		
4.5 When salesperson interact with me about cruelty-free products.	12 (3.00)	17 (4.25)	72 (18.00)	126 (31.50)	173 (43.25)	4.08 (1.023)	Like
4.6 Being able to ask about cruelty-free products with a salesperson in person.	3 (0.75)	9 (2.25)	51 (12.75)	112 (28.00)	225 (56.25)	4.37 (0.844)	Strongly Like
4.7 When cruelty-free brands educate the public about cruelty-free.	3 (0.75)	5 (1.25)	28 (7.00)	72 (18.00)	292 (73.00)	4.61 (0.736)	Strongly Like
4.8 When cruelty-free brands sponsor events.	1 (0.25)	5 (1.25)	64 (16.00)	90 (22.50)	240 (60.00)	4.41 (0.816)	Strongly Like
4.9 When cruelty-free brand host events.	1 (0.25)	6 (1.50)	63 (15.75)	101 (25.25)	229 (57.25)	4.38 (0.819)	Strongly Like

Table 4.7 (Continued)

Attitude	Levels					M/ (SD)	Level of Response
	Strongly Dislike (%)	Dislike (%)	Neither Like nor Dislike (%)	Like (%)	Strongly Like (%)		
4.10 Receiving personal emails from brands about cruelty-free products.	42 (10.50)	55 (13.75)	135 (33.75)	87 (21.75)	81 (20.25)	3.28 (1.229)	Neither Like nor Dislike
4.11 Receiving personal SMS messages from brands about cruelty-free products.	62 (15.50)	76 (19.00)	127 (31.75)	68 (17.00)	67 (16.75)	3.01 (1.285)	Neither Like nor Dislike
4.12 Receiving personal mails from brands about cruelty-free products.	59 (14.75)	72 (18.00)	129 (32.25)	71 (17.75)	69 (17.25)	3.05 (1.279)	Neither Like nor Dislike
4.13 When cruelty-free brands have official social media account(s).	0 (0.00)	5 (1.25)	49 (12.25)	110 (27.50)	236 (59.00)	4.44 (0.753)	Strongly Like
4.14 Seeing advertisements about cruelty-free products on Instagram.	6 (1.50)	5 (1.25)	61 (15.25)	129 (32.25)	199 (49.75)	4.28 (0.871)	Strongly Like

Table 4.7 (Continued)

Attitude	Strongly Dislike (%)	Dislike (%)	Neither Like nor Dislike (%)	Like (%)	Strongly Like (%)	M/ (SD)	Level of Response
			Levels				
4.15 Seeing advertisements about cruelty-free products on Facebook.	10 (2.50)	9 (2.25)	74 (18.50)	131 (32.75)	176 (44.00)	4.14 (0.960)	Like
4.16 Seeing advertisements about cruelty-free products on YouTube.	12 (3.00)	18 (4.50)	68 (17.00)	129 (32.25)	173 (43.25)	4.08 (1.023)	Like
4.17 When brands have official website(s).	0 (0.00)	3 (0.75)	35 (8.75)	100 (25.00)	262 (65.50)	4.55 (0.684)	Strongly Like
4.18 Receiving newsletters from brands.	42 (10.50)	60 (15.00)	134 (33.50)	79 (19.75)	85 (21.25)	3.26 (1.244)	Neither Like nor Dislike
4.19 When I can interact with cruelty-free brands through social media accounts.	4 (1.00)	9 (2.25)	64 (16.00)	111 (27.75)	212 (53.00)	4.30 (0.885)	Strongly Like

Table 4.7 (Continued)

| Attitude | Levels | | | | | M/ (SD) | Level of Response |
	Strongly Dislike (%)	Dislike (%)	Neither Like nor Dislike (%)	Like (%)	Strongly Like (%)		
4.20 When cruelty-free brands have official messaging account.	3 (0.75)	6 (1.50)	66 (16.50)	113 (28.25)	212 (53.00)	4.31 (0.851)	Strongly Like
Average of Response Level						4.113	Like

Note. Cronbach's Alpha = 0.868

4.4 Brand Loyalty

Brand loyalty section collects data regarding the degree of loyalty towards cruelty-brands that the respondents are aware of. There are 11 items adapted from Levin et al., (2004), and Jaiswal & Niraj, (2011) with two reversed questions. This section employs Likert-scale where 1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, and 5 = Strongly agree. The Cronbach's coefficient returns with the value of 0.767 for the reliability of this section as shown in Table 4.8.

The mean of this section is 3.714 and the average response is 'Agree.' There are 3 items with the average response of 'Strongly agree,' 6 with 'Agree,' 1 with 'Neither agree nor disagree' and 1 with 'Disagree.' The item with the highest mean is 5.3 'I would be willing to say positive things about this cruelty-free brand to other people' with 4.50, followed by 5.4 'I recommend this cruelty-free brand to anyone who ask for recommendations' with 4.42, and 5.5 'I encourage my friends and relative to purchase from this cruelty-free brand' with 4.28.

Both of the reverse items are the two lowest mean with item 5.6 'I hesitate to refer my acquaintance to this cruelty-free brand' with 2.65, and 5.9 'I would purchase less from this cruelty-free brand' with 2.40 mean score. However, the none-reverse item with the lowest is 5.10 'I would continue to purchase from this cruelty-free brand even if its prices increase' with the mean 3.50.

To answer RQ 1, the mean score being 3.714 indicates that Thai Generation Z brand loyalty towards cruelty-free is positive, and the items with the highest mean score under this section are under 'advocacy' category with the mean score of 4.40, which indicate that Thai Generation Z has high willingness to advocate for cruelty-free products to others. However, the item with the lowest return, 5.10 'I would continue to purchase from this cruelty-free brand even if its prices increase,' indicates that they are sensitive to price changes, which means although their brand loyalty towards cruelty-free product is positive, however it may not be strong enough for them to remain loyal if the price of the cruelty-free products were to increase.

Table 4.8 *Frequency, Means, and Standard Deviation of Brand Loyalty.*

Brand Loyalty	Levels					M/ (SD)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Neither Agree nor Disagree (%)	Agree (%)	Strongly agree (%)		
5.1 I am committed to a certain cruelty-free brand.	20 (5.00)	21 (5.25)	111 (27.75)	152 (38.00)	96 (24.00)	3.71 (1.045)	Agree
5.2 I would be willing to pay higher price of this cruelty-free brand over other brands.	11 (2.75)	31 (7.75)	102 (25.50)	159 (39.75)	97 (24.25)	3.75 (0.996)	Agree

Table 4.8 (Continued)

Brand Loyalty	Levels					M/ (SD)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Neither Agree nor Disagree (%)	Agree (%)	Strongly agree (%)		
5.3 I would be willing to say positive things about this cruelty-free brand to other people.	2 (0.50)	5 (1.25)	28 (7.00)	122 (30.50)	243 (60.75)	4.50 (0.725)	Strongly agree
5.4 I recommend this cruelty-free brand to anyone who ask for recommendations.	3 (0.75)	6 (1.50)	45 (11.25)	114 (28.50)	232 (58.00)	4.42 (0.805)	Strongly agree
5.5 I encourage my friends and relative to purchase from this cruelty-free brand.	5 (1.25)	13 (3.25)	59 (14.75)	110 (27.50)	213 (53.25)	4.28 (0.918)	Strongly agree
5.6 I hesitate to refer my acquaintance to this cruelty-free brand.*	114 (28.50)	94 (23.50)	82 (20.50)	40 (10.00)	70 (17.50)	2.65 (1.431)	Neither Agree nor Disagree
5.7 I consider this cruelty-free brand as first choice to purchase.	12 (3.00)	34 (8.50)	98 (24.50)	135 (33.75)	121 (30.25)	3.80 (1.057)	Agree
5.8 I would purchase more products from this cruelty-free brand.	5 (1.25)	7 (1.75)	75 (18.75)	146 (36.50)	167 (41.75)	4.16 (0.873)	Agree

Table 4.8 (Continued)

Brand Loyalty	Levels					M/ (SD)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Neither Agree nor Disagree (%)	Agree (%)	Strongly agree (%)		
5.9 I would purchase less from this cruelty-free brand.*	131 (32.75)	111 (27.75)	77 (19.25)	28 (7.00)	53 (13.25)	2.40 (1.353)	Disagree
5.10 I would continue to purchase from this cruelty-free brand even if its prices increase.	9 (2.25)	54 (13.50)	142 (35.50)	120 (30.00)	75 (18.75)	3.50 (1.015)	Agree
5.11 I am willing to pay a higher price to purchase from this cruelty-free brand for the benefits I receive from this cruelty-free brand.	13 (3.25)	38 (9.50)	116 (29.00)	122 (30.50)	111 (27.75)	3.70 (1.072)	Agree
Average of Response Level						3.714	Agree

Note. Cronbach's Alpha = 0.767

4.5 Purchase Intention

Purchase intention section measures likeliness to purchase cruelty-free product in different conditions, there are ten items that were borrowed from van Steenburg & Naderi (2019) and Chakraborty & Dash (2022). The items were tested for reliability with Cronbach's coefficient and returned with 0.910.

As reported in Table 4.9, the mean of purchase intention is 4.220 with the highest level of response of 'Strongly agree.' Six of the items have an average response of ' Strongly agree', and the remaining 4 with 'Agree.' The item 6.7 'If cruelty-free products are available at reduced price, I would purchase them' has the highest mean of 4.71, followed by 6.8 'If cruelty-free products are available at a discount or with a promotional offer, I would choose to purchase them' with 4.67, and lastly 6.5 'Given the opportunity, I predict that I would purchase cruelty-free products.' with 4.48. The item with the lowest mean score is the item 6.10 'I would buy cruelty-free products even if they are not available locally' with the mean 3.60.

To answer RQ 1, the result from purchase intentions returned with the mean score of 4.22 indicating that Thai Generation Z has positive purchase intentions towards cruelty-free products. However, the outcome also indicates that they are more likely to purchase if the cruelty-free products are on a discount as per the items with the highest mean scores. As per the item with the lowest mean scores, it reveals that Thai Generation Z have lower purchase intention if the cruelty-free products are not available locally or at their convenience.

Table 4.9 *Frequency, Means, and Standard Deviation of Purchase Intention.*

Purchase Intention	Levels					M/ (SD)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Neither Agree nor Disagree (%)	Agree (%)	Strongly agree (%)		
6.1 I would purchase cruelty-free products.	0 (0.00)	9 (2.25)	40 (10.00)	156 (39.00)	195 (48.75)	4.34 (0.748)	Strongly agree
6.2 I would buy cruelty-free products if I saw them in the store.	4 (1.00)	19 (4.75)	59 (14.75)	150 (37.50)	168 (42.00)	4.15 (0.909)	Agree

Table 4.9 (Continued)

Purchase Intention	Levels					M/ (SD)	Level of Response
	Strongly Disagree (%)	Disagree (%)	Neither Agree nor Disagree (%)	Agree (%)	Strongly agree (%)		
6.3 I would seek out cruelty-free products in order to purchase it.	15 (3.75)	38 (9.50)	112 (28.00)	118 (29.50)	117 (29.25)	3.71 (1.098)	Agree
6.4 It is likely that I will purchase cruelty-free products.	1 (0.25)	9 (2.25)	41 (10.25)	145 (36.25)	204 (51.00)	4.36 (0.774)	Strongly agree
6.5 Given the opportunity, I predict that I would purchase cruelty-free products.	0 (0.00)	10 (2.50)	29 (7.25)	119 (29.75)	242 (60.50)	4.48 (0.738)	Strongly agree
6.6 With the increasing awareness of animal rights, I would like to purchase cruelty-free products.	6 (1.50)	9 (2.25)	61 (15.25)	119 (29.75)	205 (51.25)	4.27 (0.904)	Strongly agree

Table 4.9 (Continued)

Purchase Intention	Levels					M/ (SD)	Level of Response
	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly agree		
	(%)	(%)	(%)	(%)	(%)		
6.7 If cruelty-free products are available at reduced price, I would purchase them.	1 (0.25)	2 (0.50)	21 (5.25)	63 (15.75)	313 (78.25)	4.71 (0.608)	Strongly agree
6.8 If cruelty-free products are available at a discount or with a promotional offer, I would choose to purchase them.	1 (0.25)	2 (0.50)	22 (5.50)	78 (19.50)	297 (74.25)	4.67 (0.625)	Strongly agree
6.9 I would buy cruelty-free products even if it takes longer to obtain them.	9 (2.25)	30 (7.50)	92 (23.00)	129 (32.25)	140 (35.00)	3.90 (1.036)	Agree
6.10 I would buy cruelty-free products even if they are not available locally.	25 (6.25)	38 (9.50)	124 (31.00)	97 (24.25)	116 (29.00)	3.60 (1.177)	Agree
Average of Response Level						4.220	Strongly agree

Note. Cronbach's Alpha = 0.910

4.6 Correlation Analysis and Hypothesis Testing

Stepwise Multiple Regression Analysis has been applied to identify the predicting factors. The computation returns positive influence towards purchase intention for all individual independent variables. Brand loyalty ($\beta = .486$, $p < .05$), attitude ($\beta = .300$, $p < .05$) and value ($\beta = .119$, $p < .05$), with R-squared of .629 as shown in Table 4.10.

Table 4.10 *Regression Coefficients of Predictors for Responsive Behavior*

Variable	β	SE	95% CI		p
			LL	UL	
constant	0.700	0.153	0.400	1.000	0.000*
Value	0.119	0.047	0.026	0.212	0.012*
Attitude	0.300	0.043	0.216	0.384	0.000*
Brand Loyalty	0.486	0.039	0.410	0.563	0.000*

Note. $F(3,396) = 223.546$, $R^2 = 0.629$, * $p < 0.05$

Hypothesis 2 There are relationships between value, attitude, brand loyalty, and purchase intention towards cruelty-free products.

H2.1 There is a relationship between value and purchase intention towards cruelty-free products.

H2.2 There is a relationship between attitude and purchase intention towards cruelty-free products.

H2.3 There is a relationship between brand loyalty and purchase intention towards cruelty-free products.

Stepwise Multiple Regression Analysis above indicated that there is a relationship between Purchase Intention and the independent variables. Pearson' Product Moment Correlation analyses were computed to evaluate the relationship between Purchase Intention and the independent variables (Value, Attitude, and Brand Loyalty) in terms of the intensity of the relationship. As displayed in Table 4.10, the relationship between Purchase Intention and the independent variables are all moderate positive association, however the weakest correlation is value and purchase

intention (r = .593, p < .05), followed by attitude and purchase intention (r = .648, p < .05) and the strongest correlation is brand loyalty and purchase intention (r = .743, p < .05).

This is evidence that there is a relationship between value, attitude towards cruelty-free products' integrated marketing communication tools, and brand loyalty towards cruelty-free products and purchase intention, which brand loyalty towards cruelty-free products has the strongest relationship with purchase intention towards cruelty-free products.

Pearson' Product Moment Correlation computation returns with moderate positive association between all the independent variables and the dependent variable, the strength of the association goes in order of value and purchase intention, attitude and purchase intention, and the strongest association being brand loyalty and purchase intention.

RQ 2: What are the factors influencing the purchase intention of Thai Generation Z toward cruelty-free products?

Taking the strength of association and highest mean items of each dimension into consideration, Thai Generation Z cruelty-free consumers are highly influenced by price changes, price-related promotions, and buy-one-get-one-free promotions. As the result returned in brand loyalty section suggests that Thai Generation Z cruelty-free consumers are less likely to continue purchasing from the brand they are loyal to if the product price increases, additionally the result in purchase intention section indicates that Thai Generation Z cruelty-free consumers are more likely to purchase if the product is on a price reduction promotion and/or on a buy-one-get-one-free promotion.

The outcome of this study also suggests favoritism in Thai Generation Z cruelty-free consumers towards cruelty-free products that align with their value. As the outcome in value and attitude section, despite weak association between value and

purchase intention, the result could be interpreted to indicate that Thai Generation Z cruelty-free consumers sees the importance of caring for nature and the environment, and appreciates cruelty-free brands that conduct public relation to educate the public regarding cruelty-free as the rating of item 4.7 'When cruelty-free brands educate the public about cruelty-free' makes the second highest rating of the attitude section.

Table 4.11 *Correlations between Purchase Intention and Independent variables (Value, Attitude, and Brand Loyalty).*

Independent variables	Purchase Intention	
	r	**Correlation Strength**
Value	0.593*	Moderate positive association
Attitude	0.648*	Moderate positive association
Brand Loyalty	0.743*	Moderate positive association

Note. $* p < 0.05$

4.7 Segmentation of Thai Generation Z Cruelty-Free Products Consumers

This section will be discussing different categories of segmentation of Thai Generation Z towards cruelty-free products while also answering the RQ 3: 'What are the categories of segmentations of Thai Generation Z toward cruelty-free products?' There are in total five categories, each based on the responses of the questionnaire as well as the relationship and the correlation between independent variables and the dependent variables, the demographic of each category of segmentation will also be described under each category.

4.7.1 Universalist Consumers

As reported above, all three of the highest positively rated items under the value section are of universalism values, a combined mean score of 4.65, along with positive relationship between value and purchase intention, this suggests that a group of Thai Generation Z consumers purchases cruelty-products as it aligns with the value

they hold. This segment of consumers take nature and the environment into account, cares for the society around them, and feels responsible for their actions.

Base on the result of this study ($n = 400$), 89% of the female respondents, 95% of the male respondents, 89% of the respondents with Bachelor's degree, 90% of the respondents with Master's degree, and 89% of the respondents with the income between 10,000 - 30,000 THB agree or strongly agree with the universalism statements. This can help to interpret that universalist consumers can be both male and female with an education of Bachelor's degree or Master's degree, and with income between 10,000 - 30,000 THB.

4.7.2 Function-based Consumers

Second positively rated category of items under the value section are of functional value dimension with the mean score of 4.08, along with the positive correlation between value and purchase intention. This suggests that a group of Thai Generation Z consumers purchases cruelty-products as per the product's functionality. This segment of consumers places their focus on the effectiveness and efficiency of cruelty-free products they are purchasing. This segment of consumers contradict with univerlist consumers as function-based consumers employ logical thinking into their purchase decision.

According to the outcome of this research ($n = 400$) out of all the respondent's careers, business owners respondents have the highest percentage of 60% to agree or strongly agree to functional value statements. 48.28% of respondents with high school education or below, and 47.54% of respondents with monthly income less than 10,000 THB return with the highest agree or strongly agree out of all its counterparts. With this data, function-based consumers can be viewed as Generation Z business owners, as well as high school students, and Generation Z with income less than 10,000 THB.

4.7.3 Brand Loyal Advocate

The finding under brand loyalty section returns with high positive responses on advocacy items of brand loyalty, and with positive relationship between brand loyalty and purchase intention, this suggests that a group of Thai Generation Z consumers would advocate for the cruelty-free products they have positive attitudes towards and/or find effective. The items under 'advocacy' category return with the highest mean score of other categories at 4.40. This goes hand-in-hand with the function-based consumers, as it appears that function-based consumers purchase cruelty-free products in consideration of their functional abilities.

From this research, 90% of respondents that are business owners, and 84.72% of the respondents working in private sectors agree or strongly agree to the statements regarding the willingness to advocate for the cruelty-free products they have positive attitudes towards and/or find effective. 90% of the respondents with masters degree agree or strongly agree to advocacy. Both age ranges and genders have similar degrees of positive responses towards advocacy statements. Lastly in terms of income, 83% of both of the groups of respondents with monthly income of 10,000 - 30,000THB and 30,001 - 50,000THB agree or strongly agree to advocacy statements.

This finding can indicate that brand loyal advocates of Thai Generation Z are business owners, working in private sectors of higher education, and with monthly income between 10,000THB - 50,000THB.

4.7.4 Price-based Consumers

Both findings from the brand loyalty section and the attitude section, along with the positive relationships and correlations between brand loyalty and attitude with purchase intention, suggests that Thai Generation Z consumers are influenced by and drawn towards price-reduction promotions. This segment of consumers are more likely to purchase cruelty-free products that are on a price reduction promotion, buy-one-get-one-free promotion, and are less likely to continue purchasing if the product's price increases.

In occupation demographic, 100% of respondents that are business owners, and 96.55% of respondents that are freelancers agree or strongly agree to statements regarding likeliness to purchase if price is reduced, as well as 96.67% of respondents with monthly income of 30,001 - 50,000 THB and 94.62% of respondents with high school education or below. The result can help identify price-based consumers as Generation Z business owners, freelancers, those with monthly income of 30,001 - 50,000 THB and those that are with high school education or lower.

4.7.5 Marketing Influenced Consumers

The findings from the attitudes section and the relationship between attitude and purchase intention suggest that Thai Generation Z consumers are influenced by the integrated marketing communication tools that cruelty-free brands and products implement. The finding suggests that Thai Generation Z consumers favor buy one get one free promotions from cruelty-free brands, this finding is also supported by purchase intention section's findings where the respondents are likely to purchase if cruelty-free products are at a discount or with a promotional offer.

The set of IMC tools with the second highest mean score is a set of public relations tools with the mean score 4.47. This indicates that Thai Generation Z have highly positive attitudes towards public relation marketing methods.

As per the responses in the questionnaire, 94.44% of the respondents working in private sector, and 96.55% of the respondents working as freelancers like or strongly like buy one get one free promotions cruelty-free brands offers, along with 91% of female respondents, 89% of the respondents with monthly income less than 10,000 THB, 92% of the respondents with monthly income of 10,000 - 30,000 THB. 89% and higher of the respondents that are with the education of high school and below, Bachelor's degree, and Master's degree also have positive attitude towards buy one get one free promotions. This shows that marketing influenced consumers are female Thai Generation Z consumers working in the private sector, or are freelancers, of all levels of education from lower than high school to Master's degree, with a monthly income from less than 10,000 up to 30,000 THB.

CHAPTER 5
SUMMARY AND DISCUSSION

This chapter will summarize the findings of this research from the data analysis and discussion of the results. Limitations, direction for future research, and practical implications will also be covered, along with discussion of research objectives, research questions, and hypotheses of this study and its outcome.

5.1 Summary of Research Findings

There were a total of 400 respondents in this research, all of which are Thai Generation Z and are aware of cruelty-free brands and products as per requirements for this research sample. The majority of the respondents were female, with 84.74% or 339 individuals, meanwhile there were only 11.25% of male or 45 respondents, and the 1remaining 4.00% or 16 participants were of other genders. The number of respondents were more evenly distributed in terms of age range, there were 44.75% or 179 respondents ages between 18 - 22, and 55.25% or 221 respondents ages between 23 - 26. The majority of respondents (67.75%) are with a Bachelor's degree, or 271 individuals, and in terms of occupations 53.25% are students or 213 respondents. Participants with monthly income of 10,000 THB - 30,000 THB contribute to 48.75% of the respondents or 195 individuals, followed by 34.50% or 138 respondents with monthly income less than 10,000 THB.

The outcome of this study reports that Thai Generation Z consumers holds universalism value in context of cruelty-free products, they also have general positive attitude towards integrated marketing communication tools used to market cruelty-free products, they are loyal to cruelty-free brands, and have intentions to purchase cruelty-free products.

The computation of Stepwise Multiple Regression Analysis shows positive relationships towards purchase intention for all individual independent variables. Brand loyalty ($\beta = .486$, $p < .05$), attitude ($\beta = .300$, $p < .05$) and value ($\beta = .119$, $p < .05$), with R-squared of .629 as shown in Table 4.10.

Additionally, the regression analysis has returned with significance in predicting factors of the independent variables towards the dependent variable. Brand loyalty (β = .486, p <.05), attitude (β = .300, p <.05) and value (β = .119, p <.05), with R-squared of .629. This supports the first hypothesis.

From the analysis of statistical data this research found that there are 5 categories of segmentation: Universalist Consumers, Function-Based Consumers, Brand Loyal Advocate, Price-based Consumer, and Marketing Influenced Consumers.

5.2 Discussion

5.2.1 Universalism Value of Thai Generation Z Consumers

In the value section of this research, universalism value returns with the highest mean score of 4.65, while on the contrary, social value returns with the lowest mean score of 3.36. This indicates that Thai Generation Z holds values towards nature, animals and the environment, while also being selfless, as low social value signifies that when Thai Generation Z purchases or uses cruelty-free products, it is not for their reputation or to make themselves be socially acceptable, rather because they hold importance in their universalism value.

With positive correlation between value and purchase intention (r = .593, p < .05) and predicting factor of value (β = .119, p <.05), this mean that Thai Generation Z are motivated to purchase cruelty-free products as they believe in universalism value, as supported by a statement in the literature review that cruelty-free makes one of the top three factors that influences Generation Z to purchase a product (Strugatz, 2019). As previous research on Generation Z was done on the U.S. population samples (Composed, 2019; Klarna, 2021), this research outcome means that Thai Generation Z are similar to the western samples of taking cruelty-free as a factor in purchasing. Moreover, similar statement was in the literature review where Generation Z will be supportive of brands that reflect their value (Handbury, 2019).

This stems from how Generation Z are the population that are most aware of the environmental, social, and political issues in history (Donnison, 2007 and Henry, 2018 as cited in McColl, Ritch, & Hamilton, 2021), are more active towards injustice, and are more ethical and sustainable (Sobande, 2019; Mintel, 2017 as cited in McColl, Ritch, & Hamilton, 2021). Moreover, Generation Z tend to choose the brands and products that relate to the social responsibility they believe in (Okolo, 2019 as cited in McColl, Ritch, & Hamilton, 2021). Additionally, Generation Z gives more value to brands that are socially responsible (Cheung, Davis, & Heukaeufer, 2018). These reasons lead Generation Z to consider the wellbeing of others, nature, and animals in their purchasing decisions, as each action they take contributes to the society, and this generation feels responsible for what is happening around them. Since Generation Z are willing to stand up for what they believe is right (Strugatz, 2020), purchasing cruelty-free products is one way Generation Z stands up to their values and what they think is right.

Functional value makes the second highest mean score from the value section with 4.08, indicating that Thai Generation Z believes that cruelty-free products are useful and effective, and with positive relationship between value and purchase intention, this signifies that they consider the function and effectiveness of the products before purchasing cruelty-free products. Also as discussed in the literature review, brands are shifting towards showing benefits of the products while promoting their products instead of hard-selling (Shadani, 2020).

5.2.2 Attitude towards IMC of Cruelty-free Products

The attitude section of this research returns overall positive attitudes towards cruelty-free integrated marketing communication tools, and with promotion returning with the highest mean score of 4.59, followed by public relations (4.46), and out-of-home media (4.28). According to Shadani (2020), Digital Marketing Institute (2018) and Padfield (2021), Generation Z are able to notice inauthenticity, as also shown in this research findings where the items 4.11 'Receiving personal SMS messages from brands about cruelty-free products,' 4.12 'Receiving personal mails from brands about

cruelty-free products,', and 4.18 'Receiving newsletters from brands,' returned with the lowest mean score, this supports the statement of how Generation Z dislikes hard-selling methods, and with public relations receiving the second highest mean score, also supports how Generation Z favors authenticity and prefer genuine marketing tactics.

Additionally, as supported by Allen et al. (2002), in the literature review section, the correlation between marketing tactics and how consumers relate to a product is shown to increase repeat purchase behavior. This, combined with how Thai Generation Z hold value to universalism value suggest the reason behind why Thai Generation Z have high liking for public relation item 4.7 'When cruelty-free brands educate the public about cruelty-free.' as public relations help communicate the underlying values of brands.

Finally, this research shows that Thai Generation Z enjoys promotions from cruelty-free products, including discount promotions and buy one get one free promotions. This will be further discussed in the Brand Loyalty section of discussion.

5.2.3 Brand loyalty towards Cruelty-free Brands

The outcome of this research shows that Thai Generation Z have overall positive brand loyalty towards cruelty-free products, however, the tendencies of remaining loyal to a cruelty-free brand is lowered if the products of the brands were to increase in price. As discussed in the literature review, it is nearly impossible to get Generation Z consumers to become loyal to a brand (CrowdTwist, 2020; Hanbury, 2019).

With this outcome and the respondents favoritism towards promotion integrated marketing communication tool, it indicates that overall Thai Generation Z cruelty-free product consumers are price sensitive and are prone to shifting in between brands if the price were to vary. Together with the outcome of brand loyalty towards

cruelty-free product section shows that Thai Generation Z are less likely to continue to purchase if the cruelty-free products price increases, brand loyalty alone may not be sufficient in maintaining their purchase intention towards cruelty-free products.

Contradicting with a research conducted on 500 US Generation Z and Millennials where those samples were willing to pay higher price for sustainable products (Composed, 2019), Thai Generation Z are still price-concerned. Considering the age range of this generation, this generation is composed of students, unemployed individuals, and first-jobbers, therefore their purchasing power has a potential however not strong enough yet, leading to price sensitivity and being prone to switch to other options if prices of the products were to increase. Combining with the outcome of functional value in the previous section, this means that Generation Z do consider if the products are valued for what they are paying for as well.

However, despite having a weak degree of brand loyalty, this research shows that Thai Generation Z would advocate for the brands that they are loyal to. Advocacy items in the brand loyalty section returned with the highest mean score of 4.40, a discussion in literature review also support this reversely where Generation Z would speak out and boycott brands that conduct animal cruelty practices (Romero, n/d).

5.2.4 Purchase Intention towards Cruelty-free Products

The overall outcome shows that Thai Generation Z has positive purchase intention towards cruelty-free products, additionally to the respondents attitudes towards promotion, Thai Generation Z has higher tendencies to purchase cruelty-free products if the products were on a discount or on a promotional offer. This indicates that Thai Generation Z cruelty-free consumers highly enjoy promotions from cruelty-free products and brands. However, despite positive purchase intention, if the cruelty-free products are not available locally, Thai Generation Z would not seek out to purchase those products.

The relationship between brand loyalty and purchase intention returned the strongest ($r = .743$, $p < .05$), this means that brand loyalty is the most likely factor that will motivate Thai Generation Z consumers to purchase cruelty-free products. From the discussion in the brand loyalty section, Thai Generation Z are less likely to stay loyal to brands, therefore this means more hard work needs to be completed in order to encourage Thai Generation Z to remain loyal to brands. This finding is similar to previous research conducted by CrowdTwist with 790 respondents from North America where 38.02 percent of Generation Z respondents would consider other lower price options before making a purchase (2020).

In comparison to Generation Z of western culture, only 26.72 percent of Generation Z are truly brand loyal (CrowdTwist, 2020), contradictory to the finding of this research on how Thai Generation Z receive the highest motivating factor to purchase from brand loyalty.

5.3 Discussion of Segmentation

This research found out that there are 5 categories of segmentation of cruelty-free consumers: Universalist Consumers, Function-Based Consumers, Brand Loyal Advocate, Price-based Consumer, and Marketing Influenced Consumers. The overall categories of segmentation shows that Thai Generation Z hold true to the universalism value they believe in, yet still apply objective thinking in consideration of the function of the products before purchasing, and also are sensitive to price changes both when the price increases as well as decreases.

The Universalist Consumers category reflects on how Thai Generation Z cares for nature, animals, and the well beings of others; they feel like they are responsible for what is happening around them, without wanting anything for themselves or what to look good for conducting good act. At the same time, the Function-Based Consumer category reflects the logical side of Generation Z where this group of consumers consider the effectiveness of products before purchasing and not solely based their decision on cruelty-free products being cruelty-free. The Price-Based Consumer category goes hand-in-hand with the Function-Based Consumer category

as the consumers of Price-Based Consumer category are not blindly following the brands they are loyal to, but take prices into consideration before making a purchase decision. Similarly to the Marketing Influenced Consumer category where they enjoy receiving marketing messages from cruelty-free brands and products through various sources but enjoy promotions and public relation tools the most. This category of consumers that enjoy promotions are similar to the Priced-Based Consumer where buy one get one free and price reduction promotion persuade this category of consumers well. Under the same category, those that enjoy public relation tools are the ones that place high values on brands that show authenticity.

5.4 Practical Implications

This research focuses on Thai Generation Z cruelty-free consumers and the factors influencing their purchase decision. The outcome of this research can be adapted and applied to communication marketers to develop appropriate marketing strategies and tactics to attract Thai Generation Z cruelty-free consumers.

1. Since the value of Thai Generation Z consumer of cruelty-free product, marketers can apply this knowledge by communicating universalism value in order to attract Thai Generation Z to purchase their cruelty-free products

2. As Thai Generation Z have a positive attitude towards integrated marketing communication tools used in marketing cruelty-free products, marketers can implement more IMC methods to reach more Thai Generation Z cruelty-free consumers.

3. The attitude section of this research breaks down individual integrated marketing communication tools and measures Thai Generation Z cruelty-free consumers degree of favorability of each integrated marketing communication tool. Marketers can develop more promotions, and implement less SMS tactics as this returns with the lowest score.

4. Brands should focus on ways to strengthen brand loyalty such as developing brand loyalty programs, as this research returned with brand loyalty as main purchasing decision factor, yet brand loyalty of Thai Generation Z can be swayed by price changes.

5. Price concern being stronger than brand loyalty, brands can develop pricing strategies in order to obtain consumers that are loyal to the competing brands.

6. Finally, the categories of segmentation show different wants, needs, preferences, and predictable purchasing decision factors of different categories of Thai Generation Z cruelty-free products consumers, marketers can utilize this piece of information to improve marketing tactics, and better focus on specific purchasing decision factors for a more efficient marketing for better outcome and return on investment.

5.5 Limitations

There are limitations in this study based on the nature of research. The questionnaire for this research contains in total 58 questions, this number can potentially appear of a considerable length which can result in association with being time consuming towards the respondents. There are also possibilities that respondents cease to complete the survey as they are answering the questionnaire.

Value section of the questionnaire asks the respondents regarding universalism value and social function values, there are possibilities of bias in this section despite the effort of ensuring the questionnaire is anonymous. This then can result in inaccuracy of the data under those mentioned sections.

Cruelty-free products in the current market are considerably limited in variations. The majority of cruelty-free products are beauty and personal care products, therefore it becomes difficult to gather male respondents for this study resulting in insufficient data from male population.

5.6 Direction for Future Research

1. This study is focused on Generation Z in particular, it is likely for future research to yield important information if the future study can break down the population of Generation Z more based on the specific demographics to increase precision in data. As such, future research can collect quotas of each demographic and compare between different income groups, occupation, education levels, and other demographic characteristics.

2. In order to ensure further significance of the data, future research could implement multi-generation comparison to indicate degree of similarities and differences in generations to further understand the factor and influence of purchase intention in different generations.

3. This study being a quantitative research, the data could not yield the reasons and the motivation of actions, development of a qualitative research in extension to this study can potentially achieve more detailed information of the underlying factors of purchase decision of Thai Generation Z cruelty-free consumers.

4. As per the outcome of this research, comparison between the variables can yield important findings as well. The value, attitude, and brand loyalty have shown to has an effect on the purchase intention of Thai Generation Z, however, it would be useful to find out whether those independent variables also has an impact on one another.

5. As discussed, Generation Z in general has weaker brand loyalty compared to other generations (CrowdTwist, 2020; Hanbury, 2019), a study on different variables against brand loyalty could bring out contributing knowledge on the factors affecting brand loyalty of Thai Generation Z towards cruelty-free products.

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Appendix

APPENDIX A SURVEY QUESTIONNAIRE

(ENGLISH VERSION)

SEGMENTATION OF THAI GENERATION Z ON VALUE, ATTITUDE, BRAND LOYALTY, AND PURCHASE INTENTION TOWARDS CRUELTY-FREE PRODUCTS

The purpose of this survey is to study consumer behavior regarding cruelty-free products. The questionnaire is voluntary and the data collected will be kept confidential. Participants will NOT be identified and are given the option not to answer any particular question. Data collected will be analyzed and used for the purpose of education only and will be implemented appropriately.

S1: Screening Questions

1. Are you aged between 18 - 26?

☐ Yes ☐ No (End of survey)

2. Are you Thai by nationality or are holding Thai residency?

☐ Yes ☐ No (End of survey)

3. Are you aware of any of the following cruelty-free brands?

☐ Yes ☐ No (End of survey)

S2: Demographic

4. Please specify your age range.

☐ 18 - 22   ☐ 23 - 26

5. Please specify your gender.

☐ Male   ☐ Female   ☐ Other

6. What is your highest level of education completed?

☐ High School or Below   ☐ Bachelor's Degree

☐ Master's Degree   ☐ Higher than Master's Degree

7. What is your occupation?

☐ Student   ☐ Public Company Employee

☐ Private Company Employee   ☐ Business Owner

☐ Freelancer   ☐ Others, please specify…

8. What is your monthly income in Thai Baht?

☐ Less than 10,000 THB   ☐ 10,000 THB - 30,000 THB

☐ 30,001 - 50,000 THB   ☐ More than 50,000 THB

S3: Value

Instruction: Please select the items below that best rate your agreement with each of the following statements below. (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly Agree)

	Strongly Agree ↔ Strongly Disagree				
	5	4	3	2	1
3.1 I think it is important that every person and animals in the world be treated equally. I want justice for all, even for the ones I do not know.					
3.2 It is important for everyone to listen to other people. Even when I disagree with them, I still want to understand them.					
3.3 I strongly believe that people should care for nature and animals. Looking after the environment and animal habitat is important to me.					
3.4 I feel like practicing a cruelty-free lifestyle makes me more acceptable in society.					
3.5 I think I would receive social approval if I purchase cruelty-free products.					
3.6 Purchasing cruelty-free products improve my public image.					

	Strongly Agree ↔ Strongly Disagree				
	5	4	3	2	1
3.7 Cruelty-free products have consistent quality.					
3.8 Cruelty-free products are designed well.					
3.9 Cruelty-free products have acceptable standards.					
3.10 Cruelty-free products are effective.					
3.11 Cruelty-free products are reasonably priced.					
3.12 Cruelty-free products offer good value for money.					
3.13 Cruelty-free products are good products.					
3.14 Cruelty-free products are beneficial.					

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S4: Attitude towards Integrated Marketing Communication Tools of Cruelty-

free Products.

Instruction: Please rate your attitude towards each of the integrated marketing communication tools of cruelty-free products below. (1 = Strongly dislike, 2 = Dislike, 3 = Neither like nor dislike, 4 = Like, 5 = Strongly like)

	Strongly Like ↔ Strongly Dislike				
	5	4	3	2	1
4.1 Out-of-home billboard advertisements about cruelty-free products.					
4.2 In-store poster advertisements about cruelty-free products.					
4.3 When brands have discount promotions for cruelty-free products.					
4.4 When brands provide buy one get on free promotions for cruelty-free products.					
4.5 When salesperson interact with me about cruelty-free products.					
4.6 Being able to ask about cruelty-free products with a salesperson in person.					
4.7 When cruelty-free brands educate the public about cruelty-free.					
4.8 When cruelty-free brands sponsor events.					
4.9 When cruelty-free brand host events.					

	Strongly Like ⟷ Strongly Dislike				
	5	4	3	2	1
4.10 Receiving personal emails from brands about cruelty-free products.					
4.11 Receiving personal SMS messages from brands about cruelty-free products.					
4.12 Receiving personal mails from brands about cruelty-free products.					
4.13 When cruelty-free brands have official social media account(s).					
4.14 Seeing advertisements about cruelty-free products on Instagram.					
4.15 Seeing advertisements about cruelty-free products on Facebook.					
4.16 Seeing advertisements about cruelty-free products on YouTube.					
4.17 When brands have official website(s).					
4.18 Receiving newsletters from brands.					
4.19 When I can interact with cruelty-free brands through social media accounts.					
4.20 When cruelty-free brands have official messaging account.					

S5: Brand Loyalty towards Cruelty-Free Brands

Instruction: Please select the items below that best rate your agreement with each of the following statements below. (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly Agree)

Your commitment towards certain cruelty-free brand.	Strongly Agree ↔ Strongly Disagree				
	5	4	3	2	1
5.1 I am committed to a certain cruelty-free brand.					
5.2 I would be willing to pay higher price of this cruelty-free brand over other brands.					
5.3 I would be willing to say positive things about this cruelty-free brand to other people.					
5.4 I recommend this cruelty-free brand to anyone who ask for recommendations.					
5.5 I encourage my friends and relative to purchase from this cruelty-free brand.					
5.6 I hesitate to refer my acquaintance to this cruelty-free brand.*					
5.7 I consider this cruelty-free brand as first choice to purchase.					
5.8 I would purchase more products from this cruelty-free brand.					

Your commitment towards certain cruelty-free brand.	Strongly Agree ⟷ Strongly Disagree				
	5	4	3	2	1
5.9 I would purchase less from this cruelty-free brand.*					
5.10 I would continue to purchase from this cruelty-free brand even if its prices increase.					
5.11 I am willing to pay a higher price to purchase from this cruelty-free brand for the benefits I receive from this cruelty-free brand.					

S6: Purchase Intention towards Cruelty-Free Products

Instruction: Please select the items below that best rate your agreement with each of the following statements below. (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly Agree)

Your intention to purchase cruelty-free products.	Strongly Agree ⟷ Strongly Disagree				
	5	4	3	2	1
6.1 I would purchase cruelty-free products.					
6.2 I would buy cruelty-free products if I saw them in the store.					
6.3 I would seek out cruelty-free products in order to purchase it.					

Your intention to purchase cruelty-free products.	Strongly Agree ↔ Strongly Disagree				
	5	4	3	2	1
6.4 It is likely that I will purchase cruelty-free products.					
6.5 Given the opportunity, I predict that I would purchase cruelty-free products.					
6.6 With the increasing awareness of animal rights, I would like to purchase cruelty-free products.					
6.7 If cruelty-free products are available at reduced price, I would purchase them.					
6.8 If cruelty-free products are available at a discount or with a promotional offer, I would choose to purchase them.					
6.9 I would buy cruelty-free products even if it takes longer to obtain them.					
6.10 I would buy cruelty-free products even if they are not available locally.					

Thank you for completing this survey!

Thank you for your contribution to academic knowledge and for helping a master's

student on their thesis!

APPENDIX B SURVEY QUESTIONNAIRE

(THAI VERSION)

การแบ่งกลุ่มผู้บริโภคเจเนอเรชั่นแซดตาม คุณค่า ทัศนคติ ความจงรักภักดีต่อแบรนด์ และ
ความตั้งใจซื้อต่อสินค้าที่ไม่ทารุณสัตว์

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเพื่อจัดทำวิทยานิพนธ์ของนิสิตระดับมหาบัณฑิต
คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการ ตอบ
แบบสอบถามตามความเป็นจริงหรือตามความคิดเห็นของท่านทั้งนี้ข้อมูลของผู้ตอบ
แบบสอบถามทั้งหมดจะถูกเก็บเป็นความลับและจะถูกนำไปวิเคราะห์ในภาพรวมเพื่อนำไปใช้
ประโยชน์ในเชิงการศึกษาเท่านั้น

ส่วนที่ 1: คำถามคัดกรอง

1. คุณอายุระหว่าง 18 - 26 ปีหรือไม่?

☐ ใช่   ☐ ไม่ใช่ (จบการทำแบบสำรวจนี้)

2. คุณเป็นคนไทยโดยกำเนิดหรือถือสัญชาติไทย?

☐ ใช่   ☐ ไม่ใช่ (จบการทำแบบสำรวจนี้)

3. คุณรู้จักแบรนด์ที่ไม่ทารุณสัตว์แบรนด์ต่อไปนี้หรือไม่

☐ ใช่   ☐ ไม่ใช่ (จบการทำแบบสำรวจนี้)

ส่วนที่ 2: ข้อมูลประชากร

4. โปรดระบุช่วงอายุของคุณ

☐ 18 - 22   ☐ 23 - 26

5. โปรดระบุเพศของคุณ

☐ ชาย   ☐ หญิง

☐ อื่น ๆ

6. คุณสำเร็จการศึกษาระดับสูงสุดในระดับใด

☐ มัธยมหรือต่ำกว่า   ☐ ปริญญาตรี

☐ ปริญญาโท   ☐ สูงกว่าปริญญาโท

7. อาชีพของคุณคือ

☐ นักเรียน   ☐ พนักงานบริษัทมหาชน

☐ พนักงานบริษัทเอกชน   ☐ เจ้าของธุรกิจ

☐ อาชีพอิสระ   ☐ อื่นๆ (โปรดระบุ _____)

8. คุณมีรายได้ต่อเดือนเท่าไหร่?

☐ น้อยกว่า 10,000 บาท   ☐ 10,000 - 30,000 บาท

☐ 30,001 - 50,000 บาท   ☐ มากกว่า 50,000 บาท

ส่วนที่ 3: คุณค่า

คำแนะนำ: โปรดเลือกคะแนนความเห็นด้วยหรือไม่เห็นด้วยของแต่ละข้อความที่ตรงคุณมากที่สุด

(5 = เห็นด้วยอย่างยิ่ง   4 = เห็นด้วย   3 = ไม่มีความเห็น   2 = ไม่เห็นด้วย

1 = ไม่เห็นด้วยอย่างยิ่ง)

	เห็นด้วยอย่างยิ่ง ⟷ ไม่เห็นด้วยอย่างยิ่ง				
	5	4	3	2	1
3.1 ฉันคิดว่าเป็นสิ่งสำคัญที่ทุกคนและสัตว์ในโลกได้รับการปฏิบัติอย่างเท่าเทียมกัน ฉันต้องการความยุติธรรมสำหรับทุกคนแม้กระทั่งกับคนที่ฉันไม่รู้จัก					
3.2 มันเป็นสิ่งสำคัญสำหรับทุกคนที่จะฟังคนอื่นแม้ว่าฉันจะไม่เห็นด้วยกับพวกเขาฉันก็ยังต้องการเข้าใจพวกเขา					
3.3 ฉันเชื่ออย่างยิ่งว่าผู้คนควรใส่ใจธรรมชาติและสัตว์การดูแลสิ่งแวดล้อมและที่อยู่อาศัยของสัตว์เป็นสิ่งสำคัญสำหรับฉัน					
3.4 ฉันรู้สึกว่าการใช้ผลิตภัณฑ์ที่ไม่ทารุณสัตว์ทำให้ฉันเป็นที่ยอมรับในสังคมมากขึ้น					
3.5 ฉันคิดว่าฉันจะได้รับการสนับสนุนจากสังคมหากฉันซื้อผลิตภัณฑ์ที่ไม่ทารุณสัตว์					

	เห็นด้วยอย่างยิ่ง ⟷ ไม่เห็นด้วยอย่างยิ่ง				
	5	4	3	2	1
3.6 การซื้อผลิตภัณฑ์ที่ไม่ทารุณสัตว์ในการทดลอง ช่วยปรับปรุงภาพลักษณ์ของฉันต่อสาธารณะ					
3.7 ผลิตภัณฑ์ที่ไม่ทารุณสัตว์มีคุณภาพสม่ำเสมอ					
3.8 ผลิตภัณฑ์ที่ไม่ทารุณสัตว์ได้รับการออกแบบมาอย่างดี					
3.9 ผลิตภัณฑ์ที่ไม่ทารุณสัตว์มีมาตรฐานที่ยอมรับได้					
3.10 ผลิตภัณฑ์ที่ไม่ทารุณสัตว์มีประสิทธิภาพ					
3.11 ผลิตภัณฑ์ที่ไม่ทารุณสัตว์มีราคาที่สมเหตุสมผล					
3.12 ผลิตภัณฑ์ที่ไม่ทารุณสัตว์ให้ความคุ้มค่ากับราคา					
3.13 ผลิตภัณฑ์ที่ไม่ทารุณสัตว์เป็นสินค้าที่ดี					
3.14 ผลิตภัณฑ์ที่ไม่ทารุณสัตว์เป็นผลิตภัณฑ์ ที่มีประโยชน์					

ส่วนที่ 4: ทัศนคติต่อเครื่องมือสื่อสารการตลาดแบบบูรณาการของผลิตภัณฑ์ที่ไม่ทารุณสัตว์

คำแนะนำ: โปรดเลือกคะแนนความชอบด้วยหรือไม่ชอบของแต่ละเครื่องมือสื่อสารการตลาดแบบ
บูรณาการที่ตรงคุณมากที่สุด (5 = ชอบมาก 4 = ชอบ 3 = ไม่มีความเห็น 2 = ไม่ชอบ
1 = ไม่ชอบอย่างมาก)

	ชอบมาก ↔ ไม่ชอบอย่างมาก				
	5	4	3	2	1
4.1 ป้ายโฆษณานอกบ้านเกี่ยวกับผลิตภัณฑ์ ที่ไม่ทารุณสัตว์					
4.2 โปสเตอร์โฆษณาภายในร้านเกี่ยวกับผลิตภัณฑ์ ที่ไม่ทารุณสัตว์					
4.3 เมื่อผลิตภัณฑ์ที่ไม่ทารุณสัตว์มีโปรโมชั่นส่วนลด					
4.4 เมื่อแบรนด์จัดโปรโมชั่นซื้อ 1 แถม 1 ฟรี สำหรับ ผลิตภัณฑ์ที่ไม่ทารุณสัตว์					
4.5 เมื่อพนักงานขายโต้ตอบกับฉันเกี่ยวกับผลิตภัณฑ์ ที่ไม่ทารุณสัตว์					

	ชอบมาก ←→ ไม่ชอบอย่างมาก				
	5	4	3	2	1
4.6 สามารถสอบถามเกี่ยวกับผลิตภัณฑ์ ที่ไม่ทารุณสัตว์กับพนักงานขายได้ด้วยตนเอง					
4.7 เมื่อแบรนด์ที่ไม่ทารุณสัตว์ให้ความรู้ แก่สาธารณชนเกี่ยวกับการไม่ทารุณสัตว์					
4.8 เมื่อแบรนด์ที่ไม่ทารุณสัตว์สนับสนุนกิจกรรม					
4.9 เมื่อแบรนด์ที่ไม่ทารุณสัตว์จัดกิจกรรม					
4.10 การรับอีเมลจากแบรนด์เกี่ยวกับผลิตภัณฑ์ ที่ไม่ทารุณสัตว์					
4.11 การรับข้อความ SMS จากแบรนด์เกี่ยวกับ ผลิตภัณฑ์ที่ไม่ทารุณสัตว์					
4.12 การรับจดหมายจากแบรนด์เกี่ยวกับผลิตภัณฑ์ ที่ไม่ทารุณสัตว์					
4.13 เมื่อแบรนด์ที่ไม่ทารุณสัตว์มีบัญชีโซเชียลมีเดีย อย่างเป็นทางการ					

	ชอบมาก ↔ ไม่ชอบอย่างมาก				
	5	4	3	2	1
4.14 การเห็นโฆษณาเกี่ยวกับผลิตภัณฑ์ ที่ไม่ทารุณสัตว์บนอินสตาแกรม					
4.15 การเห็นโฆษณาเกี่ยวกับผลิตภัณฑ์ที่ไม่ทารุณสัตว์ บนเฟสบุ๊ค					
4.16 การเห็นโฆษณาเกี่ยวกับผลิตภัณฑ์ที่ไม่ทารุณสัตว์ บนยูทูป					
4.17 เมื่อแบรนด์ที่ไม่ทารุณสัตว์มีเว็บไซต์ อย่างเป็นทางการ					
4.18 การรับจดหมายข่าวจากแบรนด์ที่ไม่ทารุณ สัตว์ต่างๆ					
4.19 เมื่อฉันสามารถโต้ตอบกับแบรนด์ที่ไม่ทารุณสัตว์ ผ่านบัญชีโซเชียลมีเดีย					
4.20 เมื่อแบรนด์ที่ไม่ทารุณสัตว์มีบัญชีรับส่งข้อความ อย่างเป็นทางการ					

ส่วนที่ 5: ความจงรักภักดีต่อแบรนด์ที่ไม่ทารุณสัตว์

คำแนะนำ: โปรดเลือกคะแนนความเห็นด้วยหรือไม่เห็นด้วยของแต่ละข้อความที่ตรงคุณมากที่สุด
(5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วย 3 = ไม่มีความเห็น 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง)

	เห็นด้วยอย่างยิ่ง ↔ ไม่เห็นด้วยอย่างยิ่ง				
	5	4	3	2	1
5.1 ฉันมีความผูกพันธ์กับแบรนด์ที่ไม่ทารุณสัตว์					
5.2 ฉันยินดีจ่ายในราคาที่สูงกว่าของแบรนด์ที่ไม่ทารุณสัตว์แบรนด์นี้					
5.3 ฉันยินดีที่จะพูดถึงด้านบวกเกี่ยวกับแบรนด์ที่ไม่ทารุณสัตว์แบรนด์นี้กับผู้อื่น					
5.4 ฉันแนะนำแบรนด์ที่ไม่ทารุณสัตว์แบรนด์นี้ให้กับทุกคนที่ขอคำแนะนำ					
5.5 ฉันสนับสนุนให้เพื่อนและญาติของฉันซื้อผลิตภัณฑ์จากแบรนด์ที่ไม่ทารุณสัตว์แบรนด์นี้					

	เห็นด้วยอย่างยิ่ง ↔ ไม่เห็นด้วยอย่างยิ่ง				
	5	4	3	2	1
5.6 ฉันลังเลที่จะแนะนำคนรู้จักของฉันให้รู้จักแบรนด์ ที่ไม่ทารุณสัตว์แบรนด์นี้					
5.7 ฉันคิดว่าแบรนด์ที่ไม่ทารุณสัตว์แบรนด์นี้ เป็นตัวเลือกแรกในการซื้อ					
5.8 ฉันจะซื้อผลิตภัณฑ์เพิ่มเติมจากแบรนด์ ที่ไม่ทารุณสัตว์แบรนด์นี้					
5.9 ฉันจะซื้อผลิตภัณฑ์จากแบรนด์ ที่ไม่ทารุณสัตว์แบรนด์นี้น้อยลง					
5.10 ฉันจะซื้อผลิตภัณฑ์จากแบรนด์ที่ไม่ทารุณสัตว์นี้ ต่อไปแม้ว่าราคาจะเพิ่มขึ้น					
5.11 ฉันยินดีจ่ายในราคาที่สูงขึ้นเพื่อซื้อผลิตภัณฑ์ จากแบรนด์ที่ไม่ทารุณสัตว์นี้เพื่อประโยชน์ ที่ฉันได้รับจากแบรนด์ที่ไม่ทารุณสัตว์นี้					

ส่วนที่ 6: ความตั้งใจในการซื้อผลิตภัณฑ์ที่ไม่ทารุณสัตว์

คำแนะนำ: โปรดเลือกคะแนนความเห็นด้วยหรือไม่เห็นด้วยของแต่ละข้อความที่ตรงคุณมากที่สุด
(5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วย 3 = ไม่มีความเห็น 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง)

	เห็นด้วยอย่างยิ่ง ↔ ไม่เห็นด้วยอย่างยิ่ง				
	5	4	3	2	1
6.1 ฉันจะซื้อผลิตภัณฑ์ที่ไม่ทารุณสัตว์					
6.2 ฉันจะซื้อผลิตภัณฑ์ที่ไม่ทารุณสัตว์ หากฉันเห็นพวกมันในร้าน					
6.3 ฉันจะค้นหาผลิตภัณฑ์ที่ไม่ทารุณสัตว์เพื่อซื้อมัน					
6.4 มีแนวโน้มว่าฉันจะซื้อผลิตภัณฑ์ที่ไม่ทารุณสัตว์					
6.5 เมื่อมีโอกาสฉันคาดว่าฉันจะซื้อผลิตภัณฑ์ ที่ไม่ทารุณสัตว์					
6.6 ฉันต้องการซื้อผลิตภัณฑ์ที่ไม่ทารุณสัตว์ เนื่องจากสังคมมีความตระหนักเรื่องสิทธิสัตว์เพิ่มขึ้น					

	เห็นด้วยอย่างยิ่ง ↔ ไม่เห็นด้วยอย่างยิ่ง				
	5	4	3	2	1
6.7 หากมีผลิตภัณฑ์ที่ไม่ทารุณสัตว์ ในราคาที่ถูกลง ฉันจะซื้อมัน					
6.8 หากผลิตภัณฑ์ที่ไม่ทารุณสัตว์มีจำหน่าย ในราคาส่วนลดหรือมีข้อเสนอส่งเสริม การขาย ฉันจะเลือกซื้อ ผลิตภัณฑ์เหล่านี้					
6.9 ฉันจะซื้อผลิตภัณฑ์ที่ไม่ทารุณสัตว์ แม้ว่าจะใช้เวลานานกว่าจะได้มา					
6.10 ฉันจะซื้อผลิตภัณฑ์ที่ไม่ทารุณสัตว์ แม้ว่าจะไม่มีขายในท้องถิ่นก็ตาม					

ขอบคุณที่สละเวลาตอบแบบสอบถามนี้

ขอบคุณที่ช่วยเป็นส่วนหนึ่งในการส่งเสริมความรู้ทางวิชาการ

VITA

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