A STUDY OF FACTORS AFFECTING ATTITUDE OF THAI GEN Y CONSUMERS TOWARDS COUNTERFEITED LUXURY PRODUCTS

BY

MISS PREEYAPHA WACHWITHAN

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2015

A STUDY OF FACTORS AFFECTING ATTITUDE OF THAI GEN Y CONSUMERS TOWARDS COUNTERFEITED LUXURY PRODUCTS

BY

MISS PREEYAPHA WACHWITHAN

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2015

THAMMASAT UNIVERSITY
FACULTY OF COMMERCE AND ACCOUNTANCY

INDEPENDENT STUDY

BY

MISS PREEYAPHA WACHWITHAN

ENTITLED

A STUDY OF FACTORS AFFECTING ATTITUDE OF THAI GEN Y CONSUMERS TOWARDS COUNTERFEITED LUXURY PRODUCTS

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on 6 JUN 2016

Chairman ______________________
(Professor Paul G. Patterson, Ph.D.)

Member and Advisor ______________________
(Professor K. Douglas Hoffman, Ph.D.)

Dean ______________________
(Professor Siriluck Rotchanakitumnuai, Ph.D.)

Independent Study Title	A STUDY OF FACTORS AFFECTING ATTITUDE OF THAI GEN Y CONSUMERS TOWARDS COUNTERFEITED LUXURY PRODUCTS
Author	Miss Preeyapha Wachwithan
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor K. Douglas Hoffmann, Ph. D.
Academic Years	2015

ABSTRACT

Introduction: Counterfeiting is considered as the crime of the 21st century and luxury branded products are most affected from this problem. It is important to understand the intents of counterfeit luxury products consumers, stimulating an increase in counterfeit items demand and factors that cause it.

Purpose: This study is aim to create knowledge of what are the factors that affecting attitude of Thai Generation Y consumers towards counterfeited luxury products. It is critical to study the reasons why they purchase the counterfeits from their perception of genuine brand, and whether their perception of luxury brand will affect their counterfeit consumption.

Methodology: In-depth interviews were conducted in Bangkok, Thailand. Quantitative research was collected through a questionnaire which distributed through interactive channels such as Social Media. The sample frame was Thai Generation Y consumers.

Conclusion: Understanding consumer insights is essential component for brand owners to create greater value and protect the brand image and heritage.

Keywords: counterfeit, luxury products, attitude, purchase intention, generation y, Thailand

ACKNOWLEDGEMENTS

This independent study is written as part of my master degree at Thammasat University, and marks the end my education with a major in Marketing (International Program). As the journey of study comes to an end, I would like to thank you all those who have helped and encouraged me along the way.

Firstly, I would first like to express my very great appreciation to my advisor, Prof. Dr. K. Douglas Hoffman of the College of Business at Colorado State University, for his valuable advices and suggestions towards the preparation of this independent study since the beginning until the end. He consistently allowed this paper to be my own work, but steered me in the right the direction whenever he thought I needed it. Without his encouragement and guidance, I could not have such confidence to continue and complete this independent study.

I would also like gratefully thank all of my classmates for their continuous support and throughout this journey.

Finally, I must express my very profound gratitude to my family, my best friends and my boyfriend for providing me with unfailing support and continuous encouragement throughout my years of study and through the entire process of researching and writing this report. This accomplishment would not have been possible without them. Thank you.

Miss Preeyapha Wachwithan

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

Symbols/Abbreviations	Terms
BLI	Brand Luxury Index
CLBP	Counterfeit Luxury-Branded Products
OECD	Organisation for Economic Co-operation and Development

ABSTRACT

Counterfeit products are illegally made products that replicate the genuine products but are of lower quality, reliability, and durability. Counterfeits are a global problem for luxury businesses all over the world. There are several factors which can influence consumer purchase decision towards counterfeit products.

This study investigates a contemporary topic in applied marketing which focuses on the subject area of societal issue, particularly in the topic of intellectual property of luxury products in Thailand. The purpose of this study aims to show the effect of counterfeit luxury products on Thai Generation Y consumers in terms of attitudes, perceptions and purchase intentions. This research was focused on counterfeits of personal items such as handbags, accessories and apparels which are normally used on a daily basis.

In order to gain greater understanding of consumer attitudes and behaviors towards genuine and counterfeit products, the research method was based on qualitative and quantitative data analysis from Thai respondents. In-depth interviews and surveys were utilized to collect data to provide evidence.

Social factors and personal gratification are the primary factors underlying consumers' purchase decision. Results statistical analysis on perception and attitude towards genuine luxury branded products showed that there was a statistically significant difference in 9 attributes. At the end of the study, the results and finding gathered will lead to recommendation to counteract counterfeits in Thailand.

CHAPTER 1
INTRODUCTION

1.1 Introduction

How often do you doubt the authenticity of Louis Vuitton handbags or Rolex watches being sold on the street markets or flea market? During the economic downturn, when consumers' income has dropped, consumers have no choice but to look for ways to obtain the same or similar goods at a lower price to save money. Often in this pursuit to save, they end up with counterfeits. Counterfeit products are illegally made products that replicate the genuine products but are of lower quality, reliability, and durability. Counterfeit products cause an enormous damage to social economic including sales and tax loss (unpaid tax), leading to unemployment. Manufacturers are the victim of counterfeiting. Counterfeits are a real threat to their brand's reputation and company's profits. Over the past decade, the demand and growth for counterfeit, especially for Counterfeit Luxury-Branded Products (CLBP), have exponentially risen. These goods are bought by consumers who want to express their self-image and to be accepted by the social class which they want to belong.

Counterfeits are a global problem for luxury businesses all over the world. Thailand has been acknowledged as a port of counterfeited luxury products such as handbags, watches, jewelry, shoes, and clothing. In 2013, Thailand Police and Customs Department seized more than 2.3 million counterfeit items, according to the statistics from the Commerce Ministry's Intellectual Property Department (Ehrlich, 2015). Most counterfeits seized were associated with branded goods that were used on daily basis. Thailand has become one of the largest markets for counterfeits and the growth appears to be uncontrollable by authorities, although counterfeiting is prohibited by both civil and criminal laws in Thailand.

Today, Thai consumers behave more irrationally in luxury purchase. Luxury brands and products are something considered as "must have" items to signal and reinforce their positive traits to people in society. People purchase luxury products as a symbolic show of extravagance and as a milestone of their success and prestige. However, the emergence of counterfeit products could potentially dilute consumers' perceived value, and devalue the sense of ownership, of authentic luxury products.

There are several factors that influence consumers who purchase counterfeited luxury products. Obviously, low price is the best economic advantage that most frequently found as the motivation for buying counterfeited products.

To address the problem of counterfeiting, Government has to create a legal framework that will protect consumers and brand owners from producers, distributors, suppliers and sellers of counterfeits.

1.2 Area of this study

This study investigates a contemporary topic in applied marketing which focuses on the subject area of societal issue, particularly in the topic of intellectual property of luxury products in Thailand. The purpose of this study aims to show the effect of counterfeit luxury products on Thai consumers' perceptions, attitudes towards luxury brands, as well as consumers' intentions to purchase. Results from this study are expected to show the specific possible reasons why consumers purchase or not purchase counterfeits. As a consequence, this study ultimately hopes to indicate an appropriate countermeasure to reduce counterfeiting in Thailand.

1.3 Research Objectives

This study investigates the subject area of societal issue, particularly in the topic of intellectual property of luxury products in Thailand. The study will focus on counterfeits of personal items such as handbags, accessories and apparels which are normally used on a daily basis. The objectives are defined as follows:

- To compare consumer attitudes towards counterfeits versus consumer attitudes towards genuine luxury brands.

- To determine how counterfeits affect consumer perceptions towards brand image of genuine luxury brands.

- To determine how the availability of counterfeits negatively affects purchase intentions of genuine luxury brands.

The research questions of this study are 1) What are the determinants of consumers' favorable attitudes towards counterfeit products? 2) Does abundance of counterfeits diminish brand image, interest and demand of genuine luxury brands? And 3) Will luxury brands evaluation change if consumer is exposed to counterfeits of the brands?

Achieving research objectives and knowing the answers of these research questions will reveal how counterfeit products affect Thai Gen Y consumers' perception and attitudes towards luxury brands. At the end, appropriate anti-counterfeiting strategies can be proposed to all interested parties as a toolset that can impact counterfeiting in Thailand.

1.4 Research Structure

This research consists of five chapters, as summarized in Figure 1.1. Chapter 1 introduces an introduction of the area of interest of this research and presents the objectives of this research. Chapter 2 provided a review of relevant literature in the area of interest which draws on the information gaps and limitation of this research. Chapter 3 describes the overall relevant approaches and tools that have been used for fulfill the purpose of this research. Chapter 4 presents the analysis of collected data and results of the study. The final chapter, Chapter 5, discusses the findings, the implications of the finding and suggestion for further research.

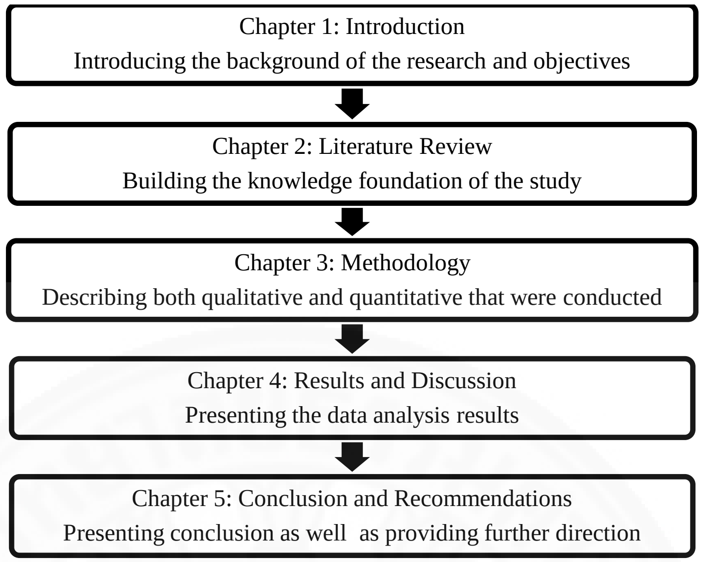


Figure 1.1: Research Structure

CHAPTER 2
REVIEW OF LITERATURE

2.1 Literature Review

2.1.1 Defining Counterfeits

Counterfeits are illegally made products that resemble the genuine goods in every aspect from its packaging to its labeling but are typically of lower quality in terms of performance, reliability, or durability (Lai & Zaichkowsky, 1999). According to the OECD, counterfeit products encompass all products made to closely imitate the appearance of the product of another as to mislead consumers (Vithlani, 1998). Although the quality of counterfeit products has improved in recent years, they are unlike genuine items which provide after sales service and warranty. Counterfeits are considered value for money for the reason that they have a fairly small price and are of inferior quality (Bloch, Bush, & Campbell, 1993).

Counterfeiting is a global phenomenon, flourishing in developing countries especially in Asia where there are weak legal infrastructures and corruptible public officials. (Green & Smith, Winter 2002). The main suppliers of counterfeited products are China, Taipei, Hong Kong, Thailand, Korea, Philippines and Turkey (Vithlani, 1998).

Counterfeiting is divided into five main types of activity (Hoe, Hogg, & Hart, 2003):

1. “High quality fake” product is 100% counterfeiting. Consumers can easily be victims as they mistakenly believe that products they purchase are genuine.
2. “Piracy” products are fake products sold at lower prices compared to the original. Consumers of piracies are aware that they purchase imitated products.
3. “Knock-offs” or imitations are products which are similar in substance, name, form, and color. Their designs just look like but not identical to the authentic.

4. “Grey products” refer to unauthorized sale of over-produced genuine products by the factories licensed by the genuine brand manufacturer.
5. “Custom made copies” refers to replica of trademark designs of branded products made by legitimate craftsmen. Custom made copies are often made from high-quality raw materials. Compare to the original, the only item missing is brand or logo.

Most counterfeited luxury products are bought by consumers who desire to own the prestige that the genuine brand portrays. Purchasing counterfeited luxury products means getting the prestige of original brands without paying expensively for. Moreover, they want to convey their social class and belonging by being recognized by the others.

There are two main reasons why people purchase counterfeit products of luxury brand: Firstly, “Low price”: counterfeits cost just a fraction of the price of the original. Low price over genuine items is seen to be motivator for consumers to purchase counterfeited luxury-brand products. Therefore, counterfeits are good value for money, even though they offer lower quality. Secondly, “Value”: expressive functions the brand delivers. Consumers will easily transfer to counterfeits when they feel counterfeits encompass the same value as genuine. (Wilcox, Kim, & Sen, April 2009). Consumers who are considering as the value consciousness is most likely have positive attitude towards counterfeiting luxury products.

2.1.2 Defining Luxury-Branded Products

The definitions of “Luxury” are expressed in specific associations with beauty, elegance, craftsmanship, exclusivity, perfection, sophistication, trendy, and sometimes snobbishness. Other traits of luxury are: high price; high profit margin; and highly controlled market image (Nevins, 2008).

Luxury brands are considered as images in the minds of consumers that are associated with a high level of price, quality, aesthetics, rarity, extraordinariness and a high degree of non-functional associations (Heine, Conceptofluxurybrands.com, 2012). According to Juggessur (Juggessur, 2010), there are four categories of luxury brands:

1. Beauty and Excellency
2. Creativity and Sensuality
3. Beauty and Classical Magic
4. Exclusivity and Uniqueness

Luxury-branded products are products that are specially made for a specific social class, not for everybody, and this makes luxury-branded products exclusive to own. Luxury brands express an image of product which is inherent in the mind of consumers (Hieke, 2010) and luxury-branded products portray prestige of the owner. Typically, luxury-branded products are made from high quality materials with high selling price which are charged higher than its real physical value (Lu, 2013). Nevertheless, consumers are willing to pay for this premium to acquire symbolic benefits such as sophistication, prestige, privilege and exclusivity. The superiority of luxury-branded products is a key factor that drives consumers' demand (Nia & Zaichkowsky, 2000). The ownership of the luxury-branded products enables consumers to gain social acceptance within certain group and fulfill their psychological needs (Vigneron & Johnson, 1999). The psychological benefits are exactly what distinguish luxury from non-luxury products (Nia & Zaichkowsky, 2000).

2.1.3 Type of Luxury Products

According to the publication of Dr. Klaus Heine, luxury product has categorized into difference types as follows (Heine, Conceptofluxurybrands.com, 2012);

- Personal vs. Impersonal Luxury Products
- Publicly vs. Privately Consumed Luxury Products: Social setting of consumption is use to differentiate each type of luxury products.

- Accessible vs. Exceptional Luxury Products: The distinguish between accessible and exceptional luxury products is about its selling price, which lead to diffusion level and repurchase rate of each individual. Hierarchy of luxury products by their accessibility (as show in Figure 2.1) was constructed by Alleres (Alleres, 1990). The hierarchy shown relating between types of luxury product to its socio-economic class. From top to bottom, products in inaccessible luxury level are particularly expensive and related to elite class, often with an exceptional social prestige (e.g. private jets). Intermediate luxury level represents products that are consumed by the professional class. Finally, accessible luxury products are products that are generally consumed by middle and lower class attempting to attain a higher social class by their purchases.

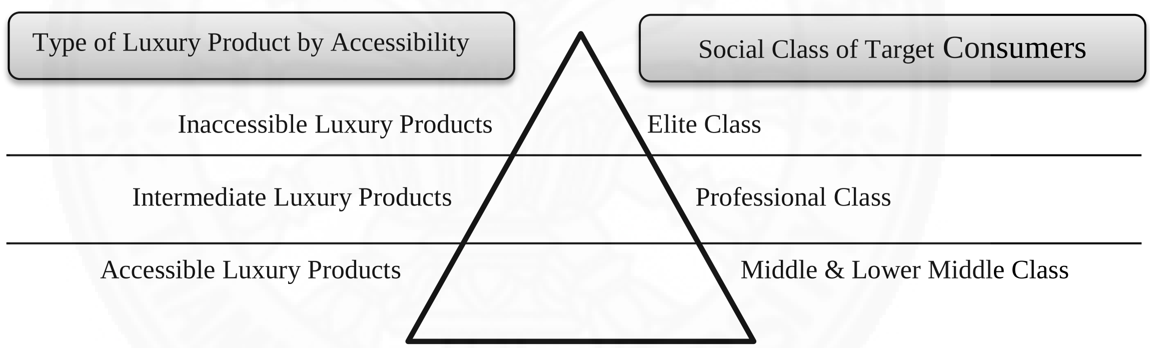


Figure 2.1: Hierarchy of Luxury Products

- Conspicuous vs. Understated Luxury Products: Luxury products can be differentiated by their proportion of conspicuous attributes, such as clearly-displayed brand trademarked logos. However, some brands such as Bottega Veneta does away with outright display of brand logo, but instead inserts its conspicuous trademarked weave pattern leather into its products.

2.1.4 Deceptive counterfeit versus Non-Deceptive counterfeit

Generally, there are two forms of counterfeit:

- Deceptive counterfeit is the situation when consumers purchase without knowing the products that they have purchased are fake. They are misled to believe they are buying genuine products while it is actually counterfeit (Grossman & Shapiro, 1998) . Deceptive counterfeiting is very difficult to observe. This is often linked to high-quality fake whose production is not authorized nor licensed by brand owners.
- Non-Deceptive counterfeit refers to when consumers are fully aware that they are purchasing counterfeit products, and they are able to distinguish between authentic and counterfeits according to its lower price and quality of material used, as well as location of purchase (Wilcox, Kim, & Sen, April 2009).

2.1.5 Reaction to counterfeiting

According to a study by Commuri (Commuri, May 2009), number of counterfeit consumers continue increasing as counterfeit products are widely available. Counterfeits allow consumers who cannot afford genuine products to have their dream come true at a lower price. As a consequence, consumers seeking for sense of exclusivity will adopt one of the following three strategies:

1. Flight (abandoning a brand): Consumers who adopt this strategy will abandon the brands that are counterfeited. They tend to be young people, often first-jobbers, aged between 22-27 years as well as university students. Since this group is very conscious of how others view themselves and due to younger age, others may not believe they have enough purchasing power to own authentic products. Therefore, they choose to abandon the brands that are counterfeited as they want to avoid being viewed as counterfeits patron (Commuri, May 2009, page 88).
2. Reclamation (elaborating on pioneering patronage of a brand): Consumers who adopt this strategy tend to be older than the first group, with an average age of 47 years. They are well-established consumers with high brand loyalty. Even though

they are upset with the loss of exclusive ownership of the brands that are targets of counterfeiting, they still are still unwilling to switch brand. This may because these consumers have invested in the brand over many years (Commuri, May 2009, page 92).

3. Abranding (disguising all brand cues): Average age of 40 years. This group of consumers pays attention to exclusivity of extremely premium brands, which lay consumers are completely unaware of. People in this group are very affluent consumers. They want to be unique and desire to sustain their social distance from others in the society (Commuri, May 20 09, page 93).

2.1.6 Consumption of luxury and counterfeits: prestige-seeking consumers

The way consumers convey their symbolic appeal can be communicated by consumption of luxury products and counterfeited luxury products. According to Vigneron and Johnson’s study, five categories of prestige-seeking consumers are demonstrated as follows (Juggessur, 2009).

1. Veblen effect (conspicuous value): Price is an important indicator of prestige to Veblenian. They buy products to impress others. Therefore conspicuous consumption will occur when they seek for status and boast wealth. Demand increase as price the result of price increase.
2. Snob effect (unique value): Snob consumers tend to purchase products that are produced in specific volume or limited availability. Personal desire, emotional desire and behavior of others are taken in to account when snob consumers purchase prestige brands.
3. Bandwagon effect (social value): Bandwagon is conformity seeking consumers. They are more focused on acceptance of their reference group. Consumptions are related to popularity. They are willing to purchase luxury products just to meet their peers’ expectation and demand arises when other individuals are also consuming it.

4. Perfectionism effect (quality value): Consumers who are quality seekers, they are willing to pay high price to tradeoff with high quality. In other words, they use price to indicate level of quality; “expensive price = superior quality”.
5. Hedonic effect (emotional value): Consumptions of Hedonist consumers are driven by emotional factors, not price. Aesthetic and emotional attachment is considered as the fundamental characteristic of luxury. Their positive emotional experience occurs when they consume luxury products.

The conceptual model, that includes Vigneron and Johnson’s five categories of prestige-seeking consumers, and demonstrates how symbolic aspects are transferable to consumers of luxury brands and counterfeits, is portrayed in Appendix A.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Exploratory and Descriptive Research Methods

Primary data and Secondary data for this study were collected by both qualitative and quantitative research methods. The flow of research methods as shown in Figure 3.1

Figure 3.1: Research Process

3.1.1 Secondary Research

Secondary data is information collected for the purpose of contributing to better understanding of the problem, and a greater depth of background of counterfeits and luxury brands and products, for the research. This type of data is often reliably and accurately collected due to the statistical skills and experience from different institutions. All secondary data was obtained from various online and offline sources such as existing journals, Google Scholar, Website, Online Newspaper and Thammasat University Library (TULIB) for the benefit to save time and money of the researcher.

3.1.2 Primary Research

Primary data can be collected through surveys, interviews and observation. The great advantage of primary data is that data is more relevant and appropriate for the specific study.

In order to design effective anti-counterfeiting communication strategies to fight against counterfeits, this research is expected to reveal the factors and motivations that make consumers purchase or not purchase counterfeits. The primary data for this research was mainly collected through in-depth interviews and designed questionnaires.

In-depth interviews were conducted to examine the influence of antecedents of attitudes towards counterfeit luxury products among Thai consumers and its relationship to purchase intention of counterfeited luxury products. On the other hands, questionnaire is a main method that will be utilized to attain the primary data. All questions of survey were constructed based on the findings from in-depth interviews and information gathered from secondary research. Screening questions was added as the first question in the questionnaire to ensure the qualifications of each respondent are matched with the group of interest, Generation Y, for this research. Surveys also included both open-ended and closed-ended questions.

Based on the literature, the concept of Vigneron and Johnson's Brand Luxury Index (BLI) scale (Vigneron & Johnson, 2004) was applied into in-depth interviews and surveys to measure consumers' perceptions towards authentic luxury brands versus counterfeits of luxury brands (see the Appendix B). Vigneron and Johnson's conceptual framework mentioned that luxury is the multidimensional concept consisting of five main dimensions of perceived values. These dimensions can be grouped into two main categories which are nonpersonal-oriented perceptions and personal-oriented perceptions. Nonpersonnal-oriented perceptions include perceived conspicuousness, perceived uniqueness, and perceived quality while personal-oriented perceptions include perceived hedonism and perceived extended-self. These five perceptions are explained in detail in the earlier Chapter 2: Literature Review, Topic 2.1.6 "Consumption of Luxury and Counterfeits: Prestige-Seeking Consumers".

Qualitative (In-depth Interview)

In-depth interviews were helped uncover underlying motivations, beliefs, attitudes and feelings. Since the study topic contains some sensitive and embarrassing questions, some in-depth interviews via telephone will be held upon respondents' request to assure that the respondents' anonymity will be preserved. In-depth interviews begin with general demographic questions and then follow by questions to explore respondents' attitude and perception towards luxury products and finally talk about counterfeited luxury products. 10 in-depth interviews were conducted. Each in-depth interview lasts between 45 and 60 minutes. All in-depth interviews were conducted in Bangkok, Thailand. Clear definitions of "Counterfeit" were defined every time before the interview begins to ensure respondents have a clear understanding at the beginnings of in-depth interviews. Short notes and voice recording, with permission from respondents, will also be used to collect data during each in-depth interview.

Quantitative (Questionnaire)

Due to the time constraints, questionnaire was considered as the most appropriate approach to fulfill data require for this research. Therefore, to elicit response from target respondents in Thailand, quantitative data for this independent study will be collected through questionnaire. The original manuscript of the questionnaire was created and developed on SurveyMonkey platform in order to ensure the quality and ease of understanding of the questionnaire. 5-point Likert scale is the main type of measurement that use in the questionnaire. The scale varying from "1-Strongly disagree", "2-Disagree", "3-Neutral", "4-Agree", and 5-Strongly agree" was applied into the questionnaire. (The questionnaire can be found in Appendix C). Additionally, BLI scale was applied into the questionnaire to measure and identifies consumer's attitude and perception towards authentic luxury brands versus counterfeits of luxury brands. Initially, in order to determine BLI, Semantic Differential Scale was selected as a tool to measure both attitude and perception. However, due to limitation in survey creation on SurveyMonkey (Gold subscription) interfaces, Likert Scale was instead selected to measure attitudes by asking respondents to respond to a series if statements to determine the extent which they agree with them, and so tapping into the cognitive and affective components of attitudes.

Questionnaire was divided into 5 parts which are;

- Screening question
- Behaviors towards genuine luxury branded products and CLBP
- Attitudes and Perceptions towards genuine luxury branded products and CLBP
- Influential factors towards attitude and purchase decision

- Profile of respondents

Pilot questionnaires were conducted with a few examinees, allowing the researcher to discover the improvement in the questionnaires and receive comments and feedback on the mechanics and flow of the questionnaire. In addition, pilot questionnaires also helped in terms of spelling proof.

Questionnaires were launched and distributed to respondents through social media channel such as Facebook, Google Plus, WhatsApp and Line. The questionnaire will be translated into Thai to cater to the target respondents. Due to possibility of wording contradiction, a definition of “Counterfeit” and instructions were given at the start of the survey to ensure that all respondents correctly understand what is meant by “Counterfeit” in the survey. On average, it should take respondents no more than 20 minutes to complete the survey.

3.2 Sampling Plan

In order to get relevant responses, data will be collected from the representative of a group of interest. Target population is Millennials (Generation Y) whose age ranges from 15-34 years. The age range is further split into 4 separate age segments namely: 15-19; 20-24; 25-29; and 30-34. The 4 age segments will enable researchers to accurately differentiate results even among different segments of Gen Y.

Millennials (Generation Y) is a group of interest for this study as they have sufficient spending power and are trendsetters. Their purchase decision pattern is often associated with social influence, social acceptance and self-accomplishment. Moreover, in luxury consumption-millennials are three times more likely to be driven by trend than older consumers. The participants were selected based on their experience with both genuine and counterfeited luxury products. All respondents are live and work in Bangkok, Thailand where the exclusive stores selling international luxury brands are located and the counterfeits can also be found in street markets, flea markets and through online channels selling (Facebook, Instagram).

Due to limited time and resources, the non-probability sampling selected in this research is convenience sampling which a population is chosen based on the researcher's convenience.

For in-depth interview, 70% of respondents were female, 30% male. Most of respondents were private company employee. All the respondents had considerable disposable incomes and interest in luxury brands (both genuine and counterfeited products). The respondents' profiles as presented in table 3.1. Respondents are current users who have purchased, potential users who are interested to purchase, and non-users who never purchases luxury products and counterfeit luxury products.

Table 3.1: Profile of Respondents

Number	Name	Gender	Age	Occupation
1	Pakaporn	Female	30	Commercial Manager
2	Siriporn	Female	26	Tax Audit
3	Sureepicha	Female	32	Office and Administrative Support
4	Hathaipat	Female	23	Accountant
5	Ratthaphong	Male	34	Business Development
6	Jirapun	Male	22	Finance
7	Nawat	Male	32	Consultant
8	Papavee	Female	28	Sales and Marketing
9	Thanyaporn	Female	27	Business Owner (ex-flight attendant)
10	Nucharin	Female	19	College Student

3.3 Data Analysis

In order to answer the objectives of this study, quantitative data from survey will be collected, analyzed and interpreted by a statistical analytic computer program, named SPSS – Statistical Package for Social Science. SPSS is user-friendly and allows researcher to analyze statistical data accurately. The results are analyzed to portray the overall picture of respondents who represent as a user of both genuine and counterfeit luxury branded products. The statistical methods that are used to analyze include Mean Comparison, Factor Analysis, Cluster Analysis, One-way ANOVA and Independent Sample t-Test.

3.4 Theoretical Framework

To identify what are the factors that affecting Gen Y Thai consumers' attitude towards counterfeit luxury products, this research was focused on 2 main groups of factor which are Social factors which consider as outside individual factors, and Personality factors which consider as inside individual factors. The research will be analyzed to identify the factors that most strongly influence the attitude towards CLBP of Gen Y Thai consumers. The proposed model is as follows:

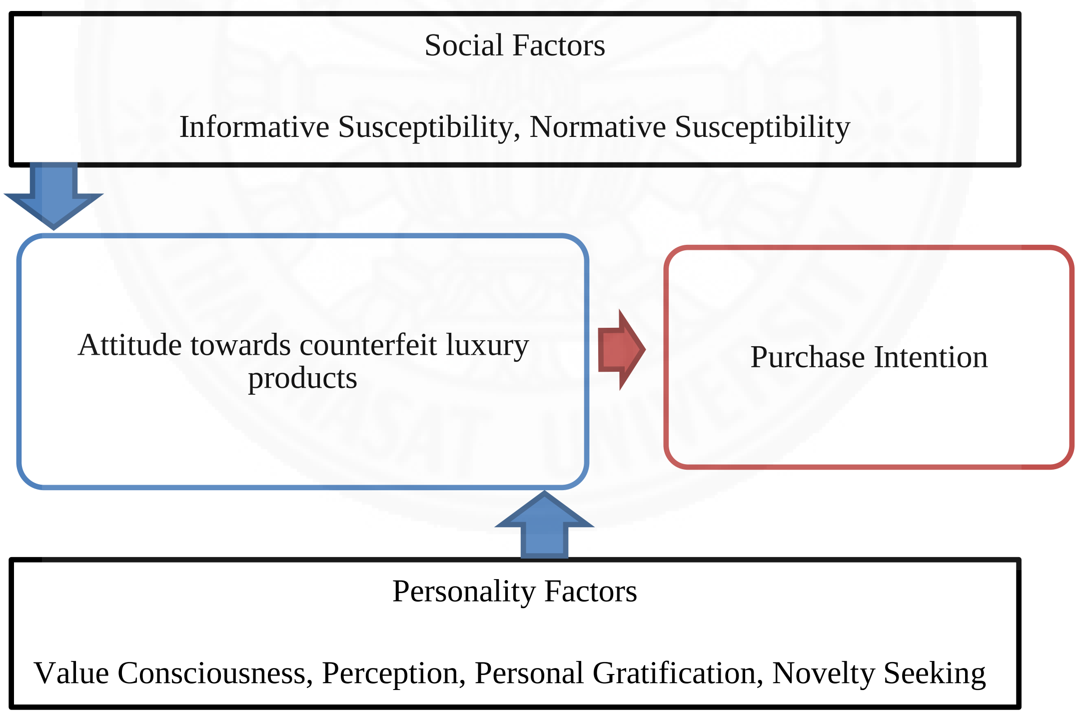


Figure 3.2: Proposed Research Model

3.5 Limitation of the Study

This independent study is written with its limitation regarding resources and time. As a consequence, there are a number of limitations that require highlighting as follows:

- Due to limited time and resources, the non-probability sampling selected in this research is based on convenience sampling method which a population is chosen based on the researcher's convenience where subjects are selected because of their convenient accessibility and proximity to the researcher.
- The sample size of this study was large enough to ascertain some statistical patterns among respondents, but not large enough to represent the total population of Generation Y in Thailand.
- Results from this study may only be applicable to Thai consumers and considered as a snapshot at the particular time in today's market situation.
- Target respondents' age range between 15 to 34 years. Therefore, they certainly have different levels of disposable income.
- Additionally, due to significant age gap between each age segment, how respondents define 'luxury' may be different. For example, for undergraduate college students, 'Coach' may already be a luxury. However, for working professionals in early- to mid-thirties, 'Coach' may no longer be considered a luxury brand to them.
- Researcher's lack of experience in in-depth interviewing techniques which may lead to inadequate qualitative data for some parts.
- Most importantly, it is very hard to obtain accurate statistics on counterfeiting from governmental sources, mainly because it is a highly clandestine activity.

Despite these limitations, the researcher hopes that the preliminary findings in this study will create greater interests in this topic and hopefully attract future researches which can contribute to greater understanding of every possible aspect of consumer behavior towards counterfeited luxury branded products (CLBP).

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Secondary Research

Luxury consumption will grow substantially over the next 5 years with overall spending growing from approximately $985.5 billion today to almost $1.2 trillion in 2020. Consumers remain to be main driving force of this growth, with the number of luxury consumers rising from 380 million today to 440 million by 2020. (Jones, 2014). On the other hand, estimates for the total value of counterfeits sold worldwide each year are as high as $1.8 trillion (The Economist Newspaper Limited, 2015).

After multiple reviews of researches and literatures, the researcher gained better understanding on the Demographic and Psychographic effects towards purchase intention. Many literatures showed that both variables are considered as crucial buying factors of both genuine and counterfeit products. Literatures also showed that there are two different types of counterfeits purchases by consumers: “Deceptive” and “Non-Deceptive”. Deceptive purchase refers to the scenario in which customers purchase the counterfeit products without knowing that they are counterfeits. In contrast, Non-Deceptive purchase refers to the scenario that customers are fully aware and still are willing to purchase the counterfeit products consciously.

Moreover, according to information derived from secondary research, consumer’s attitudes towards counterfeiting luxury products can be significantly influenced by two main factors which are social and personality factors. These factors affect consumers’ behavior and related to consumers purchasing decision whether to purchase or not to purchase counterfeit luxury products. Social factors imply on what others judge of an individual consumer’s behavior. Social factors can either be norm-based (when consumers make decision based on expectations of what would impress others) or information-based (when consumers make decision based on opinion of reference group and/or experts’ advice). Personality factors include: perception; value consciousness; integrity; personal gratification; and novelty seeking.

4.2 Results from In-Depth Interview

In-depth interviews were conducted through face-face interview and phone interviews. All respondents live in Bangkok, where the exclusive stores selling international luxury brands are located and the counterfeits can also be found in street markets, flea markets and through online channels selling. Each interview lasted approximately 30-45 minutes.

Findings from in-depth interviews show the significant effects of counterfeits towards consumers' purchase intention. Besides, findings also show the different characteristics between counterfeits owner and non-owner with regards to attitude (favorable or not favorable) and behavior (higher or lower purchase intention). Cleary, there are two dimensions that arose which are "Interpersonal Aspect" and "Personal Aspect". Findings are summarized as follows:

Interpersonal Aspect

1. Conspicuous: A female respondent said that she owned genuine luxury products because they represent her social status and self-image, and distinguish her from others: *"Most fakes look terrible and cheap. I will never buy them and I don't like when I see people carrying counterfeits of what I own." (Pakaporn, 30)*
2. Face Saving: A female respondent was an ex-flight attendant of Emirates Airline. She is an avid owner of branded bags and shoes. She strongly believed that genuine luxury products are associated with her self-image and social status. *"I do realize that there are plenty of counterfeits available in the market with much lower prices. But I prefer not to own any fakes. I'm too much worried about what others think of me and my image."*
(Thanyaporn, 27)

<u>*Personal Aspect*</u>

3. Adventure: A female respondent who owned a few genuine luxury products preferred to buy non-deceptive form of counterfeits. She is aware that the items were not genuine and could be of lower quality, but still made a conscious decision to buy counterfeits. Counterfeit give an endless fun for her shopping experience: *"I have a few genuine branded handbags and their classic designs never go outdated. However, I sometimes buy counterfeits for the fun of being a trendy fashionista. As counterfeits are cheaper, I feel OK to drop them once they're out of fashion." (Papavee, 28)*
4. Fashion Consciousness: A male respondent thought that it was all marketing ploy and he did not care about which brands he owned. However, he was very concerned about personal style, thus he purchased products based on designs rather than brands: *"When I look for a watch, I look for the style and the design that match my image, not the brand of the watch. I don't care if what I like and buy are fake or genuine."(Nawat, 32)*
5. Brand Experience: A female respondent was a non-deceptive purchaser. She always purchases high-quality counterfeit as she believe quality of counterfeit is good as genuine. Moreover, she felt that genuine brands charge unfair prices to all customers. These reasons encourage her for the repeat purchases: *"I am a patronage of counterfeits. Genuine brands always charge nonsensically excessive and unfair prices for the same quality as counterfeits. Counterfeits are more than 50% cheaper, so why I have to spend my money on those exploited brands?"(Sureepicha, 32)*

There was a female respondent who completely ignored purchasing genuine as she felt there were lots of counterfeit products which are almost indistinguishable from genuine whether in quality or design. She clearly stated that she did not want to take risks on accidentally purchasing something counterfeited as she ever was a deceptive purchaser before (the situation when consumers purchase without knowing the products that they have purchased are fake). For her, local Thai designer brands are considered as niche products so she prefers to buy these products which are of high quality with great design and are good value for money. *"There are a lots of counterfeits out there. I was once a deceptive purchaser and I felt as if I was a victim! So I don't want to suffer again. I love niche & rare products." (Siriporn, 26)*

In order to design effective anti-counterfeiting communication strategies to fight against counterfeits, this study is expected to reveal the factors and motivations that make consumers purchase or not purchase counterfeits. In-depth interviews conducted not only showed the various opinions and results as documented above, but they also served to examine the influence of antecedents of attitudes towards counterfeit luxury products among Thai consumers and its relationship to purchase intention of counterfeited luxury products.

Additional results from in-depth interview demonstrated that social factors and personal gratification (the need for a sense of accomplishment, social recognition and the desire to enjoy the finer things in life) are the primary factors underlying consumers' purchase decision. Findings are summarized as follows:

3 out of 4 respondents agreed that Thai society is one which wealth is concentrated in the hands of elitist social class where people are judged by materials. An efficient way to differentiate and identify which social class one belongs is to consume luxury products which display rarity and superiority. Branded luxury products can create self-distinction and are socially accepted. However, because of high prices, especially in Thailand and Asia where prices are marked up by various brands, respondents agreed that counterfeited luxury products offer an alternative way to display personal image and class to others, in the form of a fabricated social identity in order to belong to certain social class, or else they may be put under peer pressure to purchase some luxury products.

During the interview, one respondent gave an interesting example of such situation. She mentioned "Even though symbolic meaning is almost always attached to luxury designer goods, one item alone may not exhibit a meaningful image. Ultimately, it goes along with other objects one owns and conveys the fundamental story related to that individual. For example, a Louis Vuitton handbag carried by a dressed-down person, regardless of authentic or counterfeit, may make people believe it being a counterfeit."

Interestingly, all respondents seemed highly concerned with their personal gratification and pursuit of status. Gratification and status are associated with successes and accomplishments in their professional life and standard of living. They personally felt that authentic luxury products are valuable to purchase and to own as these products can fulfill their self-esteem and act as the tangible evidence to represent their successful status to others. This inevitably results in negative feelings towards counterfeited luxury products which create fake social identities.

4.3 Questionnaire Results

Over 370 sets of questionnaires were distributed through interactive channels such as Social Media. 204 sets of completed questionnaires and usable were received. Generally though, response rate of 55% are regarded as adequate (Nulty, 2008). The response rate of this research is 55.14% and is therefore considered as adequate. Information of respondents was kept confidential and only the researcher will have an access to the data.

4.3.1 Sample

204 usable responses were analyzed by SPSS software. Total of 204 respondents included 67 males (32.8%) and 137 females (67.2%). The age range was split into 4 separate age segments: 15-19 years included 2 respondents (1%); 20-24 years included 35 respondents (17.2%); 25-29 included 89 respondents (43.6%); and 30-34 years included 78 respondents (38.2%). For educational level, the majority of respondents accounting for 108 respondents (52.9%) are bachelor's degree graduate, followed by Master's degree with 88 respondents (43.1%).

In term of occupation, the highest percentage of respondents is private company employee, at 54.9% (112 respondents); 40 respondents (19.6%) are business owner; and 32 respondents (15.7%) are student. Regarding income levels, 44 respondents (21.6%) earning 10,000-30,000 Baht; 60 respondents (29.4%) earning 30,000-50,000 Baht; and 65 respondents (31.9%) had a monthly income more than 70,000 Baht while there is only 12 respondents (5.88%) have the monthly income lower than 10,000 Baht. In the following section 4.3.2 Factor Analysis, Table 4.1 demonstrates the overall demographic profile and segmentation of respondents.

4.3.2 Factor Analysis

The factor analysis was conducted to simplify the data received from all respondents and to identify the number of latent variables underlying a set of questions. Based on question 19 of the questionnaire, there were 8 components with Eigen values greater than 1 (Appendix N). Results from factor analysis are grouped into 5 latent dimensions which are “Accept counterfeit if price, quality, and design expectations are met”, “Peer pressure to gain acceptance”, “Display success”, “Look for uniqueness and standout, and “Quality is the first consideration”. The following tables show factor loading score contained in each respective dimension.

Factor 1 *“Accept counterfeit if price, quality, and design expectations are met”*

X_{28}	**I will buy CLBP if they have good quality**	**0.841**
X_{27}	**I will buy CLBP if they are cheap**	0.787
X_{29}	**I will buy CLBP if they are novel**	0.784
X_{7}	**Good quality is the main factor when I consider buying CLBP**	0.783
X_{25}	**I will buy CLBP if they make me look classy**	0.749
X_{11}	**I buy CLBP in order to keep up with latest fashion trends**	0.745
X_{6}	**I believe that CLBP can be of good quality**	0.73
X_{14}	**CLBP enable frequent changes with new purchases**	0.679
X_{23}	**I buy CLBP as presents for myself**	0.664
X_{26}	**I will buy CLBP if others recommend me to**	0.57

Factor 2 *"Peer pressure to gain acceptance"*

X_3	**I often buy what other people expect me to**	**0.788**
X_4	**I feel I can fit in when I buy a product following other**	0.785
X_2	**I only buy a product that other people accept**	0.76
X_5	**If I want to be like someone, I would also buy things they own**	0.701
X_1	**It's important that other people like what I buy**	0.575
X_{16}	**High price means High quality/ Low price means Low quality**	0.483

Factor 3 *"Display success"*

X_{19}	**One of my life goals is own luxury branded products**	**0.81**
X_{22}	**If I can buy more items, I will be happy**	0.775
X_{20}	**My belongings reflect the successes in my life**	0.682
X_{24}	**Owning CLBP make other look down on me**	0.549

Factor 4 *"Look for uniqueness and standout"*

X_{12}	**I like to look for rare, unique products to create my own style**	**0.872**
X_{13}	**When more and more people start using products that I own, I often use them less or stop using**	0.763
X_{10}	**I like owning multiple brands to add variety to my collection**	0.437

Factor 5 *"Quality is the first consideration"*

X_{17}	**I'm willing to pay more for higher-quality products**	**0.745**
X_8	**I give more importance to quality than the popularity**	0.72
X_9	**I prefer to do quality check on my own, rather than listening to others**	0.481

Table 4.1: Cluster Analysis

Key 5 factors	Hi-so	Follower	Price concern	Quality concern
	Mean	Mean	Mean	Mean
Accept counterfeit if price, quality, and design expectations are met	-1.33484	0.47038	0.50028	0.19421
Peer pressure to gain acceptance	-0.19008	0.6397	-0.83233	0.04571
Display success	-0.00096	0.16058	0.27785	-0.51334
Look for uniqueness and standout	0.34095	-0.17546	-0.10634	0.01302
Quality is the first consideration	-0.29588	-0.25918	-0.41821	1.1096

According to the results derived from Factor analysis (Appendix O), each factor was used to further analyze a cluster analysis. Respondents were categorized into 4 main clusters which are “Hi-so”, “Follower”, Price concern”, and “Quality concern” as shown in Table 4.1

Table 4.2: Demographic Profile and Segmentation

			SEGMENTATION			
		Total	*Hi-so*	*Follower*	*Price concern*	*Quality concern*
Gender	Male	32.84%	27.66%	39.71%	22.73%	37.78%
	Female	67.16%	72.34%	60.29%	77.27%	62.22%
Age	15-19 years	0.98%	0.00%	0.00%	0.00%	4.44%
	20-24 years	17.16%	21.28%	11.76%	27.27%	11.11%
	25-29 years	43.63%	44.68%	51.47%	40.91%	33.33%
	30-34 years	38.24%	34.04%	36.76%	31.82%	51.11%
Income	Less than 10000	5.88%	4.26%	1.47%	15.91%	4.44%
	10000-30000	21.57%	25.53%	16.18%	29.55%	17.78%
	30000-50000	29.41%	29.79%	36.76%	27.27%	20.00%
	50000-70000	11.27%	14.89%	16.18%	9.09%	2.22%
	more than 70000	31.86%	25.53%	29.41%	18.18%	55.56%
Education	Less than bachelor	2.94%	2.13%	2.94%	2.27%	4.44%
	Bachelor	52.94%	51.06%	51.47%	59.09%	51.11%
	Master	43.14%	46.81%	45.59%	36.36%	42.22%
	Doctoral	0.98%	0.00%	0.00%	2.27%	2.22%
	Other	1.47%	2.13%	0.00%	2.27%	2.22%
Occupation	Government official	2.94%	2.13%	2.94%	6.82%	0.00%
	State Enterprise Employee	2.94%	0.00%	4.41%	4.55%	2.22%
	Employee	54.90%	55.32%	54.41%	50.00%	60.00%
	Part-time employee	2.45%	0.00%	0.00%	6.82%	4.44%
	Business owner	19.61%	21.28%	26.47%	11.36%	15.56%
	Student	15.69%	19.15%	11.76%	18.18%	15.56%

Based on demographic profile of respondents (Table 4.2)., most of the early Gen Y respondents in early- to mid-thirties were in “quality concern” group where they gave more importance to the quality of product than the brand’s reputation, while younger age segments were skewed towards “hi-so” group who totally rejected counterfeits and brands that have a lot of counterfeited products as they wanted to be unique and to stand out in the crowd. On the other hand, “followers” were those who were mostly fresh graduates and first jobbers who showed willingness to try new things in order to get accepted in society and social circle. Finally, “price concern” group clearly consisted of a majority of respondents earning 10,000 to 30,000 Baht monthly, who therefore had lower disposable income and is thus naturally price-concerned.

Incidentally, these findings, particularly in “hi-so” segment (age 25-29), are aligned with previous research outlined in Chapter 2: Literature Review, which indicated: Flight (abandoning a brand): Consumers who adopt this strategy will abandon the brands that are counterfeited. They tend to be young people, aged between 22-27 years. Since this group is very conscious of how others view themselves and due to younger age, others may not believe they have enough purchasing power to own authentic products. Therefore, they choose to abandon the brands that are counterfeited as they want to avoid being viewed as counterfeits patron (Commuri, May 2009, page 88).

4.3.3 Background Analyses Genuine vs. Counterfeit Luxury Branded Products

This part of results shows respondents’ genuine vs. counterfeit luxury branded products ownership. Results also include most popular luxury brands purchased, channel of acquisition, how often they purchase, and type of products (As shown in Appendix D, E, F G, H, I, J, K).

Genuine Luxury Ownership

Table 4.3: Genuine Luxury Branded Product Owner Profile

	Total %	Gender		Age		Income		Segment			
		Male	Female	15-24	25-34	≤50000	≥50000	Hi-so	Follower	Price concern	Quality concern
Genuine Owner	87.25%	86.57%	87.59%	89.19%	86.83%	87.93%	86.36%	93.62%	89.71%	81.82%	82.22%

As per table 4.3, most respondents (more than 80% in every category) had experience in purchasing genuine luxury branded products, across genders, all age groups, all income groups, and every segment.

According to the results, the top three luxury brands among the respondents were Longchamp, Coach and Louis Vuitton. Longchamp is the top brand among Thai Gen Y female consumers, while Louis Vuitton is the top brand among Thai Gen Y male consumers (Appendix D).

Table 4.4: Selection Criteria of Genuine Luxury Branded Products

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD
Like the brand	0.60%	1.10%	14.00%	52.80%	31.50%	4.13	0.73
Fashionista	6.20%	7.30%	43.80%	33.70%	9.00%	3.32	0.96
Design	1.10%	0.00%	3.40%	38.80%	56.70%	4.5	0.67
Display social Status	5.60%	6.70%	35.40%	41.60%	10.70%	3.45	0.97
Quality	0.60%	1.10%	7.30%	37.60%	53.40%	4.42	0.73
Affordable	2.20%	3.90%	27.50%	47.80%	18.50%	3.76	0.88
Functionality	0.60%	2.80%	22.50%	44.40%	29.80%	4	0.83
Resell	46.60%	23.60%	18.50%	8.40%	2.80%	1.97	1.12
Friend's recommend	21.30%	21.30%	27.50%	25.80%	3.90%	2.7	1.18
After-sale service & Warranty	15.70%	12.40%	38.80%	22.50%	10.70%	3	1.19

As shown in table 4.4, Design, Quality, Brand Preference and Affordability are the main underlying reasons, in order of mean score, why people purchased genuine luxury branded products. Regarding the channel in which respondents obtained genuine luxury branded products, 77% purchased them at Flagship Stores of the brands

(Appendix E). Additionally, majority of genuine luxury products owners bought them once a year (Appendix F). Bags and watches are the most desirable items for genuine luxury branded products for female and male buyers respectively. In addition, bags and watches are most desirable across every income levels and segmentations (Appendix G).

<u>Counterfeit Luxury Branded Products (CLBP) Ownership</u>

Table 4.5: CLBP Owner Profile

	Total %	Gender		Age		Income		Segment			
		Male	Female	15-24	25-34	≤50000	≥50000	Hi-so	Follower	Price concern	Quality concern
CLBP Owner	38.70%	41.80%	37.20%	40.50%	38.30%	41.40%	35.20%	10.64%	48.53%	52.27%	40.00%

Based on Counterfeit Luxury Branded Product owner's profile as shown in Table 4.5, respondents were familiar with the CLBP, except for "Hi-so" group who rejected CLBP (89.36% said they did not own CLBP), while "Price concern" group was the biggest group of CLBP owners, with 52.27% of respondents.

According to Appendix H, Louis Vuitton is the brand that tends to be the most counterfeited brand. By gender, Louis Vuitton and Rolex were most popular counterfeited brands among male respondents, while Louis Vuitton and Chanel were most popular among female, in order of percentage of respondents. This finding was particularly interesting because Louis Vuitton is indeed a unisex brand, while Rolex tends to be more masculine whilst Chanel tends to be more feminine (Appendix F).

Similar to genuine luxury branded products, bags emerged as the top product among CLBP buyers (Appendix J). Unexpectedly, CLBP owners purchased CLBP less frequently, with majority of responses pointing to "Rarely" (once every 2-3 years). The reason this result is unexpected is because in the following section 4.3.3: Criteria of Purchase Decision, 'Can change often without getting bored' emerged as the second-most important reason for buying CLBP.

Flea market such as the famous Jatujak Market (JJ Market) was the main channel for counterfeit users to purchase CLBP which accounted for 50.63% (Appendix K). Additionally, flea market also emerged as the top channel among lower income group (below 50,000 Baht) at 54.17%.

4.3.4 Criteria of Purchase Decision

Table 4.6: Criteria of Purchase Decision – Independent Sample T-test

	CLBP Users		Non-CLBP Users		T	P-value	Interpret
	Mean	Standard Deviation	Mean	Standard Deviation			
Value for money	4.25	0.84	3.25	1.42	6.34	0.00	S
Many styles to choose	3.13	1.11	2.59	1.2	3.19	0.00	S
Fashionable	3.29	1.17	2.67	1.26	3.51	0.00	S
Luxury branded product	3.19	1.3	2.34	1.3	4.52	0.00	S
Limited edition	2.66	1.2	2.53	1.33	0.71	0.48	NS
Acceptable quality	3.53	1.06	3.14	1.38	2.26	0.03	S
Can be purchased easily	3.54	1.05	2.87	1.28	4.09	0.00	S
Can change often without getting bored	4.01	1.16	3.1	1.37	5.08	0.00	S

**Significant at p<0.05,   1= Strongly Disagree, 5 = Strongly Agree*

An independent-sample t-test was conducted to determine if there were significant differences between respondents who are CLBP user and Non-CLBP user in terms of 8 defined criteria of purchase decision towards CLBP.

As shown in Table 4.6, the sample means of both CLBP user and Non-CLBP user showed significant differences which were associated with 7 of the 8 criteria, namely: value for money, many styles to choose, fashionable, luxury branded product, acceptable quality, can be purchased easily and can change often without getting bored. Thus, it can be concluded that the significant difference among CLBP user and Non-CLBP user does exist.

However, “Limited edition” can be concluded that there was no significant difference in the scores for CLBP user (M=2.66, SD=1.2) and Non-CLBP user (M=2.53, SD=1.33) conditions; t=0.71, p=0.48. Therefore, whether or not the product was of “limited edition” was not a purchase decision factor for both CLBP users and Non-CLBP users.

Table 4.7: Criteria of Purchase Decision - One-way ANOVA

	Segment1 Hi-so		Segment2 Follower		Segment3 Price concern		Segment4 Quality concern		F	Sig	Interpret
	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation			
Value for money	2.53	1.52	3.87	0.98	4.16	0.91	3.93	1.29	18.44	0.00	S
Many styles to choose	1.98	1.11	3.26	0.96	2.86	1.13	2.89	1.25	12.93	0.00	S
Fashionable	2.04	1.2	3.41	1	2.95	1.24	3.02	1.27	13.16	0.00	S
Luxury brand product	1.79	1.1	3.06	1.18	2.89	1.43	2.8	1.42	10.13	0.00	S
Limited edition	1.89	1.15	2.91	1.1	2.5	1.34	2.87	1.34	7.52	0.00	S
Acceptable quality	2.23	1.32	3.47	1.01	3.82	1.02	3.62	1.23	18.39	0.00	S
Can be purchased easily	2.21	1.21	3.46	0.97	3.36	1.22	3.38	1.21	13.34	0.00	S
Can change often without getting bored	2.51	1.41	3.59	1.17	4.07	1.02	3.64	1.4	12.96	0.00	S

**Significant at $p<0.05$,   1= Strongly Disagree, 5 = Strongly Agree*

Based on results shown in Table 4.7, the one-way analysis of variance (ANOVA) is used to determine whether there were significant differences between the means among four segmentations (Hi-so, Follower, Price concern, and Quality concern) in term of in terms of 8 defined criteria of purchase decision towards CLBP.

From the table, it can be concluded that there was a statistically significant difference in each criterion among four segmentations. The two most significant criteria were "value for money" and "acceptable quality" with F test-scores as follows: F=18.44, P=0.000 and F=18.39, P=0.000 respectively.

On the other hand, regardless of Standard Deviation, "value for money" and "can change often without getting bored" emerged as top means across all four segments.

Therefore, "value for money" appeared to statistically be the top criteria, with highest mean across all four segmentation regardless of Standard Deviation value, as well as the highest F test-score.

Respondents were asked to answer: what if CLBP was 100% identical to genuine products (so-called Grade AAA+ imitation), would they choose to buy a genuine or a counterfeit? Results clearly showed that 53.4% of respondents still preferred to buy genuine luxury branded products. Additionally, 87.23% of Hi-So segmentation strongly preferred genuine luxury branded products over CLBP. (Appendix L)

In order to understand whether price was the key factor that influenced consumers' purchase decision towards CLBP, respondents were asked to choose how many percent discount would they consider buying CLBP (50%, 70%, Uncertain depending on quality, and would not purchase), compared to genuine luxury branded products' listed prices? Results showed that 40.70% of all respondents answered that they would not to purchase CLBP even though they could be heavily discounted and of probably good quality with 87.23% of Hi-So segment refusing to buy CLBP.

However, looking into other segments, 40.91% of Price Concern segment as well as 44.44% of Quality concern segment actually answered "Uncertain depending on quality". This showed that price is a key factor for these two segments. (Appendix M)

4.3.5 Attitudes and Perception towards Genuine luxury branded product

Table 4.8: Attitudes and Perception towards Genuine – Independent Sample T-test

	CLBP Users		Non-CLBP Users		T	P-value	Interpret
	Mean	Standard Deviation	Mean	Standard Deviation			
Attractive	3.924051	0.812911	3.936	0.74859	-0.11	0.91	NS
Elitist	3.936709	0.896457	3.864	0.873849	0.57	0.57	NS
Expensive	4.518987	0.76562	4.352	0.86375	1.40	0.16	NS
For the wealthy	3.949367	0.98578	3.768	0.97663	1.29	0.20	NS
Exclusive	3.316456	1.080649	3.16	1.042639	1.03	0.30	NS
Precious	3.316456	1.092448	3.32	0.996769	-0.02	0.98	NS
Rare	2.898734	1.05727	3.104	1.038175	-1.37	0.17	NS
Unique	4.113924	0.847127	3.92	0.963863	1.47	0.14	NS
Hand-crafted	4.303797	0.790236	4.296	0.7516	0.07	0.94	NS
Luxurious	3.911392	0.936303	3.88	0.903399	0.24	0.81	NS
Best quality	4.21519	0.745429	4.288	0.705005	-0.70	0.48	NS
Sophisticated	4.037975	0.868878	3.968	0.832176	0.58	0.57	NS
Superior	3.683544	1.019607	3.456	1.019994	1.55	0.12	NS
Beautiful	4.202532	0.740404	4.152	0.71905	0.48	0.63	NS
Glamorous	3.987342	0.792492	3.952	0.869334	0.29	0.77	NS
Stunning	3.329114	0.970349	3.432	0.961652	-0.74	0.46	NS
Leader	3.113924	1.097635	2.912	1.031879	1.33	0.19	NS
Powerful	3.227848	1.073568	3.072	1.078948	1.01	0.32	NS
Rewarding	4.35443	0.801249	4.16	0.817155	1.67	0.10	NS
Successful	3.746835	1.055733	3.456	1.073914	1.90	0.06	NS

**Significant at p<0.05, 1= Strongly Disagree, 5 = Strongly Agree*

Brand Luxury Index (BLI) scale with 20 attributes was applied into questionnaires to measure consumers' attitudes and perceptions towards genuine luxury branded product among CLBP users and Non-CLBP users. Interestingly, the results from the independent-sample T-test (Table 4.8 in previous page) shown that there was no significant difference among CLBP and Non-CLBP users as all P-value are over 0.05. This can be concluded that all respondents, both CLBP and Non-CLBP users, did not display different attitudes and perceptions towards genuine luxury branded products and they perceived genuine luxury products positively.

Additionally, based on mean alone, appearing "Expensive" seemed to be the top perception and attitude towards buying luxury branded products, among both CLBP users and non-CLBP users. This possibly explained why traditionally expensive brands such as Louis Vuitton and Rolex emerged as most popular luxury brands among Thai consumers.

Table 4.9: Attitudes and Perception towards Genuine - One-way ANOVA

	Segment1 Hi-so		Segment2 Follower		Segment3-Price concern		Segment4 - Quality concern		F	Sig	Interpret
	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation			
Attractive	4.19	0.71	3.87	0.77	3.82	0.81	3.87	0.76	2.40	0.07	NS
Elitist	3.83	0.84	3.94	0.77	3.93	1.04	3.84	0.93	0.22	0.88	NS
Expensive	4.26	0.77	4.31	0.89	4.61	0.92	4.56	0.66	2.27	0.08	NS
For the wealthy	3.7	0.86	3.94	0.91	3.84	1.16	3.82	1.03	0.55	0.65	NS
Exclusive	3.13	1.03	3.51	0.95	2.8	1.11	3.29	1.06	4.53	0.00	S
Precious	3.53	0.8	3.41	1.05	3.05	1.12	3.22	1.08	2.04	0.11	NS
Rare	3.23	1.03	3.18	0.95	2.48	1.19	3.11	0.91	5.56	0.00	S
Unique	4.17	0.87	4.03	0.79	3.73	1.13	4.02	0.92	1.87	0.14	NS
Hand-crafted	4.53	0.5	4.16	0.77	4.05	1.01	4.51	0.59	5.26	0.00	S
Luxurious	4.09	0.69	3.85	0.95	3.75	1.1	3.89	0.86	1.10	0.35	NS
Best Quality	4.36	0.53	4.15	0.78	4.14	0.82	4.44	0.66	2.33	0.08	NS
Sophisticated	4.13	0.71	3.91	0.84	3.82	0.97	4.16	0.82	1.81	0.15	NS
Superior	3.6	0.9	3.71	1.01	3.43	1.11	3.36	1.07	1.30	0.28	NS
Beautiful	4.36	0.61	4.16	0.7	3.93	0.73	4.22	0.82	2.83	0.04	S
Glamorous	4.28	0.65	3.99	0.8	3.66	0.83	3.91	0.97	4.40	0.01	S
Stunning	3.57	0.99	3.54	0.82	2.89	0.97	3.47	0.99	5.61	0.00	S
Leader	3	1.06	3.38	0.88	2.55	1.07	2.82	1.11	6.56	0.00	S
Powerful	3.32	1.09	3.5	0.95	2.7	1.07	2.8	1.04	7.52	0.00	S
Rewarding	4.3	0.66	4.35	0.81	4.2	0.85	4.02	0.92	1.63	0.18	NS
Successful	3.38	1.07	3.96	0.94	3.36	1.1	3.38	1.11	4.66	0.00	S

**Significant at p<0.05,   1= Strongly Disagree, 5 = Strongly Agree*

From the Table 4.9, it can be concluded that there was a statistically significant difference in 9 attributes among four segmentations. The significant attributes were "Exclusive, (F=4.53, P=0.00)", "Rare, (F=5.56, P=0.00)", "Hand-crafted, (F=5.26, P=0.00)", "Beautiful, (F=2.83, P=0.04)", "Glamorous, (F=4.40, P=0.01)", "Stunning, (F=5.61, P=0.00)", "Leader, (F=6.56, P=0.00)", "Powerful, (F=7.52, P=0.00)", "Successful, (F=4.66, P=0.00)".

Although there was significant difference in 9 attributes across all 4 segments, "Price concern" segment tended to value these 9 attributes less than other segments, apparently because these 9 attributes were not related to price nor affordability.

4.3.6 Attitudes and Perceptions towards CLBP

Table 4.10: Attitudes and Perceptions towards CLBP- Independent Sample T-test

	CLBP User		Non-CLBP Users		T	P-value	Interpret
	Mean	Standard Deviation	Mean	Standard Deviation			
Attractive	3.03	0.86	2.26	1.03	5.75	0.00	S
Elitist	3.04	0.95	2.56	1.23	3.11	0.00	S
Expensive	2.15	0.85	2.02	1.04	0.96	0.34	NS
For the wealthy	2.72	1	2.38	1.18	2.24	0.03	S
Exclusive	2.38	0.88	1.98	0.97	2.94	0.00	S
Precious	2.34	1	1.85	0.94	3.56	0.00	S
Rare	2.13	0.95	1.83	0.95	2.16	0.03	S
Unique	2.33	1.03	1.84	0.95	3.47	0.00	S
Hand-crafted	2.24	0.98	1.82	0.99	3.00	0.00	S
Luxurious	2.29	0.98	1.83	0.94	3.35	0.00	S
Best quality	2.27	0.93	1.81	0.96	3.35	0.00	S
Sophisticated	2.19	0.96	1.81	0.95	2.79	0.01	S
Superior	2.22	1	1.67	0.89	4.06	0.00	S
Beautiful	3.01	0.98	2.16	1.04	5.90	0.00	S
Glamorous	2.68	1.04	2.01	1	4.61	0.00	S
Stunning	2.62	1.04	1.95	1.06	4.41	0.00	S
Leader	2.22	0.98	1.75	0.92	3.41	0.00	S
Powerful	2.27	0.97	1.73	0.95	3.92	0.00	S
Rewarding	2.27	0.98	1.78	0.97	3.49	0.00	S

**Significant at p<0.05, 1= Strongly Disagree, 5 = Strongly Agree*

According to the t-test results of respondents' attitude and perception towards CLBP (as shown above in Table 4.10) can be concluded that CLBP users showed more favorable attitude towards CLBP compared with non-CLBP users, with all attitude factors showing significant differences, except only for appearing "Expensive". This could be inferred that both non-CLBP users and CLBP users deemed CLBP as being "cheap" with means of 2.02 and 2.15 respectively.

Table 4.11: Attitudes and Perceptions towards CLBP- One-way ANOVA

	Segment1 Hi-so		Segment2 Follower		Segment3 Price concern		Segment4-Quality concern		F	Sig	Interpret
	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation			
Attractive	1.51	0.83	3	0.86	2.75	0.84	2.78	0.93	30.55	0.00	S
Elitist	1.87	1.35	3.16	0.86	2.98	1.13	2.8	0.87	15.14	0.00	S
Expensive	1.57	0.99	2.43	0.95	1.84	0.71	2.29	0.92	9.94	0.00	S
For the wealthy	1.89	1.32	2.84	0.87	2.45	1.15	2.71	0.97	7.87	0.00	S
Exclusive	1.43	0.74	2.51	0.92	2	0.86	2.44	0.84	17.66	0.00	S
Precious	1.21	0.46	2.46	1.03	2.02	0.9	2.29	0.92	20.36	0.00	S
Rare	1.21	0.46	2.38	0.99	1.68	0.77	2.31	0.92	22.66	0.00	S
Unique	1.43	0.8	2.4	1.02	1.86	0.9	2.27	0.96	11.41	0.00	S
Hand-crafted	1.15	0.36	2.32	1.09	1.89	0.84	2.42	0.94	21.47	0.00	S
Luxurious	1.13	0.34	2.4	1.02	1.98	0.9	2.38	0.83	25.01	0.00	S
Best Quality	1.19	0.4	2.29	1.01	1.98	0.98	2.36	0.88	18.70	0.00	S
Sophisticated	1.21	0.51	2.25	1.06	1.91	0.86	2.33	0.88	16.79	0.00	S
Superior	1.17	0.43	2.26	1.03	1.75	0.87	2.18	0.94	17.02	0.00	S
Beautiful	1.3	0.66	2.97	0.98	2.7	0.95	2.8	0.87	37.94	0.00	S
Glamorous	1.26	0.57	2.69	1.08	2.3	0.98	2.67	0.83	27.36	0.00	S
Stunning	1.34	0.84	2.49	1.06	2.3	1.05	2.62	0.98	16.44	0.00	S
Leader	1.21	0.51	2.32	1	1.75	0.84	2.27	0.96	18.35	0.00	S
Powerful	1.19	0.5	2.34	1.02	1.86	0.95	2.18	0.94	16.81	0.00	S
Rewarding	1.17	0.48	2.32	1.01	2.02	1.05	2.2	0.92	16.72	0.00	S
Successful	1.17	0.48	2.35	0.97	1.84	0.83	2.13	0.92	19.58	0.00	S

**Significant at p<0.05,   1= Strongly Disagree, 5 = Strongly Agree*

As shown in Table 4.11, there were clearly significant differences among four segmentations in all attributes of BLI scale. It can be concluded that there are contrasting attitudes and perceptions towards CLBP across the four segments. Most notably, the "Hi-so" segment was the ones with most negative perception towards CLBP, and was the least accepting of CLBP compared with other three segments.

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

According the information from secondary research, Luxury consumption will grow substantially over the next 5 years with overall spending growing from approximately $985.5 billion today to almost $1.2 trillion in 2020. Consumers remain to be main driving force of this growth, with the number of luxury consumers rising from 380 million today to 440 million by 2020. (Jones, 2014). On the other hand, estimates for the total value of counterfeits sold worldwide each year are as high as $1.8 trillion (The Economist Newspaper Limited, 2015).

Although there have already been many studies in topic of counterfeit luxury branded products (CLBP) worldwide, there is very few that are focused on certain demographics. This study specifically targets Generation Y or the Millennials in Thailand who have increasing spending power and are trendsetters. Their purchase decision pattern is often associated with social influence, social acceptance and self-accomplishment. Besides, Thailand is known as a major supplier and market of counterfeited luxury products such as handbags, watches, jewelry, shoes, and clothing.

Vigneron and Johnson's Brand Luxury Index (BLI) scale has been used as the skeleton framework to analyze Gen Y Thai respondents' perceptions and attitudes towards genuine luxury branded product versus counterfeit luxury branded products. The results of this study have clearly shown the attitudes and perceptions among both genuine and counterfeit consumers, in terms of their brands and products preference.

Evidently, the results from the independent-sample T-test on the BLI with 20 attitudes showed that there was no significant difference among CLBP and Non-CLBP users as all P-value are over 0.05. This can be concluded that all respondents, both CLBP and Non-CLBP users, did not display different attitudes and perceptions towards genuine luxury branded products and they perceived genuine luxury products positively.

The set of dominant factors that encourage luxury products purchase decision gathered from quantitative research are evidently aligned with the findings from the qualitative research. Social factors and personal gratification (the need for a sense of accomplishment, social recognition and the desire to enjoy the finer things in life) are the primary factors underlying consumers' purchase decision. Results from one-way ANOVA analysis on perception and attitude towards genuine luxury branded products concluded that there was a statistically significant difference in 9 attributes, namely: "Exclusive", "Rare" "Hand-crafted", "Beautiful", "Glamorous", "Stunning", "Leader", "Powerful", and "Successful".

In the ultra-competitive world of luxury branded products, deeper insights on consumer attitudes and perceptions are essential components for manufacturers and brand owners to create greater value and protect the brand image and heritage. It is of utmost importance to for brand owners to understand how consumers evolve and the key drivers that affect the change in consumers' purchase behaviors, particularly towards counterfeit luxury branded products. The results and findings gathered in this study leads to the following recommendations:

- Brands should cater their advertising messages and campaigns to reach out to growing middle class who are economy growth-drivers. Traditionally, and as results in the "Hi-so" segment have shown, luxury brands almost always target the glamourous and the rich. However, times have changed. With much higher spending power than before, the growing middle class have become the biggest demographic target for luxury brands.
- Brand owners and authorized manufacturers should consistently put pressure on Thai Police and authorities, such as the Thai Department of Intellectual Property (DIP), to enforce laws and to reiterate the seriousness of copyright infringement and intellectual property violation. The results in this study have shown that Gen Y Thai consumers are willing to buy counterfeits as replacement or subsitute of

more expensive genuine luxury products. As long as demand, both from Thai consumers and from tourists exists, counterfeiting can hardly be contained.

- Brand and trademark owners could also sponsor public education initiatives designed to educate general Thai public that counterfeiting has damaged Thailand's ability to compete in global marketplace, due to Thailand's export-oriented economy.

As there is still very little research on factors affecting attitudes consumers towards counterfeited luxury products particularly among Gen Y consumers in Thailand, this study and its findings can serve as a literature to be reviewed and an additional supporting material for marketing academics and researchers who wish to further this study as the growth and development of counterfeits in Thailand remains a significant threat to Thailand's luxury industry and export-oriented economy.

REFERENCES

(n.d.). Retrieved October 02, 2015, from Intellectual Property Rights Coordination Center: www.iprcustoms.com

(n.d.). Retrieved February 20, 2016, from The Organisation for Economic Co-operation and Development : https://www.oecd.org

(n.d.). Retrieved February 20, 2016, from The Organisation for Economic Co-operation and Development : https://www.oecd.org

Alleres, D. (1990). "Luxe-Strategies Marketing". *Economica*, Vol No 1.

Bloch, P. H., Bush, R. F., & Campbell, L. (1993). Consumer 'Accomplices' in Product Counterfeiting: A Demand-Side Investigation. *Journal of Consumer Marketing*, pp. 27-36.

Commuri, S. (May 2009). The Impact of Counterfeiting on Genuine-Item Consumer's Brand Relationships. *Journal of Marketing Vol. 73*, pp. 86-98.

Ehrlich, R. (2015, June 16). Retrieved October 02, 2015, from CNN: http://edition.cnn.com/2015/06/15/travel/thailand-counterfeiters-fake/

Green, R. T., & Smith, T. (Winter 2002). Countering Brand Counterfeiters. *Journal of International Marketing*, pp. 89-106.

Grossman, G. M., & Shapiro, C. (1998). Foreign Counterfeiting of Status Goods. *The Quarterly Journal of Economics*, pp. 79-100.

Heine, K. (2012). Retrieved March 20, 2016, from Conceptofluxurybrands.com: http://www.conceptofluxurybrands.com/content/Heine_TheConceptofLuxuryBrands.pdf

Heine, K. (2012). Retrieved March 13, 2016, from www.conceptofluxurybrands.com

Hieke, S. (2010). Effects of counterfeits on the image of luxury brands: An empirical study from the customer perspective. *Journal of Brand Management*, pp. 159-173.

Hoe, L., Hogg, G., & Hart, S. (2003). Fakin'It: Counterfeiting and Consumer Contradictions. *European Advances in Consumer Research Volume 6*, pp. 60-67.

Jones, S. (2014, February 3). Retrieved February 20, 2016, from http://www.luxurydaily.com: http://www.luxurydaily.com/number-of-luxury-consumers-to-reach-440-million-by-2020-report/

Juggessur, J. (2009). Is fashion promoting counterfeit brands? *Journal of Brand Management*, pp. 389-394.

Juggessur, J. (2010). Luxury Designer Handbag or Counterfeit? *A thesis submitted for the degree of Doctor of Philosophy*.

Lai, K. K.-Y., & Zaichkowsky, J. L. (1999). Brand Imitation: Do the Chinese Have Different Views? *Asia Pacific Journal of Management*, pp. 179-92.

Lu, M. (2013). *An investigation of consumer motives to purchase counterfeit luxury-branded products.* University of Wollongong.

Nevins, A. T. (2008). *SNOB VALUE.* YALE UNIVERSITY.

Nia, A., & Zaichkowsky, J. L. (2000). Do counterfeits devalue the ownership of luxury brands? *Journal of Product & Brand Management, Vol. 9 No. 7,* pp. 485-497.

Nulty, D. D. (2008). The adequacy of response rates to online and paper survey: what can be done? *Assessment & Evaluation in Higher Education,* Vol 3 No. 3, pp. 301-314.

The Economist Newspaper Limited. (2015, August 1). London.

Vigneron, F., & Johnson, L. W. (1999). A Review and a Conceptual Framework of Prestige-Seeking Consumer Behavior . *Academy of Marketing Science Review*, pp. 1-17.

Vigneron, F., & Johnson, L. W. (2004). Measuring Brand Luxury Perceptions. *The Journal of Brand Management*, pp. 484-506.

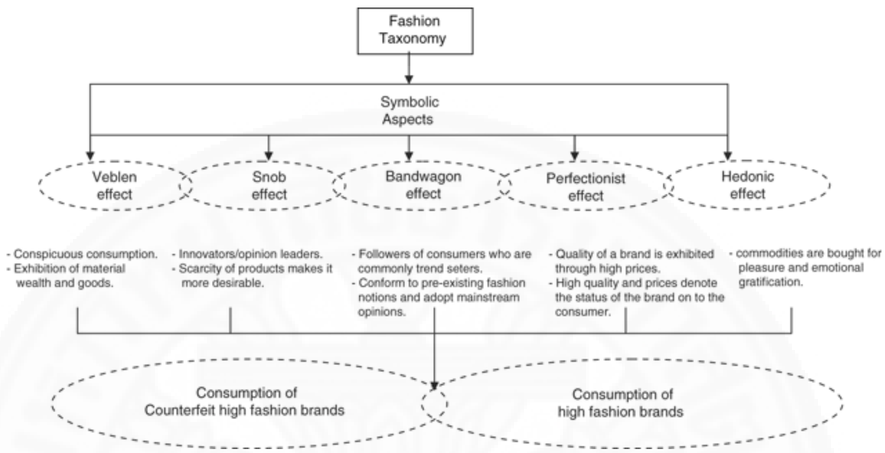
Vithlani, H. (1998). Retrieved February 20, 2016, from Organisation for Economic Co-operation and Development : https://www.oecd.org/sti/ind/2090589.pdf

Wilcox, K., Kim, H. M., & Sen, S. (April 2009). Why Do Consumers Buy Counterfeit Luxury Brands? *Journal of Marketing Research* , pp. 247-259.

APPENDICES

APPENDIX A

CONCEPTUAL MODEL – FASHION TAXONOMY OF HIGH FASHION AND COUNTERFEIT BRANDS



APPENDIX B

BRAND LUXURY INDEX SCALE

Conspicuous	___:___:___:___:___:___:___	Inconspicuous
Elitist	___:___:___:___:___:___:___	Humble
Expensive	___:___:___:___:___:___:___	Affordable
For the Wealthy	___:___:___:___:___:___:___	For the Non Wealthy
Exclusive	___:___:___:___:___:___:___	Everywhere
Precious	___:___:___:___:___:___:___	Disposable
Rare	___:___:___:___:___:___:___	Widely available
Unique	___:___:___:___:___:___:___	Common
Hand Crafted	___:___:___:___:___:___:___	Mass Produced
Luxurious	___:___:___:___:___:___:___	Practical
Best Quality	___:___:___:___:___:___:___	Poor Quality
Sophisticated	___:___:___:___:___:___:___	Tacky
Superior	___:___:___:___:___:___:___	Inferior
Beautiful	___:___:___:___:___:___:___	Ugly
Glamorous	___:___:___:___:___:___:___	Dull
Stunning	___:___:___:___:___:___:___	Regrettable
Leader	___:___:___:___:___:___:___	Follower
Powerful	___:___:___:___:___:___:___	Not Powerful
Rewarding	___:___:___:___:___:___:___	Disappointing
Successful	___:___:___:___:___:___:___	Unsuccessful

----- Median Point

APPENDIX C
QUESTIONNAIRE

Survey on factors affecting attitude of Thai Gen Y consumers towards counterfeited luxury products

Screening Question

This survey created by a student of Master's Degree in International Marketing (MIM) programme at Thammasat University as a part of quantitative data gathering for a graduation thesis. The purpose of this survey is to understand the factors affecting attitude of Thai Generation Y consumers towards counterfeited luxury products.

The term 'luxury products' of this survey specifically refers only to: handbags; watches; shoes; clothes; and jewelleries. All information received will be kept confidential and used only for educational purposes. The survey will take only 10-15 minutes to complete.

Thank you very much for your time and cooperation in completing this survey. Your responses will result in invaluable insights to the thesis. Should you have further questions or clarification needed regarding this survey, please contact Preeyapha at 089-0677750.

* **1. What is your age?**

- ○ 15-19 years
- ○ 20-24 years
- ○ 25-29 years
- ○ 30-34 years
- ○ Over 35 years

* **2. Have you ever purchased luxury branded products?**

- ○ Yes
- ○ No

* 3. **If yes, please select the follow brands** (you can choose more than 1 option)

- ☐ BALENCIAGA
- ☐ BALLY
- ☐ BOTTEGA VENETA
- ☐ BURBERRY
- ☐ CELINE
- ☐ CHANEL
- ☐ COACH
- ☐ DIOR
- ☐ FENDI
- ☐ FURLA
- ☐ GIVENCHY
- ☐ GOYARD
- ☐ Others (Please specify)
- ☐ GUCCI
- ☐ HERMES
- ☐ ISSEY MIYAKE
- ☐ JIMMY CHOO
- ☐ KATE SPADE
- ☐ LOEWE
- ☐ LONGCHAMP
- ☐ LOUIS VUITTON
- ☐ MARC JACOBS
- ☐ MCM
- ☐ MICHAEL KORS
- ☐ MULBERRY
- ☐ PANDORA
- ☐ PRADA
- ☐ ROLEX
- ☐ SALVATORE FERRAGAMO
- ☐ TAG HEUER
- ☐ TIFFANY & CO
- ☐ TOD'S
- ☐ TORY BURCH
- ☐ VALENTINO
- ☐ YVES SAINT LAURENT

*** 4. You purchase luxury branded products because...**

	5=Strongly agree	4=Agree	3=Neutral	2=Disagree	1=Strongly disagree
you like the brand	◯	◯	◯	◯	◯
you are a fashionista	◯	◯	◯	◯	◯
you like the design	◯	◯	◯	◯	◯
you can display your social status	◯	◯	◯	◯	◯
you like the quality	◯	◯	◯	◯	◯
you can afford	◯	◯	◯	◯	◯
you like the functionality	◯	◯	◯	◯	◯
they uphold resell value	◯	◯	◯	◯	◯
your friends recommend you to	◯	◯	◯	◯	◯
you like the after-sale service and warranty	◯	◯	◯	◯	◯

*** 5. You often purchase luxury branded products via the following channel:**

- ◯ Flagship Store of the Brand
- ◯ Online Store
- ◯ Siam Brandname Webboard
- ◯ Grey Importers
- ◯ Social Media: Facebook, Instagram, Line
- ◯ Street Market/ Flea Market

Others (Please specify)

*** 6. How often do you purchase luxury branded products?**

- ◯ Rarely (once every few years)
- ◯ Once a year
- ◯ Every 6 months
- ◯ Quaterly
- ◯ Monthly (or more often)

*** 7. What type of luxury branded products do you own?** (you can choose more than 1 option)

- ☐ Handbags
- ☐ Shoes
- ☐ Watches
- ☐ Clothes
- ☐ Accessories

*** 8. Have you ever purchased counterfeited luxury branded products?**

- ◯ Yes
- ◯ No

* 9. **If yes, please select the following brands** (you can choose more than 1 option)

- [ ] BALENCIAGA
- [ ] BALLY
- [ ] BOTTEGA VENETA
- [ ] BURBERRY
- [ ] CELINE
- [ ] CHANEL
- [ ] COACH
- [ ] DIOR
- [ ] FENDI
- [ ] FURLA
- [ ] GIVENCHY
- [ ] GOYARD
- [ ] GUCCI
- [ ] HERMES
- [ ] ISSEY MIYAKE
- [ ] JIMMY CHOO
- [ ] KATE SPADE
- [ ] LOEWE
- [ ] LONGCHAMP
- [ ] LOUIS VUITTON
- [ ] MARC JACOBS
- [ ] MCM
- [ ] MICHAEL KORS
- [ ] MULBERRY
- [ ] PANDORA
- [ ] PRADA
- [ ] ROLEX
- [ ] SALVATORE FERRAGAMO
- [ ] TAG HEUER
- [ ] TIFFANY & CO
- [ ] TOD'S
- [ ] TORY BURCH
- [ ] VALENTINO
- [ ] YVES SAINT LAURENT
- [ ] Others (Please specify)

* 10. **What type of counterfeited luxury branded products do you own?** (you can choose more than 1 option)

- [ ] Hangbags
- [ ] Shoes
- [ ] Watches
- [ ] Clothes
- [ ] Accessories

* **11. How often do you purchase counterfeited luxury branded products?**

- ( ) Rarely (Once every few years)
- ( ) Once a year
- ( ) Every 6 months
- ( ) Quaterly
- ( ) Monthly

* 12. **You purchase** counterfeited luxury branded products **because...**

	5=Strongly agree	4=Agree	3=Neutral	2=Disagree	1=Strongly disagree
they are value for money	◯	◯	◯	◯	◯
there are many styles to choose from	◯	◯	◯	◯	◯
they are fashionable	◯	◯	◯	◯	◯
they represent genuine brandnames	◯	◯	◯	◯	◯
there are no new genuine releases	◯	◯	◯	◯	◯
they have acceptable quality	◯	◯	◯	◯	◯
they can be purchased easily	◯	◯	◯	◯	◯
I can change items often without getting bored	◯	◯	◯	◯	◯

* 13. **You often purchase** counterfeited luxury branded products **via the following channel:**

- ◯ Flagship Store of The Brand
- ◯ Online Store
- ◯ Siam Brandname Webboard
- ◯ Grey Importers
- ◯ Social Media: Facebook, Instagram, Line
- ◯ Street Market/ Flea Market
- ◯ Others (Please specify)

* 14. **If you were to purchase** counterfeited luxury branded products, **you would buy them because...**

	5=Strongly agree	4=Agree	3=Neutral	2=Disagree	1=Strongly disagree
they are value for money	◯	◯	◯	◯	◯
there are many styles to choose from	◯	◯	◯	◯	◯
they are fashionable	◯	◯	◯	◯	◯
they imitate genuine brandnames	◯	◯	◯	◯	◯
there are no new genuine releases	◯	◯	◯	◯	◯
they have acceptable quality	◯	◯	◯	◯	◯
they can be purchased easily	◯	◯	◯	◯	◯
I can change items often without getting bored	◯	◯	◯	◯	◯

* 15. **If you come across** a counterfeited luxury branded product that is 100% identical to the genuine product **(so-called Grade AAA+ Imitation or Mirror-Grade), you would choose to buy:**

- ◯ Genuine Item
- ◯ Counterfeit Item
- ◯ Buy Both Genuine and Counterfeit
- ◯ None of them

* 16. **You would purchase** counterfeited luxury branded products **if they are** cheaper **than the genuine products by...** (How many percent?)

- ◯ 30%
- ◯ 50%
- ◯ More than 70%
- ◯ Uncertain, depending on quality and material
- ◯ Would not purchase

* 17. **In your opinion, genuine luxury branded products can be describe as.....**

	5=Strongly agree	4=Agree	3=Neutral	2=Disagree	1=Strongly disagree
Attractive					
Elitist					
Expensive					
For the Wealthy					
Exclusive					
Precious					
Rare					
Unique					
Hand-crafted					
Luxurious					
Best Quality					
Sophisticated					
Superior					
Beautiful					
Glamorous					
Stunning					
Leader					
Powerful					
Rewarding					
Successful					

* 18. **In your opinion, counterfeited luxury branded products can be describe as...**

	5=Strongly agree	4=Agree	3=Neutral	2=Disagree	1=Strongly disagree
Attractive					
Elitist					
Expensive					
For the Wealthy					
Exclusive					
Precious					
Rare					
Unique					
Hand-crafted					
Luxurious					
Best Quality					
Sophisticated					
Superior					
Beautiful					
Glamorous					
Stunning					
Leader					
Powerful					
Rewarding					
Successful					

* 19. **Please rate how strongly you agree or disagree with the the following statements:**

	5=Strongly agree	4=Agree	3=Neutral	2=Disagree	1=Strongly disagree
It's important that other people like what I buy	○	○	○	○	○
I only buy a product that other people accept	○	○	○	○	○
I often buy what other people expect me to	○	○	○	○	○
I feel I can fit in when I buy a product following others	○	○	○	○	○
If I want to be like someone, I would also buy things they own	○	○	○	○	○
I believe that counterfeited luxury branded products can be of good quality	○	○	○	○	○
Good quality is the main factor when I consider buying counterfeited luxury branded products	○	○	○	○	○
I give more importance to quality than the popularity	○	○	○	○	○
I prefer to do quality checks on my own, rather than listening to others	○	○	○	○	○
I like owning multiple brands to add variety to my collection	○	○	○	○	○
I buy counterfeited luxury branded products in order to keep up with latest fashion trends	○	○	○	○	○
I like to looking for rare, unique products to create my own style	○	○	○	○	○

When more and more people start using products that I own, I often use them less or stop using					
Counterfeited luxury branded products enable frequent changes with new purchases					
Price is the first thing on my mind when I buy a product					
High price equates high quality whilst Low price equates low quality					
I'm willing to pay more for higher-quality products					
Counterfeited luxury branded products are cheap					
One of my life goals is to own luxury branded products					
My belongings reflect the successes in my life					
My belongings are not important to my life					
If I can buy more items, I will be happy					

I buy counterfeited luxury branded products as presents for myself					
Owning counterfeited luxury branded products makes others look down on me					
I will buy counterfeited luxury branded products if they make me look classy					
I will buy counterfeited luxury branded products if others recommend me to					

I will buy counterfeited luxury branded products if they are cheap					
I will buy counterfeited luxury branded products if they have good quality					
I will buy counterfeited luxury branded products if they are novel					

* 20. **Out of a maximum score of 100, how would you rate yourself when it comes to following fashion trends?**

* 21. **Which of the following has the strongest influence in deciding to buy luxury branded products**
(1 = most influential, 5 = least influential)

- Yourself
- Family
- Friends
- Boyfriend/ Girlfriend/ Husband/ Wife
- Review Sites

* 22. **Gender**

- Male
- Female

* 23. **Education Level**

- Diploma
- Bachelor's degree
- Master's degree
- Doctorate degree OR Higher

* 24. **Occupation**

- Government Officer
- State Enterprise Employee
- Private Company Employee
- Freelance
- Business Owner
- College Student
- Others (Please specify)

* 25. **Monthly Income**

- Below 10,000 Baht
- 10,001 - 30,000 Baht
- 30,001 - 50,000 Baht
- 50,001 - 70,000 Baht
- Over 70,001 Baht

APPENDIX D

Q3. The genuine luxury branded purchased

	Total %	Gender		Age		Personal Income	
		Male	Female	15-24	25-34	≤50000	≥50000
LONGCHAMP	56.30%	30.90%	68.10%	60.60%	55.30%	54.00%	59.50%
COACH	55.70%	40.00%	63.00%	45.50%	58.20%	56.00%	55.40%
LOUIS VUITTON	52.90%	47.30%	55.50%	57.60%	51.80%	49.00%	58.10%
CHANEL	39.10%	36.40%	40.30%	51.50%	36.20%	39.00%	39.20%
GUCCI	36.80%	36.40%	37.00%	39.40%	36.20%	38.00%	35.10%
KATE SPADE	32.80%	10.90%	42.90%	24.20%	34.80%	24.00%	44.60%
MARC JACOBS	32.20%	23.60%	36.10%	45.50%	29.10%	34.00%	29.70%
ISSEY MIYAKE	31.60%	29.10%	32.80%	36.40%	30.50%	27.00%	37.80%
PRADA	31.00%	14.50%	38.70%	30.30%	31.20%	26.00%	37.80%
BURBERRY	27.60%	30.90%	26.10%	27.30%	27.70%	22.00%	35.10%
YVES SAINT LAURENT	24.70%	20.00%	26.90%	33.30%	22.70%	25.00%	24.30%
DIOR	23.60%	14.50%	27.70%	27.30%	22.70%	21.00%	27.00%
BALENCIAGA	19.00%	16.40%	20.20%	24.20%	17.70%	18.00%	20.30%
MICHAEL KORS	19.00%	10.90%	22.70%	36.40%	14.90%	21.00%	16.20%
BOTTEGA VENETA	18.40%	27.30%	14.30%	15.20%	19.10%	14.00%	24.30%
TOD'S	18.40%	21.80%	16.80%	33.30%	14.90%	15.00%	23.00%
TAG HEUER	17.80%	29.10%	12.60%	9.10%	19.90%	12.00%	25.70%
ROLEX	17.20%	27.30%	12.60%	18.20%	17.00%	13.00%	23.00%
MULBERRY	15.50%	10.90%	17.60%	15.20%	15.60%	14.00%	17.60%
BALLY	14.40%	18.20%	12.60%	6.10%	16.30%	10.00%	20.30%
HERMES	14.40%	25.50%	9.20%	18.20%	13.50%	12.00%	17.60%
FERRAGAMO	12.10%	9.10%	13.40%	12.10%	12.10%	9.00%	16.20%
TORY BURCH	11.50%	1.80%	16.00%	24.20%	8.50%	8.00%	16.20%
GIVENCHY	10.30%	12.70%	9.20%	9.10%	10.60%	11.00%	9.50%
VALENTINO	10.30%	7.30%	11.80%	18.20%	8.50%	11.00%	9.50%
FENDI	9.80%	7.30%	10.90%	9.10%	9.90%	7.00%	13.50%
PANDORA	9.80%	3.60%	12.60%	30.30%	5.00%	14.00%	4.10%
TIFFANY & CO	8.60%	7.30%	9.20%	9.10%	8.50%	7.00%	10.80%
CELINE	7.50%	5.50%	8.40%	9.10%	7.10%	4.00%	12.20%
FURLA	6.90%	5.50%	7.60%	9.10%	6.40%	6.00%	8.10%
MCM	5.70%	5.50%	5.90%	9.10%	5.00%	6.00%	5.40%
JIMMY CHOO	4.60%	1.80%	5.90%	0.00%	5.70%	3.00%	6.80%
GOYARD	1.70%	1.80%	1.70%	0.00%	2.10%	1.00%	2.70%
LOEWE	1.70%	0.00%	2.50%	6.10%	0.70%	2.00%	1.40%

APPENDIX E

Q5. You often purchase genuine luxury branded products via channel?

	Total %	Gender		Age		Personal Income		Segment			
		Male	Female	15-24	25-34	≤50000	≥50000	Hi-so	Follower	Price concern	Quality concern
Shop	77.00%	75.90%	77.50%	84.80%	75.20%	77.50%	76.30%	84.09%	75.41%	72.22%	75.68%
Online shop	2.80%	3.40%	2.50%	9.10%	1.40%	2.90%	2.60%	0.00%	3.28%	5.56%	2.70%
Siam Brandname	0.60%	1.70%	0.00%	0.00%	0.70%	1.00%	0.00%	2.27%	0.00%	0.00%	0.00%
Pre-order shop	12.90%	13.80%	12.50%	6.10%	14.50%	13.70%	11.80%	9.09%	16.39%	13.89%	10.81%
Facebook, IG	2.80%	1.70%	3.30%	0.00%	3.40%	2.90%	2.60%	0.00%	3.28%	5.56%	2.70%
Other	3.90%	3.40%	4.20%	0.00%	4.80%	2.00%	6.60%	4.55%	1.64%	2.78%	8.11%

APPENDIX F

Q6. How often do you purchase genuine luxury branded products?

	Total %	Gender		Age		Personal Income		Segment			
		Male	Female	15-24	25-34	≤50000	≥50000	Hi-so	Follower	Price concern	Quality concern
Rarely (2-3 years)	30.90%	41.38%	25.83%	18.18%	33.79%	30.39%	31.58%	18.18%	24.59%	47.22%	40.54%
Every year	41.57%	44.83%	40.00%	54.55%	38.62%	45.10%	36.84%	54.55%	47.54%	27.78%	29.73%
Every 6 months	24.72%	12.07%	30.83%	21.21%	25.52%	21.57%	28.95%	20.45%	24.59%	25.00%	29.73%
Quarterly	1.69%	1.72%	1.67%	3.03%	1.38%	0.98%	2.63%	2.27%	3.28%	0.00%	0.00%
Monthly	1.12%	0.00%	1.67%	3.03%	0.69%	1.96%	0.00%	4.55%	0.00%	0.00%	0.00%

APPENDIX G

Q7. Type of genuine luxury branded products do you own?

	Total %	Gender		Age		Personal Income		Segment			
		Male	Female	15-24	25-34	≤50000	≥50000	Hi-so	Follower	Price concern	Quality concern
Bag	91.60%	75.90%	99.20%	93.90%	91.00%	90.20%	93.40%	95.45%	85.25%	94.44%	94.59%
Shoe	41.60%	44.80%	40.00%	60.60%	37.20%	37.30%	47.40%	47.73%	36.07%	36.11%	48.65%
Watch	64.00%	74.10%	59.20%	42.40%	69.00%	61.80%	67.10%	61.36%	65.57%	69.44%	59.46%
Clothes	25.30%	29.30%	23.30%	30.30%	24.10%	21.60%	30.30%	22.73%	27.87%	19.44%	29.73%
Accessary	29.80%	20.70%	34.20%	45.50%	26.20%	27.50%	32.90%	47.73%	24.59%	25.00%	21.62%

APPENDIX H

Q9. The CLBP purchased

	Total %	Gender		Age		Personal Income	
		Male	Female	15-24s	25-34	≤50000	≥50000
LOUIS VUITTON	38.00%	45.80%	34.00%	35.70%	38.60%	50.00%	18.50%
CHANEL	26.80%	8.30%	36.20%	35.70%	24.60%	27.30%	25.90%
ROLEX	18.30%	33.30%	10.60%	0.00%	22.80%	15.90%	22.20%
GUCCI	14.10%	16.70%	12.80%	7.10%	15.80%	18.20%	7.40%
PRADA	12.70%	4.20%	17.00%	21.40%	10.50%	15.90%	7.40%
BURBERRY	11.30%	16.70%	8.50%	0.00%	14.00%	11.40%	11.10%
HERMES	11.30%	16.70%	8.50%	14.30%	10.50%	11.40%	11.10%
LONGCHAMP	11.30%	4.20%	14.90%	14.30%	10.50%	13.60%	7.40%
BOTTEGA VENETA	9.90%	12.50%	8.50%	0.00%	12.30%	6.80%	14.80%
TAG HEUER	9.90%	29.20%	0.00%	0.00%	12.30%	6.80%	14.80%
BALLY	8.50%	20.80%	2.10%	7.10%	8.80%	9.10%	7.40%
ISSEY MIYAKE	8.50%	8.30%	8.50%	0.00%	10.50%	11.40%	3.70%
MULBERRY	8.50%	4.20%	10.60%	0.00%	10.50%	2.30%	18.50%
COACH	7.00%	8.30%	6.40%	0.00%	8.80%	9.10%	3.70%
YVES SAINT LAURENT	7.00%	4.20%	8.50%	7.10%	7.00%	4.50%	11.10%
BALENCIAGA	5.60%	0.00%	8.50%	0.00%	7.00%	4.50%	7.40%
DIOR	5.60%	4.20%	6.40%	0.00%	7.00%	6.80%	3.70%
MARC JACOBS	5.60%	4.20%	6.40%	7.10%	5.30%	4.50%	7.40%
TOD'S	5.60%	8.30%	4.30%	0.00%	7.00%	2.30%	11.10%
GIVENCHY	4.20%	0.00%	6.40%	7.10%	3.50%	4.50%	3.70%
SALVATORE FERRAGAMO	4.20%	8.30%	2.10%	7.10%	3.50%	4.50%	3.70%
VALENTINO	4.20%	0.00%	6.40%	7.10%	3.50%	4.50%	3.70%
MICHAEL KORS	2.80%	4.20%	2.10%	0.00%	3.50%	4.50%	0.00%
TORY BURCH	2.80%	0.00%	4.30%	0.00%	3.50%	0.00%	7.40%
CELINE	1.40%	0.00%	2.10%	0.00%	1.80%	0.00%	3.70%
FENDI	1.40%	4.20%	0.00%	0.00%	1.80%	2.30%	0.00%
FURLA	1.40%	0.00%	2.10%	7.10%	0.00%	2.30%	0.00%
JIMMY CHOO	1.40%	0.00%	2.10%	0.00%	1.80%	0.00%	3.70%
KATE SPADE	1.40%	0.00%	2.10%	0.00%	1.80%	0.00%	3.70%

APPENDIX I

Q10. Type of CLBP do you own?

	Total %	Gender		Age		Personal Income		Segment			
		Male	Female	15-24	25-34	≤50000	≥50000	Hi-so	Follower	Price concern	Quality concern
Bag	69.62%	50.00%	80.39%	80.00%	67.19%	77.08%	58.06%	80.00%	63.64%	78.26%	66.67%
Shoe	20.25%	21.43%	19.61%	13.33%	21.88%	22.92%	16.13%	20.00%	18.18%	26.09%	16.67%
Watch	25.32%	39.29%	17.65%	20.00%	26.56%	29.17%	19.35%	40.00%	24.24%	21.74%	27.78%
Clothes	16.46%	25.00%	11.76%	26.67%	14.06%	18.75%	12.90%	20.00%	27.27%	8.70%	5.56%
Accessary	20.25%	25.00%	17.65%	6.67%	23.44%	16.67%	25.81%	20.00%	12.12%	21.74%	33.33%

APPENDIX J

Q11. How often purchase CLBP?

	Total %	Gender		Age		Personal Income		Segment			
		Male	Female	15-24	25-34	≤50000	≥50000	Hi-so	Follower	Price concern	Quality concern
Rarely (2-3 year)	77.22%	71.43%	80.39%	60.00%	81.25%	75.00%	80.65%	100.00%	66.67%	91.30%	72.22%
Every year	13.92%	17.86%	11.76%	26.67%	10.94%	14.58%	12.90%	0.00%	18.18%	4.35%	22.22%
Every 6 months	5.06%	7.14%	3.92%	6.67%	4.69%	4.17%	6.45%	0.00%	9.09%	0.00%	5.56%
Montly	3.80%	3.57%	3.92%	6.67%	3.13%	6.25%	0.00%	0.00%	6.06%	4.35%	0.00%

APPENDIX K

Q13. You often purchase CLBP via channel?

	Total %	Gender		Age		Personal Income		Segment			
		Male	Female	15-24	25-34	≤50000	≥50000	Hi-so	Follower	Price concern	Quality concern
Online shop	22.78%	25.00%	21.57%	20.00%	23.44%	18.75%	29.03%	40.00%	21.21%	21.74%	22.22%
Pre-order shop	3.80%	0.00%	5.88%	6.67%	3.13%	2.08%	6.45%	0.00%	3.03%	4.35%	5.56%
Facebook, IG	7.59%	3.57%	9.80%	6.67%	7.81%	8.33%	6.45%	0.00%	6.06%	8.70%	11.11%
Flea market	50.63%	60.71%	45.10%	66.67%	46.88%	54.17%	45.16%	20.00%	60.61%	39.13%	55.56%
Other	15.19%	10.71%	17.65%	0.00%	18.75%	16.67%	12.90%	40.00%	9.09%	26.09%	5.56%

APPENDIX L

Q15. If you come across a CLBP that is 100% identical to the genuine, would you choose to buy?

	Total %	Gender		Age		Income		Segment			
		Male	Female	15-24	25-34	≤50000	≥50000	Hi-so	Follower	Price concern	Quality concern
Genuine	53.40%	59.50%	52.10%	52.20%	54.00%	52.60%	54.50%	87.23%	44.12%	36.36%	48.89%
Counterfeit	18.10%	16.20%	18.60%	23.90%	15.30%	15.50%	21.60%	2.13%	20.59%	22.73%	26.67%
Both genuine & counterfeit	14.70%	10.80%	15.60%	14.90%	14.60%	13.80%	15.90%	2.13%	23.53%	20.45%	8.89%
None of them	13.70%	13.50%	13.80%	9.00%	16.10%	18.10%	8.00%	8.51%	11.76%	20.45%	15.56%

APPENDIX M

Q16. Would purchase CLBP if they are cheaper than the genuine by?

	Total %	Gender		Age		Income		Segment			
		Male	Female	15-24	25-34	≤50000	≥50000	Hi-so	Follower	Price concern	Quality concern
50%	5.40%	5.40%	5.40%	4.50%	5.80%	5.20%	5.70%	0.00%	4.41%	11.36%	6.67%
70%	22.10%	21.60%	22.20%	23.90%	21.20%	20.70%	23.90%	4.26%	30.88%	31.82%	17.78%
Uncertain (depend on design, material, quality)	31.90%	32.40%	31.70%	38.80%	28.50%	33.60%	29.50%	8.51%	33.82%	40.91%	44.44%
Would not purchase	40.70%	40.50%	40.70%	32.80%	44.50%	40.50%	40.90%	87.23%	30.88%	15.91%	31.11%

APPENDIX N

Factor Analysis

Total Variance Explained						
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.733	23.217	23.217	5.772	19.903	19.903
2	3.846	13.262	36.479	3.614	12.461	32.364
3	2.376	8.193	44.672	2.471	8.521	40.885
4	1.495	5.154	49.827	1.788	6.165	47.049
5	1.394	4.806	54.633	1.760	6.068	53.117
6	1.232	4.247	58.880	1.328	4.581	57.698
7	1.161	4.005	62.884	1.306	4.503	62.202
8	1.041	3.590	66.474	1.239	4.273	66.474
9	.964	3.323	69.797			
10	.899	3.101	72.898			
11	.756	2.606	75.504			
12	.724	2.497	78.001			
13	.675	2.327	80.328			
14	.622	2.144	82.472			
15	.566	1.952	84.425			
16	.534	1.840	86.265			
17	.501	1.728	87.992			
18	.440	1.516	89.508			
19	.397	1.369	90.877			
20	.354	1.220	92.096			
21	.338	1.165	93.261			
22	.325	1.120	94.382			
23	.311	1.073	95.454			
24	.304	1.047	96.501			
25	.274	.944	97.445			
26	.220	.757	98.202			
27	.211	.728	98.931			
28	.174	.599	99.530			
29	.136	.470	100.000			
Extraction Method: Principal Component Analysis.						

Factor Analysis (Cont)

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
X_{28} I will buy CLBP if they have good quality	0.841				
X_{27} I will buy CLBP if they are cheap	0.787				
X_{29} I will buy CLBP if they are novel	0.784				
X_{7} Good quality is the main factor when I consider buying CLBP	0.783				
X_{25} I will buy CLBP if they make me look classy	0.749				
X_{11} I buy CLBP in order to keep up with latest fashion trends	0.745				
X_{6} I believe that CLBP can be of good quality	0.73				
X_{14} CLBP enable frequent changes with new purchases	0.679				
X_{23} I buy CLBP as presents for myself	0.664				
X_{26} I will buy CLBP if others recommend me to	0.57				
X_{3} I often buy what other people expect me to		0.788			
X_{4} I feel I can fit in when I buy a product following other		0.785			
X_{2} I only buy a product that other people accept		0.76			
X_{5} If I want to be like someone, I would also buy things they own		0.701			
X_{1} It's important that other people like what I buy		0.575			
X_{16} High price means High quality/ Low price means Low quality		0.483			0.469
X_{19} One of my life goals is own luxury branded products			0.81		
X_{22} If I can buy more items, I will be happy			0.775		
X_{20} My belongings reflect the successes in my life			0.682		
X_{24} Owning CLBP make other look down on me			0.549		
X_{12} I like to look for rare, unique products to create my own style				0.872	
X_{13} When more and more people start using products that I own, I often use them less or stop using				0.763	
X_{10} I like owning multiple brands to add variety to my collection				0.437	
X_{17} I'm willing to pay more for higher-quality products					0.745
X_{8} I give more importance to quality than the popularity					0.72
X_{9} I prefer to do quality check on my own, rather than listening to others		0.401			0.481

BIOGRAPHY

Name	Miss Preeyapha Wachwithan
Date of Birth	May 07, 1986
Educational Attainment	2007: Bachelor of Science in Environmental Technology (International Program)
Work Position	Executive Assistant to President and CEO General Electric International Operations Company Inc. (Thailand)
Scholarship	-
Publications	-
Work Experiences	2012 - Current: Executive Assistant to President and CEO General Electric International Operations Company Inc. (Thailand) 2008 - 2012: Account Manager OrientSKYs Thailand