CUSTOMER MOTIVATION AND KEY DECISION FACTORS FOR PURCHASING LUCKY CHARM ACCESSORIES

BY

MR. TANAT ORANNIVES

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
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ENTITLED

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

on......10 MAY 2018......

Chairman James E. Nelson
(Associate Professor James E. Nelson, Ph.D.)

Member and Advisor Malcolm Smith
(Professor Malcolm C. Smith, Ph.D.)

Dean P. Udorn.
(Associate Professor Pipop Udorn, Ph.D.)

Independent Study Title	CUSTOMER MOTIVATION AND KEY DECISION FACTORS FOR PURCHASING LUCKY CHARM ACCESSORIES
Author	Mr. Tanat Orannives
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Prof. Malcolm C. Smith, Ph.D.
Academic Years	2017

ABSTRACT

Thailand is one of the countries where superstition is widely held among its population. The fact that lucky charm accessories are owned by most Thais is evidence of this statement. The study of "Customer Motivation and Key Decision Factors for Purchasing Lucky Charm Accessories" is a contemporary topic in applied marketing focusing on the issue of society in Thailand. Though luck charm accessories have been used in Thailand for centuries, it is still important to those who engage in the superstition accessories industry to be aware of those dynamic changes in the market so as to target customers effectively.

There were three main research objectives for this study. Firstly, the research described general characteristics of customers who have ever purchased lucky charm accessories. Secondly, the research identified customer motivations and behaviors for purchasing lucky charm accessories. Lastly, the research identified key purchase decision factors and level of importance of each for purchasing lucky charm accessories.

This study applied both exploratory and descriptive research. For data collection, secondary data research, in-depth interviews, and an online survey questionnaire were used to collect data for this study. The sampling method was non-probability sampling. The main target respondents were those who are between 25-50 years old, and who had purchased lucky charm accessories at least once. The data analysis consisted of a review of secondary research, interpretation of interviews and analysis of results from an online survey questionnaire.

The study found that the most important decision factor for purchasing lucky charm accessories was ease for daily use, followed by design, and price. Furthermore, the top three purchase motivation were wealth motivation, career motivation, and commerce motivation respectively. There were three customer segments including Perfectionist, Use-conscious, and Believer which were determined by purchase decision factors. The study also found significant differences of purchase frequency and purchase motivation among three segments. According to the results, the recommendation was to capture the “Perfectionist” segment as a target customer because this segment was the biggest segment with the highest purchase intent compared to other segments. The recommended actions for capturing the Perfectionist were to focus on across value for money, usage concern, and superstitious story factors and develop products which are related to commerce, wealth, and career motivation.

Keywords: Lucky Charm Accessories, Motivation, Key Decision Factors, Behavior

ACKNOWLEDGEMENTS

First of all, I would like to express my appreciation and gratitude to my advisor, Professor Malcolm C. Smith, for his valuable advice and support throughout the entire independent study course. Without his advice and support, this study would have not been succeeded. Secondly, I would like to gratefully acknowledge the Master of Science Program in Marketing (International Program) for providing me with countless knowledge, and facilitating me for the whole Master's Degree life. Lastly, I would like to thank all respondents who contributed their precious time for the interview and survey.

Mister Tanat Orannives

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CHAPTER 1
INTRODUCTION

1.1 Introduction to the study

In Thailand, superstition has been part of Thai culture for centuries. Even in these modern days, most Thais often ask fortunetellers and prophets for recommendations before making any crucial decisions. Interestingly, they also carry lucky charms with themselves because they believe that those charms will bring them good luck in specific ways (Hays, 2014).

Initially, lucky charms originated with the religious beliefs of Brahmins - Hindu. Although Buddhism is the main religion in Thailand, there are many beliefs and traditions of Brahmins – Hindu that have been diffused into Buddhism from neighboring countries including Myanmar and Cambodia. Typically, people decide to carry lucky charms to fulfill a good mentality and confidence so that they can set their minds in a positive manner and believe that good events will happen to them (Saengsakul, 2007). Importantly, lucky charms are also used as personal accessories with the belief that lucky charms bring auspicious powers into those accessories and reflect an individual's social status (Sirinnakaraporn, 2009).

However, as will be discussed below in the literature review, there are still several marketing–related insights that have not been discovered about this topic including the customers' characteristics, motivation, purchase behavior and key decision factors for purchasing lucky charm accessories. Therefore, this study aims to fulfill these gaps and to answer the research questions that are: 1.) What are the general characteristics of customers who buy lucky charm accessories?, 2.) What is the motivation and purchase behavior towards lucky charm accessories?, and 3.) What are the key decision factors for purchasing?

The topic of this study is "Customers motivation and key decision factors for purchasing lucky charm accessories". This is a contemporary topic in applied marketing in the area of knowledge about Thai society towards the purchasing of lucky charm accessories. The findings of this study will benefit those who are involved in the superstitious accessories industry including sellers, marketers, and advertising agencies who require an understanding of customer insights towards the purchase of lucky charm accessories.

1.2 Research Objectives

1) To describe the general characteristics of lucky charm accessories customers.

1.1) To describe customer demographics including gender, age, education, occupation, income, and marital status.

1.2) To describe customer psychographics including personality, and beliefs.

2) To identify motivation and purchase behavior towards lucky charm accessories.

2.1) To identify purchase motivation that drives purchase decision.

2.2) To identify purchase behavior including purchase frequency, purchase spending, and purchase occasion.

3) To identify key decision factors for purchasing lucky charm accessories.

3.1) To identify key decision factors for purchasing lucky charm accessories.

3.2) To determine the level of importance of each key decision factor.

CHAPTER 2
REVIEW OF LITERATURE

2.1 History of lucky charm accessories in Thailand

Lucky charms accessories in Thailand originated before Thailand's prehistory. They were intentionally produced to not only to beautify the people wearing them but also to provide auspicious power to the wearers' lives. Originally, there were four main objectives for people using lucky charm as accessories including reflecting their social status, embracing the auspicious power to life, worshipping the sacred rites, and increasing the positive mental value to wearers. Some discoveries revealed that there were ancient necklaces and bracelets made of shells and animal bones attached to skeletons in graves. Some anthropologists made the assumption that ancient people believed that death was just the part of human beings' life infinity according to Brahmins – Hindu's principle, which states that the spirit of deaths will become reborn again. Therefore, lucky charm accessories would be the symbols that are believed to be following those spirits in order to serve them in the next life (Sirinnakaraporn, 2009).

2.2 Diverse beliefs of lucky charm effects among Thais in modern days

Superstitious topics have always been the controversial in Thai society. The arguments of lucky charm accessories beliefs are also often raised as issues in many social media platforms and websites. According to several discussion forums, there are generally two main groups of people discussing their opinions about lucky charms' effects. The first group believes that lucky charms provide positive effects to wearers because lucky charms increases their confidence. When they gain more confidence, they will be able to achieve what they aim to do. On the other hand, when they lose confidence, they tend to be reluctant to do things and ultimately not believe that they can do it successfully (nat1234, 2013). Some of them claim that lucky charms really impact the wearers' fortunes according to traditional astrology principles. There are many conditions required so that the wearers can gain superstitious powers from lucky charms (Maniac, 2013). However, the other group makes arguments in a different way. They do not believe that lucky charms can help support wearers' fortunes. Believing in yourself is the best way that this group tries to convince others if one wants to achieve any goals. Interestingly, they think that most lucky charm sellers attempt to exploit those who are besotted people by advertising the persuasive properties of lucky charms (no.1673175, 2014).

2.3 How lucky charms work scientifically

Even though lucky charms are believed to be are highly associated with superstition, several experiments and studies attempt to show how they work scientifically. According to Joseph Mazur, a mathematician and author of What's Luck Got to Do with It; he stated that "There is no real tangible thing we can call luck, but we create that tangible thing by transferring it to an object". Furthermore, Stuart Vyse, a psychologist and author of Believing in Magic: The Psychology of Superstition, indicated that "Those lucky objects afford us the feeling of a security blanket. Lucky charms create an illusion of control for the person who believes in them." Maia Young, an associate professor at the UCLA Anderson School of Management, found that lucky charms raise the confidence levels for those who believe in them in any skilled activities despite the fact that how lucky charms they carry actually work is still unknown. An optimistic personality and attitude are positively related to luck as well. People who carry lucky charms are more likely try harder when doing a task if they believe that they are full of luck and that great outcomes will happen (Oksman, 2016).

2.4 Overview of Thailand's lucky charm accessories industry

Basically, Thai lucky charms are not only popular among Thai people but also foreigners. There are famous and successful people from various industries around the world who come to Thailand in order to find charms they desire (Siam Charm, 2013). Regarding production capacity, lucky charm accessories or jewelry are classified as a labor-intensive industry which requires plenty of skilled laborers and experts to develop quality products for consumers. Thailand has several strengths in this industry compared to others including acceptance of accessories' quality from foreigners, big clusters of gems producers, and a relative massive supply of skilled laborers with low costs. However, Thailand still has some weaknesses such as a limitation of domestic raw material supply, under-developed domestic lucky charm accessories brands, and a lack of a certified standard system of production (Precious Pieces, 2009).

2.5 Types of lucky charm accessories available in Thailand

Nowadays there are many types of lucky charm accessories that are commonly sold in Thailand. The most common lucky charm accessories are rings, necklaces, pendants, and bracelets. These accessories have different kinds of storytelling about the auspicious powers that are provided to wearers' horoscopes based on different astrology principles which believe that gems are the important items that brings about superstitious power. The principles that are most used and believed are gems of zodiac signs, gems of the birth year, and gems of the birthday (Taladploy, 2009).

2.6 Summary of Review of Literature

In conclusion, lucky charm accessories in Thailand have been part of Thai culture for centuries before Thailand's prehistory. Originally, there were four main purposes for people using them including reflecting the wearer's social status, embracing the auspicious power to the wearer's life, worshipping sacred rites, and increasing the positive mental value to a wearer. Although lucky charm accessories were believed to contain various auspicious powers, there are various arguments whether their effects actually exist or not in these days. The first thought supports that lucky charm accessories provide positive effects to wearers because lucky charms increase their confidence. The more confidence the wearers gain, the higher the possibility that they can achieve the goal. On the other hand, the other thought argues that there is no superstitious effect in lucky charms. The best power they believe is that people believe in themselves to achieve any goal.

With this controversy, many experiments have been conducted to show how lucky charm accessories work scientifically. As a result, there were interesting findings that lucky charms are associated with wearers' confidence. They found that wearers are more likely to try even harder when doing a task when they believe that they are full of luck or confidence. The belief that great outcomes will happen when people carry lucky charm drives them to be more likely to succeed their goal. Interestingly, this belief seems not only popular among Thais but also foreigners who are famous and successful in diverse industries. They come to Thailand in order to find lucky charms they desire. The simple reason is that Thailand is not only famous for lucky charms, but also the quality of production which is one of Thailand's strengths. In Thailand, there are many kinds of lucky charm accessories. The most common ones are rings, necklaces, pendants and bracelets which are decorated with auspicious items such as gems of zodiac signs, gems of the birth year, and gems of the birthday based on the astrology principles.

However, these pieces of literature still have some gaps regarding Thai customer insights. The first gap is the general characteristics of customers who buy lucky charm accessories. The second gap is the motivation and purchase behavior of customers towards lucky charm accessories. Lastly, the third gap is the key decision factors that impact the customer purchase decision. These mentioned gaps are key insights that are important to sellers, marketers and advertising agencies to know, otherwise they cannot understand the customers and plan effective marketing activities that attract and interest them.

Therefore, the purpose of this study is to address these gaps to create a valuable contribution on Thai customers' insights with these three areas.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Design

This research consisted of both exploratory and descriptive research designs. The details of data collection method and objectives of each research design were as follows.

3.1.1 Exploratory Research

The exploratory research applied both secondary data research and in-depth interviews as the data collection tools. The findings were analyzed by using qualitative methods which were ultimately used to develop a survey questionnaire for the descriptive research.

3.1.1.1 Secondary Data Research

The secondary data research was conducted to understand customer insights about beliefs, motivations and key decision factors towards the purchase of lucky charm accessories. It was also used to identify key variables in a questionnaire for descriptive research in the later phase.

- To describe customer psychographics including personality, and belief.
- To identify purchase motivation that drives purchase decision.
- To identify key decision factors for purchasing lucky charm accessories.

3.1.1.2 In-depth Interviews

The in-depth interviews were conducted to gain in-depth customer insights about motivations, purchase behavior, and key decision factors for the purchase of lucky charm accessories. They also helped identify key variables aside from secondary data research. The respondents' profiles and questions of the in-depth interviews are in Appendix A-1, and Appendix A-2 respectively.

- To identify purchase motivation that drives purchase decision.

• To identify purchase behavior including purchase frequency, purchase spending, and purchase occasion.

• To identify key decision factors for purchasing lucky charm accessories.

3.1.2 Descriptive Research

The descriptive research used an online survey questionnaire as the data collection tool. The purpose was to describe various aspects of the target population of interest who purchased lucky charm accessories. It yielded a conclusion to answer each research objective.

3.1.2.1 Identifications of Key Variables of Study

Figure 3.1 shows the study's proposed relationships between independent variables and the dependent variable. The identification of each of the variables are as follows;

- **Independent variables**
  - **Customer segments based on key purchase decision factors** including product storytelling, design, price, promotion, uniqueness of individual's fortune, seller's credibility, product durability, ease of daily use, trial before purchase, no allergy, and others' recommendations.
  - **Purchase motivation** including love motivation, education motivation, wealth motivation, health motivation, career motivation, commerce motivation, and general motivation.
  - **Purchase behavior** including number of purchased lucky charm accessories, type of purchased lucky charm accessories, purchase frequency, purchase spending, and purchase occasion.
- **Dependent variables**
  - **Purchase intent** identified by measuring to what extent respondents are willing to buy lucky charm accessories in the future.

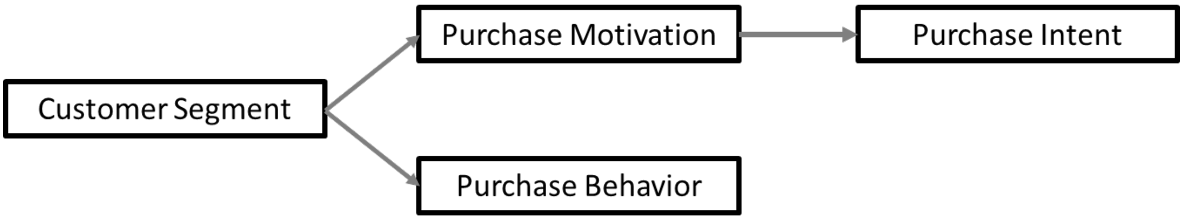

Figure 3.1: Diagram of relationship between key variables

3.1.2.2 Survey Questionnaire

The survey questionnaire was conducted to gather the extensive data from target respondents. The data from survey questionnaire was analyzed to generate customer insights including characteristics, motivation, purchase behavior, and level of importance of purchase decision attributes. The mapping of research objectives and question numbers is in Appendix B-1. The questions used in survey questionnaire are in Appendix B-2.

- To describe customer demographics including gender, age, education, occupation, income, and marital status.
- To describe customer psychographics including personality, and beliefs.
- To identify purchase motivation that drives purchase decision.
- To identify purchase behavior including purchase frequency, purchase spending, and purchase occasion.
- To determine the level of importance of each key decision factors.

3.2 Data Collection

Both qualitative and quantitative research methods applied non-probability sampling (convenience sampling) due to time and budget constraints.

3.2.1 Qualitative Data Collection

3.2.1.1 Secondary Data Research

The data for the secondary research was gathered from various websites including Pantip.com, and Horoscope.Sanook.com. Academic journals, blogs, and articles related to mysticism on the internet were also used to identify key variables used for the in-depth interviews and survey questionnaire.

3.2.1.2 In-depth Interviews

The in-depth interviews were conducted by phone calls with six respondents including two males and four females from 20 December 2017 – 15 January 2018. Personal contacts were applied to recruit respondents due to time constraints. All respondents passed all criteria in order to get only the right people to answer questions of this study. Respondents were asked general questions about lucky charms purchases regarding purchase frequency, purchase spending, purchase occasion, motivation, and key purchase decision factors.

3.2.2 Quantitative Data Collection

3.2.2.1 Survey Questionnaire

The survey questionnaire was used to collect data from target respondents via online channels. The pilot test was done with five respondents in order to test if there were any difficulties in completing the questionnaire. The survey questionnaire was distributed to 199 respondents via an online survey platform called SurveyMonkey.com. As a result, there were 121 respondents who passed the criteria for this study. The online survey link was distributed online via social media including Facebook and Line applications during January 2018. Facebook pages which were used to distribute the survey questionnaire were those related to fortune-telling topics including ดวง12ราศี, ดูดวง&ทายนิสัย and สมาคมคนชอบดูดวง. Rewards, which were 10 Central gift vouchers valued at 200 Baht each, were offered to incentivize respondents in order to maximize the response rate. The rewards were randomly selected from the respondents' emails that were filled in the last section of a survey questionnaire.

3.3 Sampling Procedures

The target group of this study was male or female aged between 25-50 years old because they are a primary group who purchase lucky charm accessories according to the observation from Facebook lucky charm accessories pages including Halo Lucky Jewelry, แหวนพลอยนพเก้า&วัตถุมงคลเสริมดวงชะตา and also from store visits in Siam area.

People from any socio-economic status were eligible for this study. Importantly, the target group was those who have purchased lucky charm accessories at least once. The reason includes only those who bought at least once as a criterion for selecting the target respondents was that the lucky charm accessories purchase is generally infrequent since the products are considered as luxuries.

3.4 Data Analysis

This study applied several kinds of data analysis for qualitative and quantitative research methods. The details of data analysis plan of each methods are as follows.

3.4.1 Qualitative Data Analysis

3.4.1.1 Secondary Data Research

The comprehensive review of existing pieces of literature was carried out in order to gain general knowledge from various sources. This allowed the researcher to gain a broad knowledge about the lucky charm industry.

3.4.1.2 In-depth Interviews

The interpretations of respondents' spoken words, contexts, views, and frequency of what they say were applied in order to summarize the key insights. These insights and respondents' words were utilized in designing the questionnaire.

3.4.2 Quantitative Data Analysis

3.4.2.1 Survey Questionnaire

The Statistical Package for Social Sciences (SPSS) was applied to analyze the results of respondents' survey. Specifically, this study applied frequencies, percentage, means, differences between groups, factor analysis, cluster analysis, and linear regression analysis.

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Key Results from Secondary Research

Lucky charm accessories have been part of Thai society for centuries. Thai people wear them for several purposes including reflecting their social status, accepting the auspicious power, paying respect to sacred rites, and receiving good mental values to themselves. Despite the longtime of existence in Thailand, there are still various arguments whether their effects exist. Some people support the belief that lucky charm accessories can raise the wearers' fortune, while others against that believe that there is no such thing as supernatural things in lucky charm accessories.

Concerning these arguments, plenty experiments have tried to figure out how lucky charm accessories work scientifically. They came up with impressive results regarding the incredible outcomes from using lucky charm accessories. A major result was that there is an association between lucky charm accessories and a wearer's confidence. Specifically, the wearers tend to try harder and be more confident when they do anything because they believe that good results will come when they are full of luck. In Thailand, rings, necklaces, pendants, and bracelets are the most common used accessories as lucky charms. They are sanctified with auspicious things including gems, religious symbols, and others.

4.2 Key Results from In-depth Interviews

4.2.1 Purchase Motivation

All respondents indicated that they did not have serious problems when they bought lucky charm accessories. Most of them made purchases when their life was in a typical situation because they wanted to enhance good things in their future. However, there were many different motivations for purchase among respondents. These motivations were love, wealth, commerce, education, health, and career. They also indicated that their desires for each of these changed as they grew up.

4.2.2 Purchase Behavior

Bracelets were the most popular lucky charm accessory that were purchased, followed by rings, necklaces, and earrings respectively. Generally, respondents bought them from two main places including religious places and accessories shops. The average purchase frequency was once per 2 to 3 years and this was dependent upon their particular want. The range of purchase spending was quite volatile -- between 800 – 10,000 Baht per trip. There were rarely specific purchase occasions because most purchases were impulse and unplanned.

4.2.3 Key Purchase Decision Factors

According to all spoken words of respondents, potential decision factors for lucky charm accessories purchase included product design, price, promotion, uniqueness for an individual's fortune, product storytelling, product durability, ease of daily use, trial before purchase, no allergy, and others' recommendations.

4.3 Key Results from the Survey Questionnaire

The results from survey questionnaire were analyzed using SPSS software with various analysis methods including frequencies, means, standard deviations, cross-tabulations, mean differences between groups, factor analysis, cluster analysis and linear regression analysis. The statistical difference test was at a significance level of 0.05. The mean scores were calculated for interval scale which were measured on a five-point scale.

4.3.1 General Profile of Respondents

The survey questionnaire was distributed to 199 respondents via an online survey platform called SurveyMonkey.com. As a result, 121 respondents passed the criteria for this study. All eligible respondents were those who have purchased lucky charm accessories at least once and aged between 25 – 55 years old.

4.3.1.1 All Respondents' Demographic Profile

According to Table 4.1, the majority of respondents were female accounting for 77.7%, and aged between 25 – 34 years old accounting for 47.9%. More than a half of respondents graduated with a Bachelor's degree accounting for 52.9%, followed by a Master's degree and technical school accounting for 19.8% and 13.2% respectively. For occupation, a significant number of respondents were corporate employees which account for 42.1%, followed by business owners, and government service accounting for 15.7%, and 12.4%. On the subject of personal monthly income, 46.3% of respondents earned 20,000 Baht or below per month, followed by those who earned 20,001 – 40,000 Baht accounting for 30.6%. Other personal monthly income ranges were similarly distributed among the rest of all respondents. Lastly, regarding marital status, a major number of respondents were single accounting for 45.5%, followed by married with children which accounted for 24.8%.

Table 4.1: Frequency distribution of demographic profiles of all respondents

Demographic Profiles of All Respondents (n = 121)		**Count**	**%**
Gender	Male	27	22.3%
	Female	94	77.7%
Age	25 – 34 years old	58	47.9%
	35 – 44 years old	46	38.0%
	45 – 55 years old	17	14.0%
Highest education	Primary school or below	0	0.0%
	Junior high school	6	5.0%
	Senior high school	11	9.1%
	Technical/ Vocational/ Professional school	16	13.2%
	Bachelor's degree	64	52.9%
	Master's degree or above	24	19.8%
Occupation (Multiple answers)	Government service	15	12.4%
	Labor	10	8.3%
	Corporate employee	51	42.1%
	Freelancer	13	10.7%
	Business owner	19	15.7%
	Student	3	2.5%
	Unemployed	13	10.7%

Monthly personal income	20,000 THB or below	56	46.3%
	20,001 - 40,000 THB	37	30.6%
	40,001 - 60,000 THB	11	9.1%
	60,001 - 80,000 THB	5	4.1%
	80,001 - 100,000 THB	6	5.0%
	Above 100,000 THB	6	5.0%
Marital status	Single	55	45.5%
	Married with children	30	24.8%
	Married without children	13	10.7%
	Separated/ Divorced/ Widow	16	13.2%
	Not married but living with a partner	7	5.8%

4.3.1.2 All Respondents' Psychographic Profile

According to Table 4.2, all respondents were asked to identify to what extent they agreed with statements that best describe themselves on a five-point scale. The overall mean score of "I am conscientious" was the highest one among other personalities with the average mean score of 4.23, followed by "I am independent", and "I am imaginative" with the average mean scores of 4.06, and 4.00 respectively.

The belief statement that showed the highest mean score was "In critical situations, I prefer to have someone or something encourages me" with a mean score of 4.00, followed by "I think I am the only person who determines my fortune", and "I should be able to cope with difficulties on my own without turning to others for support" with mean scores of 3.89, and 3.67 successively.

Table 4.2: Mean scores of psychographic profiles of all respondents

Psychographic Profiles of All Respondents (n = 121)		Mean	SD
Personality	I am conscientious	4.23	0.63
	I am independent	4.06	0.80
	I am imaginative	4.00	0.85
	I am dependable	3.97	0.74

	I am persistent	3.82	0.76
	I am fearless	3.79	0.83
	I am adventurous	3.61	0.92
	I am sociable	3.54	0.96
Belief	In critical situations, I prefer to have someone or something encourages me	4.00	0.76
	I think I am the only person who determines my fortune	3.89	0.96
	I should be able to cope with difficulties on my own without turning to others for support	3.67	0.99
	I think it's bad luck when I face terrible situations	3.49	0.98
	I can live happily despite many problems in my life	3.47	1.04

4.3.1.3 All Respondents' Purchase Behavior

According to Table 4.3, all respondents were asked questions about their purchase behavior in the past including the number of purchased lucky charm accessories, types of purchased lucky charm accessories, purchase frequency, purchase spending, and purchase occasion.

In summary, in terms of the number of purchased lucky charm accessories in the past, the majority of respondents accounting for 71.1% bought 1 – 5 pieces on average, while the proportion of those who bought 6 -10 pieces and more than 10 pieces accounted for 16.5%, and 12.4% respectively. Considering types of purchased lucky charm accessories, respondents were asked to choose all types of lucky charm accessories they had ever bought. As a result, a ring was the type of lucky charm accessories bought by most respondents with 74.4%, followed by a bracelet, and a pendant accounting for 66.1%, and 42.1% respectively.

In terms of purchase frequency, almost a half of respondents bought lucky charm accessories at least once a year including those who bought 2 – 3 times a year accounting for 24.0%, and those who bought once a year accounting for 23.1%. For average purchase spending per time, 60.3% of all respondents did not spend over

1000 Bhat for lucky charm accessories, while the proportion of those who spent more than 1,000 Baht was similarly distributed across other ranges. Lastly, for purchase occasion, "When they unintentionally found and bought them" was the occasion chosen the most by 46.3% of all respondents, followed by "When they had no problem, but they just wanted to be luckier" which was answered by 43.0% of all respondents.

Table 4.3: Frequency distribution of purchase behavior of all respondents

Purchase Behavior of All Respondents (n = 121)		**Count**	**%**
Number of purchased lucky charm accessories	1 - 5 pieces	86	71.1%
	6 - 10 pieces	20	16.5%
	More than 10 pieces	15	12.4%
Type of purchased lucky charm accessories (Multiple answers)	Pendant	51	42.1%
	Necklace	42	34.7%
	Bracelet	80	66.1%
	Ring	90	74.4%
	Earrings	15	12.4%
Purchase frequency	Once more than 3 years	24	19.8%
	Once in 2-3 years	22	18.2%
	Once a year	28	23.1%
	2-3 times a year	29	24.0%
	More than 3 times a year	18	14.9%
Purchase spending (Multiple answers)	1,000 THB or below	73	60.3%
	1,001 - 1,500 THB	23	19.0%
	1,501 - 2,000 THB	15	12.4%
	2,001 - 2,500 THB	13	10.7%
	2,501 - 3,000 THB	9	7.4%
	Above 3,000 THB	18	14.9%
Purchase occasion (Multiple answers)	When having serious problems	36	29.8%
	When having no problem, but want to be luckier	52	43.0%
	When unintentionally finding them	56	46.3%

	When seeing others wearing them	23	19.0%
	When finding a gift for someone	28	23.1%

4.3.1.4 All Respondents' Purchase Motivation

According to Table 4.4, all respondents were asked to identify to what extent they placed the level of importance towards each purchase motivation on a five-point scale. The result showed that the mean score of "wealth motivation" was the highest among other motivations with the average mean score of 4.44, followed by "career motivation", and "commerce motivation" with average mean scores of 4.31, and 4.10 respectively.

Table 4.4: Mean scores of purchase motivation of all respondents

Purchase Motivation of All Respondents (n = 121)	Mean	SD
Wealth Aspect	4.44	0.67
Career Aspect	4.31	0.71
Commerce Aspect	4.10	0.93
Health Aspect	3.98	0.90
General Aspect	3.57	0.99
Love Aspect	3.42	0.99
Education Aspect	3.01	0.99

4.3.1.5 All Respondents' Key Purchase Decision Attributes

According to Table 4.5, all respondents were asked to identify to what extent they placed the level of importance towards each purchase decision attribute on a five-point scale. The result showed that the mean score of "ease for daily use" was the highest among other purchase decision attributes with an average mean score of 4.40, followed by "design", and "price" with average mean scores of 4.35, and 4.31 respectively.

Table 4.5: Mean scores of key purchase decision attributes of all respondents

Key Purchase Decision Attributes of All Respondents (n = 121)	Mean	SD
Ease for Daily Use	4.40	0.69
Design	4.35	0.67
Price	4.31	0.65
No Allergy	4.26	0.89
Uniqueness for Individual's Fortune	4.25	0.79
Product Durability	4.24	0.70
Seller's Credibility	4.19	0.82
Promotion	3.93	0.97
Product Storytelling	3.85	0.85
Trial before Purchase	3.81	0.92
Others' Recommendations	3.31	0.99

4.3.1.6 All Respondents' Purchase Intent

According to Table 4.6, all respondents were asked to identify to what extent they agreed towards the purchase intention statement that best describes themselves on a five-point scale. As a result, the overall mean score was 3.93. It implied that all respondents rather agreed that they were willing to buy lucky charm accessories in the future.

Table 4.6: Mean scores of purchase intent of all respondents

Purchase Intent of All Respondents (n = 121)	Mean	SD
I am willing to buy lucky charm accessories in the future	3.93	0.83

4.3.2 Customer Segmentation based on Purchase Decision Factors

The lucky charm accessories customers were segmented based on their purchase decision factors. Firstly, factor analysis was conducted to group similar purchase decision attributes into three factors. After that, cluster analysis was applied to segment the customers who had similar purchase decision factors into three groups.

4.3.2.1 Factor Analysis based on Key Purchase Decision Attributes

According to Appendix C-1, factor analysis was conducted based on 11 customers' purchase decision attributes. As a result, there were three key purchase decision factors. All purchase decision factors can be described with those attributes' loadings scores which were over 0.5.

- **Value for money:** This factor described the purchase decision attributes that involved buying lucky charm accessories that were worth the money the customer paid. It included design, price, seller's credibility, and product durability.
- **Usage concern:** This factor described the purchase decision attributes that were involved with the perceived-risk of buying lucky charm accessories, both before and after purchase. It included ease for daily use, trial before purchase, and allergy-free.
- **Superstitious story:** This factor described the purchase decision attributes that involved a compelling supernatural story from using lucky charm accessories. It included product storytelling, uniqueness for individual's fortune, and others' recommendations.

4.3.2.2 Cluster Analysis based on Purchase Decision Factors

According to Appendix C-2, the cluster analysis was conducted based on three key purchase decision factors. As a result, all respondents were divided into three customer segments that held different criteria from three purchase decision factors which were value for money, usage concern, and superstitious story.

- **Perfectionist:** This segment included those who placed importance on purchase decision factors including value for money, usage concern, and superstitious story. This customer segment was the biggest segment size consisting of 62 respondents which account for 51.2% of all respondents, according to Appendix C-3.

- **Use-conscious:** This segment included those who placed importance on usage concern factors which meant that they were highly aware the perceived-risks before and after purchase including ease of daily use, trial before purchase, and allergy-free. This customer segment was the second biggest segment size consisting of 34 respondents which account for 28.1% of total respondents, according to Appendix C-3.
- **Believer:** This segment included those who placed importance on only superstitious factors given by the product storytelling, uniqueness of individual's fortune, and others' recommendations. This customer segment was the smallest segment size consisting of 25 respondents which account for 20.7% of total respondents, according to Appendix C-3.

4.3.3 General Characteristics of each Customer Segment

The following tables show the general profiles of each customer segment including demographics and psychographics. Frequency analysis and mean score comparison were used to display the general characteristics of each segment. Additionally, the Chi-square analysis and one-way ANOVAs were also used to test if there were statistically significant differences among customer segments.

4.3.3.1 Demographic Profiles of Each Segment

Table 4.7 shows the demographic information of each customer segment including gender, age, highest education, occupation, monthly personal income, and marital status. As seen in Appendix D-1, there was no statistically significant difference for each demographic variables among customer segments ($p > 0.05$).

Table 4.7: Comparison of frequency distribution of demographic profiles of each segment

Demographic Profiles of Each Segment		Perfectionist (n = 62)		Use-conscious (n = 34)		Believer (n = 25)	
		Count	%	Count	%	Count	%
Gender	Male	14	22.6%	6	17.6%	7	28.0%

	Female	48	77.4%	28	82.4%	18	72.0%
Age	25 – 34 years old	32	51.6%	18	52.9%	8	32.0%
	35 – 44 years old	25	40.3%	8	23.5%	13	52.0%
	45 – 55 years old	5	8.1%	8	23.5%	4	16.0%
Highest education	Primary school or below	0	0.0%	0	0.0%	0	0.0%
	Junior high school	5	8.1%	1	2.9%	0	0.0%
	Senior high school	4	6.5%	5	14.7%	2	8.0%
	Technical/ Vocational/ Professional school	7	11.3%	6	17.6%	3	12.0%
	Bachelor's degree	35	56.5%	17	50.0%	12	48.0%
	Master's degree or above	11	17.7%	5	14.7%	8	32.0%
Occupation (Multiple answers)	Government service	7	11.3%	5	14.7%	3	12.0%
	Labor	7	11.3%	2	5.9%	1	4.0%
	Corporate employee	23	37.1%	15	44.1%	13	52.0%
	Freelancer	9	14.5%	1	2.9%	3	12.0%
	Business owner	10	16.1%	6	17.6%	3	12.0%
	Student	2	3.2%	1	2.9%	0	0.0%
	Unemployed	6	9.7%	5	14.7%	2	8.0%
Monthly personal income	20,000 THB or below	31	50.0%	17	50.0%	8	32.0%
	20,001 - 40,000 THB	22	35.5%	7	20.6%	8	32.0%
	40,001 - 60,000 THB	3	4.8%	6	17.6%	2	8.0%
	60,001 - 80,000 THB	1	1.6%	2	5.9%	2	8.0%
	80,001 - 100,000 THB	3	4.8%	0	0.0%	3	12.0%
	Above 100,000 THB	2	3.2%	2	5.9%	2	8.0%
Marital status	Single	28	45.2%	15	44.1%	12	48.0%
	Married with children	15	24.2%	10	29.4%	5	20.0%
	Married without children	7	11.3%	3	8.8%	3	12.0%
	Separated/ Divorced/ Widow	8	12.9%	5	14.7%	3	12.0%
	Not married but living with a partner	4	6.5%	1	2.9%	2	8.0%

4.3.3.2 Psychographic Profiles of Each Segment

Table 4.8 shows the psychographic information of each customer segment including personality and beliefs. A one-way ANOVA revealed that there were significant differences in both personality and belief among customer segments ($p < 0.05$).

As seen in Appendix D-2, there were three personality attributes that were significantly different among customer segments including "I am conscientious" ($F(2,118) = 14.058$, $p < 0.05$), "I am dependable" ($F(2,118) = 4.301$, $p < 0.05$), "I am imaginative" ($F(2,118) = 8.833$, $p < 0.05$).

- **I am conscientious:** The mean score for "Perfectionist" ($M_{Perfectionist} = 4.47$) was significantly higher than the mean score for "Use-conscious" ($M_{Use\text{-}conscious} = 3.82$). In addition, the mean score for "Use-conscious" ($M_{Use\text{-}conscious} = 3.82$) was significantly lower than the mean score for "Believer" ($M_{Believer} = 4.20$). (See Appendix D-3)
- **I am dependable:** The mean score for "Perfectionist" ($M_{Perfectionist} = 4.15$) was significantly higher than the mean score for "Use-conscious" ($M_{Use\text{-}conscious} = 3.71$). (See Appendix D-3)
- **I am imaginative:** The mean score for "Perfectionist" ($M_{Perfectionist} = 4.24$) was significantly higher than the mean score for "Use-conscious" ($M_{Use\text{-}conscious} = 3.53$). Plus, the mean score for "Use-conscious" ($M_{Use\text{-}conscious} = 3.53$) was significantly lower than the mean score for "Believer" ($M_{Believer} = 4.03$). (See Appendix D-3)

Appendix D-2 shows that there was only one belief attribute "In critical situations, I prefer to have someone or something encourages me" that was significantly different among three customer segment ($F(2,118) = 7.428$, $p < 0.05$).

- **In critical situations, I prefer to have someone or something encourages me:** The mean score for "Perfectionist" ($M_{Perfectionist} = 4.24$) was significantly higher than the mean score for "Use-conscious" ($M_{Use\text{-}conscious} = 3.68$). (See Appendix D-3)

Table 4.8: Comparison of mean scores of psychographic profiles of each segment

Psychographic Profiles of Each Segment		Perfectionist (n = 62)		Use-conscious (n = 34)		Believer (n = 25)	
		Mean	SD	Mean	SD	Mean	SD
Personality	I am adventurous	3.77	0.84	3.32	1.01	3.60	0.91
	I am conscientious	4.47	0.56	3.82	0.63	4.20	0.50
	I am dependable	4.15	0.62	3.71	0.76	3.88	0.88
	I am fearless	3.89	0.85	3.65	0.85	3.76	0.72
	I am independent	4.19	0.70	3.85	0.96	4.00	0.76
	I am socialable	3.66	0.85	3.32	1.04	3.52	1.08
	I am persistent	3.94	0.77	3.65	0.73	3.76	0.78
	I am imaginative	4.24	0.67	3.53	1.02	4.04	0.73
Belief	I should be able to cope with difficulties on my own without turning to others for support	3.65	1.09	3.79	0.69	3.56	1.12
	In critical situations, I prefer to have someone or something encourages me	4.24	0.64	3.68	0.73	3.84	0.90
	I can live happily despite many problems in my life	3.61	1.12	3.12	0.88	3.60	0.96
	I think it's bad luck when I face terrible situations	3.63	0.94	3.21	1.01	3.52	1.00
	I think I am the only person who determines my fortune	4.03	0.90	3.88	0.81	3.56	1.19

4.3.4 Purchase Behavior of Each Segment

Table 4.9 shows the past purchase behavior information of each customer segment including the number of lucky charms purchased, type of lucky charm accessories purchased, purchase frequency, purchase spending, and purchase occasion. A Chi-square analysis revealed that purchase frequency was the only behavior which had significant differences among customer segments ($p < 0.05$).

As seen in Appendix E-1 there are significant differences in three variables for purchase frequency (Chi-square (8) = 23.257, $p < 0.05$) including once more than 3 years, 2 – 3 times a year, and more than 3 times a year.

- **Once more than 3 years:** The frequency distribution for "Perfectionist" ($Frequency_{Perfectionist} = 10$) was significantly lower than that for "Use-conscious" ($Frequency_{Use\text{-}conscious} = 13$). In addition, the frequency distribution for "Use-conscious" ($Frequency_{Use\text{-}conscious} = 13$) was significantly higher than that for "Believer" ($Frequency_{Believer} = 1$). (See Appendix E-2)
- **2 – 3 times a year:** The frequency distribution for "Use-conscious" ($Frequency_{Use\text{-}conscious} = 3$) was significantly lower than that for "Believer" ($Frequency_{Believer} = 9$). (See Appendix E-2)
- **More than 3 times a year:** The frequency for "Perfectionist" ($Frequency_{Perfectionist} = 14$) was significantly higher than that for "Use-conscious" ($Frequency_{Use\text{-}conscious} = 1$). (See Appendix E-2)

Table 4.9: Comparison of frequency distribution of purchase behavior of each segment

Purchase Behavior of Each Segment		Perfectionist (n = 62)		Use-conscious (n = 34)		Believer (n = 25)	
		Count	%	Count	%	Count	%
Number of purchased	1 - 5 pieces	40	64.5%	29	85.3%	17	68.0%
	6 - 10 pieces	11	17.7%	4	11.8%	5	20.0%

lucky charm accessories	More than 10 pieces	11	17.7%	1	2.9%	3	12.0%
Type of purchased lucky charm accessories (Multiple Answers)	Pendant	29	46.8%	10	29.4%	12	48.0%
	Necklace	22	35.5%	8	23.5%	12	48.0%
	Bracelet	46	74.2%	21	61.8%	13	52.0%
	Ring	47	75.8%	22	64.7%	21	84.0%
	Earrings	8	12.9%	5	14.7%	2	8.0%
Purchase frequency	Once more than 3 years	10	16.1%	13	38.2%	1	4.0%
	Once in 2-3 years	11	17.7%	7	20.6%	4	16.0%
	Once a year	10	16.1%	10	29.4%	8	32.0%
	2-3 times a year	17	27.4%	3	8.8%	9	36.0%
	More than 3 times a year	14	22.6%	1	2.9%	3	12.0%
Purchase spending (Multiple Answers)	1,000 THB or below	35	56.5%	26	76.5%	12	48.0%
	1,001 - 1,500 THB	16	25.8%	3	8.8%	4	16.0%
	1,501 - 2,000 THB	8	12.9%	2	5.9%	5	20.0%
	2,001 - 2,500 THB	8	12.9%	2	5.9%	3	12.0%
	2,501 - 3,000 THB	8	12.9%	0	0.0%	1	4.0%
	Above 3,000 THB	7	11.3%	4	11.8%	7	28.0%
Purchase occasion (Multiple Answers)	When having serious problems	18	29.0%	6	17.6%	12	48.0%
	When having no problem, but want to be luckier	32	51.6%	12	35.3%	8	32.0%
	When unintentionally finding them	30	48.4%	17	50.0%	9	36.0%
	When seeing others wearing them	13	21.0%	5	14.7%	5	20.0%
	When finding a gift for someone	16	25.8%	6	17.6%	6	24.0%

4.3.5 Relationship of Purchase Motivation towards Purchase Intent

The following tables show the relationship between purchase motivation and purchase intent for all respondents and each customer segment.

The linear regression analysis tested whether each purchase motivation variable had a direct relationship with purchase intent.

4.3.5.1 Relationship of Purchase Motivation towards Purchase Intent by All Respondents

After the linear regression analysis was run for all seven independent variables on the dependent variable, it was found that there were seven purchase motivations that predicted purchase intent. According to Table 4.10, the three purchase motivations which had the strongest relationship with purchase intent were wealth motivation, career motivation, and commerce motivation respectively. The outcomes of the linear regression analysis are as follows:

- **Wealth motivation:** (Refer to Appendix F-1) The overall linear regression model for wealth motivation was statistically significant ($F(1,119) = 30.209$, $p < 0.05$). According to Table 4.10, the coefficient of wealth motivation was 0.557 which means that purchase intent would change by 0.557 points if wealth motivation changes by 1 point. The linear regression equation for wealth motivation towards purchase intent for all respondents is:

$$\textbf{Purchase Intention}_{\textbf{All}} = \textbf{1.455} + \textbf{(0.557) (Wealth}_{\textbf{All}}\textbf{)}$$

- **Career motivation:** (Refer to Appendix F-1) The overall linear regression model for career motivation was statistically significant ($F(1,119) = 20.267$, $p < 0.05$). According to Table 4.10, the coefficient of career motivation was 0.447 which means that purchase intent would change by 0.447 points if career motivation changes by 1 point. The linear regression equation for career motivation towards purchase intent for all respondents is:

$$\textbf{Purchase Intention}_{\textbf{All}} = \textbf{1.999} + \textbf{(0.447) (Career}_{\textbf{All}}\textbf{)}$$

- **Commerce motivation:** (Refer to Appendix F-1) The overall linear regression model for commerce motivation was statistically significant ($F(1,119) = 24.310$, $p < 0.05$). According to Table 4.10, the coefficient of commerce motivation was 0.369 which means that purchase intent would change by 0.369 points if commerce motivation changes by 1 point. The linear regression equation for commerce motivation towards purchase intent for all respondents is:

$$\textbf{Purchase Intention}_{\textbf{All}} = \textbf{2.415} + \textbf{(0.369) (Commerce}_{\textbf{All}}\textbf{)}$$

- **General motivation:** (Refer to Appendix F-1) The overall linear regression model for general motivation was statistically significant ($F(1,119) = 17.378$, $p < 0.05$). According to Table 4.10, the coefficient of general motivation was 0.299 which means that purchase intent would change by 0.299 points if general motivation changes by 1 point. The linear regression equation for general motivation towards purchase intent for all respondents is:

$$\textbf{Purchase Intention}_{\textbf{All}} = \textbf{2.860} + \textbf{(0.299) (General}_{\textbf{All}}\textbf{)}$$

- **Love motivation:** (Refer to Appendix F-1) The overall linear regression model for love motivation was statistical significant ($F(1,119) = 13.885$, $p < 0.05$). According to Table 4.10, the coefficient of love motivation was 0.271 which means that purchase intent would change by 0.271 points if love motivation changes by 1 point. The linear regression equation for love motivation towards purchase intent for all respondents is:

$$\textbf{Purchase Intention}_{\textbf{All}} = \textbf{3.000} + \textbf{(0.271) (Love}_{\textbf{All}}\textbf{)}$$

- **Health motivation:** (Refer to Appendix F-1) The overall linear regression model for health motivation was statistically significant ($F(1,119) = 10.808$, $p < 0.05$). According to Table 4.10, the coefficient of health motivation was 0.266 which means that purchase intent would change by 0.266 points if health motivation changes by 1 point. The linear regression equation for health motivation towards purchase intent for all respondents is:

$$\textbf{Purchase Intention}_{All} = 2.868 + (0.266)\ (\textbf{Health}_{All})$$

- **Education motivation:** (Refer to Appendix F-1) The overall linear regression model for education motivation was statistically significant ($F(1,119) = 8.310$, $p < 0.05$). According to Table 4.10, the coefficient of education motivation was 0.214 which means that purchase intent would change by 0.214 points if education motivation changes by 1 point. The linear regression equation for education motivation towards purchase intent for all respondents is:

$$\textbf{Purchase Intention}_{All} = 3.281 + (0.214)\ (\textbf{Education}_{All})$$

Table 4.10: Summary of coefficients of purchase motivation towards purchase intent by all respondents

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.455	0.455		3.201	0.002	0.555	2.355
	Wealth motivation	0.557	0.101	0.450	5.496	0.000	0.356	0.757
2	(Constant)	1.999	0.434		4.609	0.000	1.140	2.858
	Career motivation	0.447	0.099	0.381	4.502	0.000	0.250	0.643
3	(Constant)	2.415	0.314		7.689	0.000	1.793	3.037
	Commerce motivation	0.369	0.075	0.412	4.931	0.000	0.221	0.517
4	(Constant)	2.860	0.265		10.778	0.000	2.334	3.385

	General motivation	0.299	0.072	0.357	4.169	0.000	0.157	0.440
5	(Constant)	3.000	0.259		11.603	0.000	2.488	3.512
	Love motivation	0.271	0.073	0.323	3.726	0.000	0.127	0.414
6	(Constant)	2.868	0.330		8.702	0.000	2.216	3.521
	Health motivation	0.266	0.081	0.289	3.288	0.001	0.106	0.426
7	(Constant)	3.281	0.235		13.943	0.000	2.815	3.747
	Education motivation	0.214	0.074	0.255	2.883	0.005	0.067	0.362

4.3.5.2 Relationship of Purchase Motivation towards Purchase Intent by Segment

The following linear regression analysis shows the relationship between purchase motivation and purchase intent for each customer segment. There were six statistically significant purchase motivation variables for "Perfectionist", and a significant purchase motivation variable for each of "Use-conscious" and "Believer".

4.3.5.2.1 Perfectionist Segment

For "Perfectionist", there were six purchase motivations that significantly predicted purchase intent including love motivation, wealth motivation, health motivation, career motivation, commerce motivation, and general motivation. According to Table 4.11, the three purchase motivations which had the strongest relationship with purchase intent were commerce motivation, wealth motivation, and career motivation respectively. The outcomes of the linear regression analysis of "Perfectionist" are as follows:

- **Commerce motivation:** (Refer to Appendix F-2) The overall linear regression model for commerce motivation was statistically significant ($F(1,60) = 14.203$, $p < 0.05$). According to Table 4.11, the coefficient of commerce motivation was 0.379 which means that purchase intent would change by 0.379 points if commerce motivation changes by 1 point. The linear regression equation for commerce motivation towards purchase intent for "Perfectionist" is:

Purchase Intention$_{\textbf{Perfectionist}}$ = 2.601 + (0.379) (Commerce$_{\textbf{Perfectionist}}$)

- **Wealth motivation:** (Refer to Appendix F-2) The overall linear regression model for wealth motivation was statistically significant ($F(1,60) = 5.105$, $p < 0.05$). According to Table 4.11, the coefficient of wealth motivation was 0.344 which means that purchase intent would change by 0.344 points if wealth motivation changes by 1 point. The linear regression equation for wealth motivation towards purchase intent for "Perfectionist" is:

Purchase Intention$_{\textbf{Perfectionist}}$ = 2.645 + (0.344) (Wealth$_{\textbf{Perfectionist}}$)

- **Career motivation:** (Refer to Appendix F-2) The overall linear regression model for career motivation was statistically significant ($F(1,60) = 5.523$, $p < 0.05$). According to Table 4.11, the coefficient of career motivation was 0.282 which means that purchase intent would change by 0.282 points if career motivation changes by 1 point. The linear regression equation for career motivation towards purchase intent for "Perfectionist" is:

Purchase Intention$_{\textbf{Perfectionist}}$ = 2.986 + (0.282) (Career$_{\textbf{Perfectionist}}$)

- **General motivation:** (Refer to Appendix F-2) The overall linear regression model for general motivation was statistically significant ($F(1,60) = 7.967$, $p < 0.05$). According to Table 4.11, the coefficient of general motivation was 0.252 which means that purchase intent would change by 0.252 points if general motivation changes by 1 point. The linear regression equation for general motivation towards purchase intent for "Perfectionist" is:

Purchase Intention$_{\textbf{Perfectionist}}$ = 3.266 + (0.252) (General$_{\textbf{Perfectionist}}$)

- **Health motivation:** (Refer to Appendix F-2) The overall linear regression model for health motivation was statistically significant ($F(1,60) = 6.711$, $p < 0.05$). According to Table 4.11, the coefficient of health motivation was 0.239 which means that purchase intent would change by 0.239 points if health motivation changes by 1 point. The linear regression equation for health motivation towards purchase intent for "Perfectionist" is:

$$\textbf{Purchase Intention}_{\textbf{Perfectionist}} = \mathbf{3.257 + (0.239)\ (Health_{Perfectionist})}$$

- **Love motivation:** (Refer to Appendix F-2) The overall linear regression model for love motivation was statistically significant ($F(1,60) = 4.078$, $p < 0.05$). According to Table 4.11, the coefficient of love motivation was 0.175 which means that purchase intent would change by 0.175 points if love motivation changes by 1 point. The linear regression equation for love motivation towards purchase intent for "Perfectionist" is:

$$\textbf{Purchase Intention}_{\textbf{Perfectionist}} = \mathbf{3.618 + (0.175)\ (Love_{Perfectionist})}$$

Table 4.11: Summary of coefficients of purchase motivation towards purchase intent by "Perfectionist" segment

Coefficients[a,b]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.601	0.446		5.833	0.000	1.709	3.493
	Commerce	0.379	0.101	0.438	3.769	0.000	0.178	0.580

	motivation							
2	(Constant)	2.645	0.718		3.682	0.000	1.208	4.082
	Wealth motivation	0.344	0.152	0.280	2.260	0.027	0.039	0.648
3	(Constant)	2.986	0.547		5.457	0.000	1.891	4.080
	Career motivation	0.282	0.120	0.290	2.350	0.022	0.042	0.521
4	(Constant)	3.266	0.360		9.072	0.000	2.546	3.986
	General motivation	0.252	0.089	0.342	2.823	0.006	0.073	0.431
5	(Constant)	3.257	0.394		8.258	0.000	2.468	4.046
	Health motivation	0.239	0.092	0.317	2.591	0.012	0.054	0.423
6	(Constant)	3.618	0.327		11.064	0.000	2.964	4.272
	Love motivation	0.175	0.087	0.252	2.019	0.048	0.002	0.348

4.3.5.2.2 Use-conscious Segment

For “Use-conscious”, there was a single statistically significant result for a purchase motivation predicting purchase intent. The outcome of the linear regression analysis of “Use-conscious” is as follows:

- **General motivation:** (Refer to Appendix F-3) The overall linear regression model for general motivation was statistically significant ($F(1,32) = 12.180$, $p < 0.05$). According to Table 4.12, the coefficient of general motivation was 0.460 which means that purchase intent would change by 0.460 points if general motivation changes by 1 point. The linear regression equation for general motivation towards purchase intent for “Use-conscious” is:

$$\textbf{Purchase Intention}_{\textbf{Use-conscious}} = \textbf{1.852} + \textbf{(0.460)} \ \textbf{(General}_{\textbf{Use-conscious}}\textbf{)}$$

Table 4.12: Summary of coefficients of purchase motivation towards purchase intent by "Use-conscious" segment

Coefficients[a,b]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**95.0% Confidence Interval for B**	
		B	**Std. Error**	**Beta**			**Lower Bound**	**Upper Bound**
(1) General motivation	(Constant)	1.852	0.452		4.097	0.000	0.931	2.773
	General	0.460	0.132	0.525	3.490	0.001	0.192	0.729

4.3.5.2.3 Believer Segment

For "Believer", there was a single statistically significant result for a purchase motivation predicting purchase intent. The outcome of the linear regression analysis of "Believer" is as follows;

- **Wealth motivation:** (Refer to Appendix F-4) The overall linear regression model for wealth motivation was statistically significant ($F(1,23) = 4.343$, $p < 0.05$). According to Table 4.13, the coefficient of wealth motivation was 0.554 which means that purchase intent would change by 0.554 points if wealth motivation changes by 1 point. The linear regression equation for wealth motivation towards purchase intent for "Believer" is:

$$\textbf{Purchase Intention}_{\textbf{Believer}} = \textbf{1.467} + \textbf{(0.554)}\ \textbf{(Wealth}_{\textbf{Believer}}\textbf{)}$$

Table 4.13: Summary of coefficients of purchase motivation towards purchase intent by "Believer" segment

Coefficients[a,b]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
(1) Wealth motivation	(Constant)	1.467	1.152		1.274	0.216	-0.916	3.851
	Wealth	0.554	0.266	0.399	2.084	0.048	0.004	1.105

4.3.6 Purchase Intent by Segment

Table 4.14 compares the purchase intent among three customer segments. According to Appendix G-1, there was significant difference of purchase intent among three customer segments ($F(2,118) = 15.433$, $p < 0.05$). Specifically, the mean score for "Perfectionist" ($M_{Perfectionist} = 4.26$) was significantly higher than the mean score for "Use-conscious" ($M_{Use\text{-}conscious} = 3.38$). (See Appendix G-2)

Table 4.14: Comparison of mean scores of purchase intent by segment

Purchase Intent by Segment	Perfectionist (n = 62)		Use-conscious (n = 34)		Believer (n = 25)	
	Mean	SD	Mean	SD	Mean	SD
I am willing to buy lucky charm accessories in the future	4.26	0.65	3.38	0.74	3.84	0.94

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Research Conclusions

5.1.1 Purchase Decision Factor of Lucky Charm Accessories Customers

For all respondents' perspective, the most important decision factor for purchasing lucky charm accessories was "ease for daily use", followed by "design", and "price" successively.

All respondents were segmented into 3 groups based on their purchase decision factors. The three customer segments were "Perfectionist", "Use-conscious", and "Believer". Firstly, "Perfectionist" was the group of customers who placed the importance towards purchase decision factors including value for money, usage concern, and superstitious story. Secondly, "Use-conscious" was the group of customers who placed the importance towards usage concern factors which meant that they were highly aware the perceived-risks before and after purchase including ease of daily use, trial before purchase, and allergy-free. Lastly, "Believer" was the group of customers who placed importance only on the superstitious factors given by the product storytelling, uniqueness of individual's fortune, and others' recommendations.

5.1.2 General Characteristics of Lucky Charm Accessories Customers

In terms of general customers' demographics, most lucky charm accessories customers were female aged between 25 – 44 years old. Most customers had a Bachelor's degree or above as the highest education level, and worked as a corporate employee. The majority of customers earned a monthly personal income between 0 – 40,000 Baht. Almost a half of them were single, while one-fourth of them were married with children. With respect to their psychographics, the top three personalities most customers perceived themselves to be were conscientious, independent, and imaginative respectively.

Considering all three customer segments, there were no significantly different demographic profiles among three segments. However, there were significant differences in psychographic profiles among three segments. For measures of personality, both “Perfectionist” and “Believer” were more conscientious and imaginative than “Use-conscious”. Moreover, “Perfectionist” was more dependable than “Use-conscious”. In terms of beliefs, “Perfectionist” agreed with the statement “In critical situations, I prefer to have someone or something encourages me” more than “Use-conscious”.

5.1.3 Purchase Behavior of Lucky Charm Accessories Customers

Regarding purchase behavior of all respondents, most customers bought between 1 – 5 pieces of lucky charm accessories. The type of lucky charm accessories customers bought the most was a ring, followed by a bracelet, and a pendant. The distribution of purchase frequency among all respondents was similar across frequency ranges from once more than 3 years to more than 3 times a year. Obviously, the most common purchase spending per time was not over 1,000 Baht, followed by 1,001 – 1,500 Baht, and above 3,000 Baht respectively. Lastly, for purchase occasion, customers most often bought when they unintentionally found lucky charm accessories, followed by when they had no problem but they wanted to be luckier.

For all three segments, only purchase frequency was significantly different among segments. In overall, “Perfectionist” was the customer segment who bought lucky charm accessories most frequently, while “Use-conscious” was the customer segment who bought least frequently. First of all, of all customers who bought lucky charm accessories once more than 3 years, “Use-conscious” had a significantly larger proportion compared to both the proportions of “Perfectionist” and “Believer”. Secondly, among those customers who bought lucky charm accessories 2 – 3 times a year, the proportion of “Believer” was significantly larger than that of “Use-conscious”. Lastly, of all customers who bought more than 3 times a year, the proportion of “Perfectionist” was significantly larger than that of “Use-conscious”.

5.1.4 Relationship of Purchase Motivation towards Purchase Intent by Lucky Charm Accessories Customers

Among all respondents, the top three purchase motivation toward lucky charm accessories purchase were wealth motivation, career motivation, and commerce motivation successively. Considering overall purchase intent, all respondents rather agreed that they would buy lucky charm accessories in the future. By testing the relationship between each purchase motivation and purchase intent of all respondents, the results showed that all seven purchase motivations significantly predicted purchase intent. The top three purchase motivation which had the strongest relationship with purchase intent included wealth motivation, followed by career motivation, and commerce motivation successively.

Considering all customer segments, there were different purchase motivations which had a significant relationship with purchase intent among three segments. First of all, for "Perfectionist", all purchase motivations were significantly related to purchase intent, except education motivation. The three purchase motivations for "Perfectionist" with the strongest relationship with purchase intent were commerce motivation, followed by wealth motivation, and career motivation respectively. Next, for "Use-conscious", only general motivation had a significant relationship with purchase intent. Lastly, for "Believer", there was also only a single purchase motivation, which was wealth motivation, that was significantly related to purchase intent.

5.1.5 Purchase Intent of Lucky Charm Accessories Customers

In terms of purchase intent, all respondents were rather willing to buy lucky charm accessories in the future.

For each customer segment, "Perfectionist" was the segment that tended to buy lucky charm accessories the most, followed by "Believer", and "Use-conscious" respectively. In addition, the results showed that purchase intent of "Perfectionist" was significantly higher than that of "Use-conscious".

5.2 Recommendations

As stated at the beginning of the report, this study aimed to provide knowledge of customer insights towards the purchase of lucky charm accessories in many aspects which were important to various parties. These parties include the superstitious accessories industry including sellers, marketers, and advertising agencies. The following part is the recommendations based on the results of this study.

5.2.1 Key Purchase Decision Attributes for Lucky Charm Accessories Customers

General customers consider several purchase decision attributes before actual purchase. However, the top three key decision factors marketers should focus on are “ease for daily use”, “design”, and “price”.

Firstly, marketers should develop the products that can be easily matched with regular clothes people wear in their daily life so they can induce customers to buy lucky charm accessories more effectively. Secondly, marketers should research and work with designers to develop product designs that are beautiful and attractive to customer preferences. This right design will help to stimulate customer’s purchase decision for buying lucky charm accessories. Lastly, marketers should test the willingness to pay for general customers to determine the right price that easily attracts customers. A reasonable price point will allow marketers to close the deal with customers effectively.

5.2.2 Target Customer Segment

The study recommends that marketers in lucky charm accessories industry to focus on the “Perfectionist” as a target customer segment. There were two main reasons marketers should select “Perfectionist” as a primary target group.

For the first reason, the segment size of “Perfectionist” was the biggest among three segments accounting for 51.2% of the total market size. By targeting this segment, a marketer will obtain a bigger sales opportunity to yield revenue compared to targeting other segments whose size are much smaller than “Perfectionist”. For the second reason, “Perfectionist” has the highest purchase intent compared to other segments. Therefore, it will be easier and more efficient for marketers to launch marketing activities for “Perfectionist” compared to both “Use-conscious”, and “Believer”.

5.2.3 Key Success Factors for Target Customer Segment

By targeting “Perfectionist”, marketers should be aware of key success factors to market to this segment effectively. The key success factors that lead to purchase intent were divided into two dimensions including key purchase decision attributes and purchase motivation for “Perfectionist”.

For key purchase decision attributes, marketers should emphasize all attributes since “Perfectionist” was the segment that considered all attributes important for the purchase decision. Firstly, marketers should make sure that their lucky charm accessories have value for money for “Perfectionist”. Specifically, they have to carefully examine whether the design matches customers’ preferences, whether the price is reasonable, whether the seller has an image of credibility, and whether the product is durable to use in the long term. Secondly, marketers should communicate to customers that they will no longer be concerned about using the products. The key messages about the product should focus on ease for daily use, no allergy, and trial before purchase. Lastly, marketers should create a compelling superstitious story to communicate the unique selling points of their products to “Perfectionist” by developing attractive product storytelling, enhancing product uniqueness for individual’s fortune, and using existing customers’ referrals to new customers.

For purchase motivation aspect, marketers should develop lucky charm accessories that focus on the top three purchase motivations that could attract “Perfectionist” including commerce motivation, wealth motivation, and career motivation.

5.3 Limitations of the Study

The research findings cannot be generalized to the entire population due to the fact that this research used a convenience sampling method. Time and budget were also main constraints.

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APPENDICES

APPENDIX A
IN-DEPTH INTERVIEWS

APPENDIX A-1: Respondents' Profiles

There were total six respondents who were interviewee for in-depth interviews. The general profiles of each respondents are as follows;

1.) Kwang: Female / aged 31 years old / freelancer / bracelet, pendant, earrings

2.) Aun: Female / aged 26 years old / family business / bracelet, ring

3.) Nut: Female / aged 32 years old / corporate employee / bracelet, ring, necklace

4.) Noy: Female / aged 42 years old / business owner / bracelet, ring, necklace

5.) Prot: Male / aged 28 years old / corporate employee / bracelet, ring

6.) Mai: Male / aged 33 years old / corporate employee / bracelet

APPENDIX A-2: In-depth Interview Questions

Below lists are all questions used to ask respondents in the in-depth interview session.

- Have you ever bought lucky charm accessories?
- What were the motivation which led you bought lucky charm accessories in the past?
- What were the feelings after you bought and used lucky charm accessories?
- How many lucky charm accessories did you purchase?
- What kind of lucky charm accessories did you purchase?
- How frequent did you purchase lucky charm accessories on average?
- How much did you spend each time for lucky charm accessories on average?
- What were the purchase occasion in the past?

- What were your key decision factors for purchasing lucky charm accessories?
- Are you willing to purchase lucky charm accessories in the future?

APPENDIX B
SURVEY QUESTIONNAIRE

APPENDIX B-1: Research Objectives & Question Numbers Mapping

Research Objectives	Question Numbers in Questionnaire
3.1.1. To describe customer demographics including gender, age, education, occupation, income, and marital status	• S2 • D1 to D5
3.1.2. To describe customer psychographics including personality, and beliefs	• P1 to P2
3.2.1. To identify purchase motivation that drives purchase decision	• Q1 to Q2 • Q10
3.2.2. To identify purchase behavior including purchase frequency, purchase spending, and purchase occasion	• S1 • Q3 to Q7 • Q9
3.3.1. To identify key decision factors for purchasing lucky charm accessories	• Q8
3.3.2. To determine the level of importance of each key decision factors	• Q8

APPENDIX B-2: Survey Questionnaire

*Remark: Numbers in the table are prepared to input in the SPSS

Section 1: Screening Questions

S1. Have you ever bought lucky charm accessories? (Single Answer)

Yes	1	Continue
No	2	Terminate

S2. How old are you? (Single Answer)

Identify respondent's age	Terminate if aged below 25 or over 50 years old

Section 2: Purchase Motivation

Q1: Considering your lucky charm accessories purchase in the past, to what extent do you agree or disagree with these statements? (Single Answer Each)

Customer purchase motivation	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
General motivation (I wanted to have a better overall fortune)	1	2	3	4	5
Love motivation (I wanted to find a soulmate, I wanted a better married life)	1	2	3	4	5
Education motivation (I wanted a good exam grade, I wanted to be smart)	1	2	3	4	5
Wealth motivation (I wanted to be rich, I didn't want to be in debt)	1	2	3	4	5
Health motivation (I didn't want to be sick, I wanted to have a longer life)	1	2	3	4	5
Career motivation (I wanted to be promoted, I wanted a better career path)	1	2	3	4	5
Commerce motivation (I wanted my business successful, I wanted a big deal)	1	2	3	4	5

Q2. Considering your lucky charm accessories purchase in the past, to what extent do you agree or disagree with these statements? (Single Answer Each)

Customer Feeling for using Lucky Charm Accessories	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I felt more confident when I wore lucky charm accessories	1	2	3	4	5
I felt reassured when I wore lucky charm accessories	1	2	3	4	5
I felt that lucky charm accessories caused the positive events in my life	1	2	3	4	5

Section 3: Purchasing Behavior

Q3. How many lucky charm accessories did you purchase in lifetime? (Single Answer)

1-5 pieces	1
6-10 pieces	2
More than 10 pieces	3

Q4. What kind of lucky charm accessories did you purchase? (Multiple Answer)

Pendant	1
Necklace	2
Bracelet	3
Ring	4
Earrings	5

Q5. How frequent did you purchase lucky charm accessories on average? (Single Answer)

Once more than 3 years	1
Once in 2-3 years	2
Once a year	3
2-3 times a year	4
More than 3 times a year	5

Q6. How much did you spend each time for lucky charm accessories on average? (Multiple Answers)

1,000 Baht or below	1
1,001 – 1,500 Baht	2
1,501 – 2,000 Baht	3
2,001 – 2,500 Baht	4
2,5001 – 3,000 Baht	5
Above 3,000 Baht	6

Q7. What were the purchase occasion in the past? (Multiple Answers)

When you have a problem and you find them	1
When you have a desire and you find them	2
When you unintentionally find the shop	3
When you see others wearing	4
When you want a gift	5

Section 4: Key Purchase Decision Factors

Q8. Considering lucky charm accessories purchase, to what extent do you think each decision factor is important for you? (Single Answer Each)

Important factors for purchase decision	Not important	Slightly important	Fairly important	Very important	Extremely important
Product storytelling	1	2	3	4	5
Design	1	2	3	4	5
Price	1	2	3	4	5

Promotion	1	2	3	4	5
Uniqueness for individual's fortune	1	2	3	4	5
Seller's credibility	1	2	3	4	5
Product durability	1	2	3	4	5
East of daily use	1	2	3	4	5
Trial before purchase	1	2	3	4	5
No allergy	1	2	3	4	5
Others' Recommendations	1	2	3	4	5

Section 5: Customers' Purchase Intention

Q9. Considering your current status, to what extent do you agree or disagree with this statement? (Single Answer)

Customer purchase intention	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I am willing to buy lucky charm accessories in the future	1	2	3	4	5

Q10. Considering your current status, to what extent do you think each aspect is important for you if you have to purchase lucky charm accessories? (Single Answer for each aspect)

Important aspects expected from lucky charm	Not important	Slightly important	Fairly important	Very important	Extremely important
General motivation	1	2	3	4	5
Love motivation	1	2	3	4	5
Education motivation	1	2	3	4	5
Wealth motivation	1	2	3	4	5
Health motivation	1	2	3	4	5
Career motivation	1	2	3	4	5

Commerce motivation	1	2	3	4	5

Section 6: Customers' Demographic Profiles

D1. What is your gender? (Single Answer)

Male	1
Female	2

D2. What is your highest education level? (Single Answer)

Primary school or below	1
Junior high school	2
Senior high school	3
Technical/ Vocational/ Professional school	4
Bachelor's degree	5
Master's degree or above	6

D3. What is your current occupation? [Multiple Answers]

Government service	1
Labor	2
Corporate employee	3
Freelancer	4
Business owner	5
Student	6
Unemployed	7

D4. What is your current personal income? [Single Answers]

20,000 THB or below	1
20,001 - 40,000 THB	2
40,001 - 60,000 THB	3
60,001 - 80,000 THB	4

80,001 - 100,000 THB	5
Above 100,000 THB	6

D5. What is your marital status? [Single Answers]

Single	1
Married with children	2
Married without children	3
Separated/ Divorced/ Widow	4
Not married but living with a partner	5

Section 7: Customers' Psychographic Profiles

P1. Considering the following personality statements, to what extent do you agree or disagree that they describe yourself? (Single Answer Each)

Customer personality	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I am adventurous	1	2	3	4	5
I am conscientious	1	2	3	4	5
I am dependable	1	2	3	4	5
I am fearless	1	2	3	4	5
I am independent	1	2	3	4	5
I am socialable	1	2	3	4	5
I am persistent	1	2	3	4	5
I am imaginative	1	2	3	4	5

P2. Considering the following belief statements, to what extent do you agree or disagree that they describe yourself? (Single Answer for each statement)

Customer belief	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I should be able to cope with difficulties on my own	1	2	3	4	5

without turning to others for support					
In critical situations, I prefer to have someone or something encourages me	1	2	3	4	5
I can live happily despite many problems in my life	1	2	3	4	5
I think it's a bad luck when I face terrible situations	1	2	3	4	5
I think I am the only person who determine my fortune	1	2	3	4	5

APPENDIX C
SUMMARY OF CUSTOMER SEGMENTATION BY DECISION FACTORS

APPENDIX C-1: Factor Analysis by Key Purchase Decision Attributes

Key Purchase Decision Attributes	Purchase Decision Factors		
	(1) Value for money	(2) Usage concern	(3) Superstitious story
(1) Product Storytelling			0.772
(2) Design	0.771		
(3) Price	0.764		
(4) Promotion			
(5) Uniqueness for Individual's Fortune			0.678
(6) Seller's Credibility	0.561		
(7) Product Durability	0.644		
(8) Comfortable for Daily Use		0.528	
(9) Trial before Purchase		0.808	
(10) No Allergy		0.745	
(11) Others' Recommendations			0.742

"Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization."

a. Rotation converged in 6 iterations.

APPENDIX C-2: Cluster Analysis based on Key Purchase Decision Factors

Key Purchase Decision Factors	Customer Segments		
	(1) Perfectionist	(2) Use-conscious	(3) Believer
(1) Value for money	0.46382	-0.75834	-0.11894
(2) Usage concern	0.34208	0.41464	-1.41227

(3) Superstitious story	0.42813	-0.90272	0.16594

APPENDIX C-3: Number of Cases in Each Segment

Number of Cases of each Segment	Count	%
(1) Perfectionist	62	51.2%
(2) Use-conscious	34	28.1%
(3) Believer	25	20.7%
Total respondents	**121**	**100.0%**

APPENDIX D
SUMMARY OF GENERAL PROFILES OF EACH SEGMENT

APPENDIX D-1: Pearson Chi-Square Test of Demographic Profiles by Segment

Pearson Chi-Square Tests		
Demographic by Segment		**Cluster Number of Case**
Gender	Chi-square	0.896
	df	2
	Sig.	0.639
Age	Chi-square	8.750
	df	4
	Sig.	.068[a]
Highest education	Chi-square	7.887
	df	8
	Sig.	.445[a]
Occupation "Government Service"	Chi-square	
	df	
	Sig.	
Occupation "Labor"	Chi-square	
	df	
	Sig.	
Occupation "Corporate Employee"	Chi-square	
	df	
	Sig.	
Occupation "Freelancer"	Chi-square	
	df	
	Sig.	
Occupation "Business Owner"	Chi-square	
	df	
	Sig.	
Occupation "Student"	Chi-square	
	df	

	Sig.	
Occupation "Unemployed"	Chi-square	
	df	
	Sig.	
Monthly personal income	Chi-square	14.204
	df	10
	Sig.	.164[a]
Marital status	Chi-square	1.579
	df	8
	Sig.	.991[a]

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

APPENDIX D-2: One-way ANOVA Test of Psychographic Profiles by Segment

ANOVA							
Psychographic by customer segment			**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Personality	I am adventurous	Between Groups	4.464	2	2.232	2.735	0.069
		Within Groups	96.280	118	0.816		
		Total	100.744	120			
	I am conscientious	Between Groups	9.144	2	4.572	14.058	0.000
		Within Groups	38.377	118	0.325		
		Total	47.521	120			
	I am dependable	Between Groups	4.475	2	2.238	4.301	0.016
		Within Groups	61.392	118	0.520		

		Total	65.868	120			
	I am fearless	Between Groups	1.300	2	0.650	0.953	0.389
		Within Groups	80.534	118	0.682		
		Total	81.835	120			
	I am independent	Between Groups	2.653	2	1.326	2.117	0.125
		Within Groups	73.942	118	0.627		
		Total	76.595	120			
	I am sociable	Between Groups	2.514	2	1.257	1.379	0.256
		Within Groups	107.568	118	0.912		
		Total	110.083	120			
	I am persistent	Between Groups	1.933	2	0.967	1.676	0.192
		Within Groups	68.067	118	0.577		
		Total	70.000	120			
	I am imaginative	Between Groups	11.198	2	5.599	8.833	0.000
		Within Groups	74.802	118	0.634		
		Total	86.000	120			
Belief	I should be able to cope with difficulties on my own without turning to others for	Between Groups	0.864	2	0.432	0.433	0.650
		Within Groups	117.912	118	0.999		
		Total	118.777	120			

	support						
	In critical situations, I prefer to have someone or something encourages me	Between Groups	7.828	2	3.914	7.428	0.001
		Within Groups	62.172	118	0.527		
		Total	70.000	120			
	I can live happily despite many problems in my life	Between Groups	5.910	2	2.955	2.806	0.064
		Within Groups	124.239	118	1.053		
		Total	130.149	120			
	I think it's a bad luck when I face terrible situations	Between Groups	3.965	2	1.982	2.084	0.129
		Within Groups	112.267	118	0.951		
		Total	116.231	120			
	I think I am the only person who determine my fortune	Between Groups	3.978	2	1.989	2.222	0.113
		Within Groups	105.625	118	0.895		
		Total	109.603	120			

APPENDIX D-3: Multiple Comparison Test of Psychographic Profiles by Segment

Multiple Comparisons					
Tukey HSD					
Psychographic by Segment	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
				Lower Bound	**Upper Bound**

Personality	I am adventurous	Perfectionist	Use-conscious	0.45066	0.19276	0.055	-0.0069	0.9082
			Believer	0.17419	0.21400	0.695	-0.3338	0.6822
		Use-conscious	Perfectionist	-0.45066	0.19276	0.055	-0.9082	0.0069
			Believer	-0.27647	0.23798	0.478	-0.8414	0.2884
		Believer	Perfectionist	-0.17419	0.21400	0.695	-0.6822	0.3338
			Use-conscious	0.27647	0.23798	0.478	-0.2884	0.8414
	I am conscientious	Perfectionist	Use-conscious	.64421*	0.12170	0.000	0.3553	0.9331
			Believer	0.26774	0.13511	0.121	-0.0530	0.5884
		Use-conscious	Perfectionist	-.64421*	0.12170	0.000	-0.9331	-0.3553
			Believer	-.37647*	0.15025	0.036	-0.7331	-0.0198
		Believer	Perfectionist	-0.26774	0.13511	0.121	-0.5884	0.0530
			Use-conscious	.37647*	0.15025	0.036	0.0198	0.7331
	I am dependable	Perfectionist	Use-conscious	.43928*	0.15393	0.014	0.0739	0.8046
			Believer	0.26516	0.17089	0.271	-0.1405	0.6708
		Use-conscious	Perfectionist	-.43928*	0.15393	0.014	-0.8046	-0.0739
			Believer	-0.17412	0.19003	0.631	-0.6252	0.2770
		Believer	Perfectionist	-0.26516	0.17089	0.271	-0.6708	0.1405
			Use-conscious	0.17412	0.19003	0.631	-0.2770	0.6252
	I am fearless	Perfectionist	Use-conscious	0.24004	0.17630	0.364	-0.1784	0.6585
			Believer	0.12710	0.19572	0.793	-0.3375	0.5917
		Use-	Perfection	-0.24004	0.17630	0.364	-0.6585	0.1784

		conscious	ist					
			Believer	-0.11294	0.21765	0.862	-0.6296	0.4037
		Believer	Perfectionist	-0.12710	0.19572	0.793	-0.5917	0.3375
			Use-conscious	0.11294	0.21765	0.862	-0.4037	0.6296
	I am independent	Perfectionist	Use-conscious	0.34061	0.16893	0.113	-0.0604	0.7416
			Believer	0.19355	0.18754	0.558	-0.2516	0.6387
		Use-conscious	Perfectionist	-0.34061	0.16893	0.113	-0.7416	0.0604
			Believer	-0.14706	0.20856	0.761	-0.6421	0.3480
		Believer	Perfectionist	-0.19355	0.18754	0.558	-0.6387	0.2516
			Use-conscious	0.14706	0.20856	0.761	-0.3480	0.6421
	I am sociable	Perfectionist	Use-conscious	0.33776	0.20375	0.226	-0.1459	0.8214
			Believer	0.14129	0.22620	0.807	-0.3956	0.6782
		Use-conscious	Perfectionist	-0.33776	0.20375	0.226	-0.8214	0.1459
			Believer	-0.19647	0.25155	0.715	-0.7936	0.4006
		Believer	Perfectionist	-0.14129	0.22620	0.807	-0.6782	0.3956
			Use-conscious	0.19647	0.25155	0.715	-0.4006	0.7936
	I am persistent	Perfectionist	Use-conscious	0.28843	0.16208	0.181	-0.0963	0.6731
			Believer	0.17548	0.17994	0.594	-0.2516	0.6026
		Use-conscious	Perfectionist	-0.28843	0.16208	0.181	-0.6731	0.0963
			Believer	-0.11294	0.20010	0.839	-0.5879	0.3620
		Believer	Perfectionist	-0.17548	0.17994	0.594	-0.6026	0.2516

			Use-conscious	0.11294	0.20010	0.839	-0.3620	0.5879
	I am imaginative	Perfectionist	Use-conscious	.71252*	0.16991	0.000	0.3092	1.1158
			Believer	0.20194	0.18863	0.534	-0.2458	0.6497
		Use-conscious	Perfectionist	-.71252*	0.16991	0.000	-1.1158	-0.3092
			Believer	-.51059*	0.20976	0.043	-1.0085	-0.0127
		Believer	Perfectionist	-0.20194	0.18863	0.534	-0.6497	0.2458
			Use-conscious	.51059*	0.20976	0.043	0.0127	1.0085
Belief	I should be able to cope with difficulties on my own without turning to others for support	Perfectionist	Use-conscious	-0.14896	0.21332	0.765	-0.6553	0.3574
			Believer	0.08516	0.23683	0.931	-0.4770	0.6473
		Use-conscious	Perfectionist	0.14896	0.21332	0.765	-0.3574	0.6553
			Believer	0.23412	0.26336	0.648	-0.3910	0.8593
		Believer	Perfectionist	-0.08516	0.23683	0.931	-0.6473	0.4770
			Use-conscious	-0.23412	0.26336	0.648	-0.8593	0.3910
	In critical situations, I prefer to have someone or something encourages me	Perfectionist	Use-conscious	.56546*	0.15490	0.001	0.1978	0.9331
			Believer	0.40194	0.17197	0.055	-0.0063	0.8101
		Use-conscious	Perfectionist	-.56546*	0.15490	0.001	-0.9331	-0.1978
			Believer	-0.16353	0.19124	0.670	-0.6175	0.2904
		Believer	Perfectionist	-0.40194	0.17197	0.055	-0.8101	0.0063
			Use-conscious	0.16353	0.19124	0.670	-0.2904	0.6175
	I can live happily	Perfectionist	Use-conscious	0.49526	0.21897	0.065	-0.0245	1.0150

	despite many problems in my life		Believer	0.01290	0.24310	0.998	-0.5641	0.5899
		Use-conscious	Perfectionist	-0.49526	0.21897	0.065	-1.0150	0.0245
			Believer	-0.48235	0.27034	0.179	-1.1240	0.1593
		Believer	Perfectionist	-0.01290	0.24310	0.998	-0.5899	0.5641
			Use-conscious	0.48235	0.27034	0.179	-0.1593	1.1240
	I think it's a bad luck when I face terrible situations	Perfectionist	Use-conscious	0.42315	0.20815	0.109	-0.0709	0.9172
			Believer	0.10903	0.23109	0.885	-0.4395	0.6576
		Use-conscious	Perfectionist	-0.42315	0.20815	0.109	-0.9172	0.0709
			Believer	-0.31412	0.25698	0.442	-0.9241	0.2959
		Believer	Perfectionist	-0.10903	0.23109	0.885	-0.6576	0.4395
			Use-conscious	0.31412	0.25698	0.442	-0.2959	0.9241
	I think I am the only person who determine my fortune	Perfectionist	Use-conscious	0.14991	0.20190	0.739	-0.3293	0.6292
			Believer	0.47226	0.22415	0.093	-0.0598	1.0043
		Use-conscious	Perfectionist	-0.14991	0.20190	0.739	-0.6292	0.3293
			Believer	0.32235	0.24926	0.402	-0.2693	0.9140
		Believer	Perfectionist	-0.47226	0.22415	0.093	-1.0043	0.0598
			Use-conscious	-0.32235	0.24926	0.402	-0.9140	0.2693

*. The mean difference is significant at the 0.05 level.

APPENDIX E
SUMMARY OF PURCHASE BEHAVIOR OF EACH SEGMENT

APPENDIX E-1: Pearson Chi-Square Test of Purchase Behavior by Segment

Pearson Chi-Square Tests		
Purchase Behavior by Segment		**Cluster Number of Case**
Number of purchased lucky charm accessories	Chi-square	5.964
	df	4
	Sig.	.202[a]
Type of purchased lucky charm accessories "Pendant"	Chi-square	
	df	
	Sig.	
Type of purchased lucky charm accessories "Necklace"	Chi-square	
	df	
	Sig.	
Type of purchased lucky charm accessories "Bracelet"	Chi-square	
	df	
	Sig.	
Type of purchased lucky charm accessories "Ring"	Chi-square	
	df	
	Sig.	
Type of purchased lucky charm accessories "Earrings"	Chi-square	
	df	
	Sig.	
Purchase frequency	Chi-square	23.257
	df	8
	Sig.	.003[a,*]
Purchase spending "1,000 THB or below"	Chi-square	
	df	
	Sig.	
Purchase spending "1,001 - 1,500 THB"	Chi-square	
	df	

	Sig.	
Purchase spending "1,501 - 2,000 THB"	Chi-square	
	df	
	Sig.	
Purchase spending "2,001 - 2,500 THB"	Chi-square	
	df	
	Sig.	
Purchase spending "2,501 - 3,000 THB"	Chi-square	
	df	
	Sig.	
Purchase spending "Above 3,000 THB"	Chi-square	
	df	
	Sig.	
Purchase occasion "When having serious problems"	Chi-square	
	df	
	Sig.	
Purchase occasion "When having no problem, but want to be luckier"	Chi-square	
	df	
	Sig.	
Purchase occasion "When unintentionally finding them"	Chi-square	
	df	
	Sig.	
Purchase occasion "When seeing others wearing them"	Chi-square	
	df	
	Sig.	
Purchase occasion "When finding a gift for someone"	Chi-square	
	df	
	Sig.	

Results are based on nonempty rows and columns in each innermost subtable.

*. The Chi-square statistic is significant at the .05 level.

a. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

APPENDIX E-2: Multiple Comparison Test of Purchase Behavior by Segment

Comparisons of Column Proportions[c]				
Purchase Behavior by Segment		**Cluster Number of Case**		
		Perfectionist (n = 62)	**Use-conscious (n = 34)**	**Believer (n = 25)**
		(A)	**(B)**	**(C)**
Number of purchased lucky charm accessories	1 - 5 pieces			
	6 - 10 pieces			
	More than 10 pieces			
Type of purchased lucky charm accessories	Pendant	.[a]	.[a]	.[a]
	Necklace	.[a]	.[a]	.[a]
	Bracelet	.[a]	.[a]	.[a]
	Ring	.[a]	.[a]	.[a]
	Earrings	.[a]	.[a]	.[a]
Purchase frequency	Once more than 3 years		A C	
	Once in 2-3 years			
	Once a year			
	2-3 times a year			B
	More than 3 times a year	B		
Purchase spending	1,000 THB or below	.[a]	.[a]	.[a]
	1,001 - 1,500 THB	.[a]	.[a]	.[a]
	1,501 - 2,000 THB	.[a]	.[a]	.[a]
	2,001 - 2,500 THB	.[a]	.[a]	.[a]
	2,501 - 3,000 THB	.[a]	.[a,b]	.[a,b]
	Above 3,000 THB	.[a]	.[a]	.[a]
Purchase occasion	When having serious problems	.[a]	.[a]	.[a]
	When having no problem, but want to be more lucky	.[a]	.[a]	.[a]
	When unintentionally	.[a]	.[a]	.[a]

	finding them			
	When seeing others wearing them	.[a]	.[a]	.[a]
	When finding a gift for someone	.[a]	.[a]	.[a]

"Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.

Significance level for upper case letters (A, B, C): .05"

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. This category is not used in comparisons because the sum of case weights is less than two.

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

APPENDIX F
SUMMARY OF RELATIONSHIP BETWEEN PURCHASE MOTIVATION AND PURCHASE INTENT

APPENDIX F-1: Summary of Linear Regression of Purchase Motivation towards Purchase Intent by All Respondents

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
(1) Wealth motivation	.450[a]	0.202	0.196	0.74282
(2) Career motivation	.381[a]	0.146	0.138	0.76888
(3) Commerce motivation	.412[a]	0.170	0.163	0.75795
(4) General motivation	.357[a]	0.127	0.120	0.77698
(5) Love motivation	.323[a]	0.104	0.097	0.78712
(6) Health motivation	.289[a]	0.083	0.076	0.79640
(7) Education motivation	.255[a]	0.065	0.057	0.80417

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
(1) Wealth motivation	Regression	16.669	1	16.669	30.209	.000[b]
	Residual	65.662	119	0.552		
	Total	82.331	120			
(2) Career motivation	Regression	11.981	1	11.981	20.267	.000[b]
	Residual	70.349	119	0.591		
	Total	82.331	120			
(3) Commerce motivation	Regression	13.966	1	13.966	24.310	.000[b]

	Residual	68.365	119	0.574		
	Total	82.331	120			
(4) General motivation	Regression	10.491	1	10.491	17.378	.000[b]
	Residual	71.840	119	0.604		
	Total	82.331	120			
(5) Love motivation	Regression	8.602	1	8.602	13.885	.000[b]
	Residual	73.728	119	0.620		
	Total	82.331	120			
(6) Health motivation	Regression	6.855	1	6.855	10.808	.001[b]
	Residual	75.475	119	0.634		
	Total	82.331	120			
(7) Education motivation	Regression	5.374	1	5.374	8.310	.005[b]
	Residual	76.956	119	0.647		
	Total	82.331	120			

APPENDIX F-2: Summary of Linear Regression of Purchase Motivation towards Purchase Intent by Perfectionist Segment

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
(1) Commerce motivation	.438[a]	0.191	0.178	0.59047
(2) Wealth motivation	.280[a]	0.078	0.063	0.63037
(3) Career motivation	.290[a]	0.084	0.069	0.62836
(4) General motivation	.342[a]	0.117	0.103	0.61696
(5) Health motivation	.317[a]	0.101	0.086	0.62274
(6) Love motivation	.252[a]	0.064	0.048	0.63541

ANOVA[a,b]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
(1) Commerce motivation	Regression	4.952	1	4.952	14.203	.000[c]
	Residual	20.919	60	0.349		
	Total	25.871	61			
(2) Wealth motivation	Regression	2.029	1	2.029	5.105	.027[c]
	Residual	23.842	60	0.397		
	Total	25.871	61			
(3) Career motivation	Regression	2.181	1	2.181	5.523	.022[c]
	Residual	23.690	60	0.395		
	Total	25.871	61			
(4) General motivation	Regression	3.032	1	3.032	7.967	.006[c]
	Residual	22.839	60	0.381		
	Total	25.871	61			
(5) Health motivation	Regression	2.603	1	2.603	6.711	.012[c]
	Residual	23.268	60	0.388		
	Total	25.871	61			
(6) Love motivation	Regression	1.646	1	1.646	4.078	.048[c]
	Residual	24.224	60	0.404		
	Total	25.871	61			

APPENDIX F-3: Summary of Linear Regression of Purchase Motivation towards Purchase Intent by Use-conscious Segment

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**

(1) General motivation	.525[a]	0.276	0.253	0.63882

ANOVA[a,b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
(1) General motivation	Regression	4.970	1	4.970	12.180	.001[c]
	Residual	13.059	32	0.408		
	Total	18.029	33			

APPENDIX F-4: Summary of Linear Regression of Purchase Motivation towards Purchase Intent by Believer Segment

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
(1) Wealth motivation	.399[a]	0.159	0.122	0.88385

ANOVA[a,b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
(1) Wealth motivation	Regression	3.393	1	3.393	4.343	.048[c]
	Residual	17.967	23	0.781		
	Total	21.360	24			

APPENDIX G
SUMMARY OF PURCHASE INTENT OF EACH SEGMENT

APPENDIX G-1: One-way ANOVA Test of Purchase Intent by Segment

ANOVA					
Purchase Intent by Segment	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	17.070	2	8.535	15.433	0.000
Within Groups	65.260	118	0.553		
Total	82.331	120			

APPENDIX G-2: Multiple Comparison Test of Purchase Intent by Segment

Multiple Comparisons						
Tukey HSD						
Purchase Intent by Segment		**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
Perfectionist	Use-conscious	.87571*	0.15870	0.000	0.4990	1.2524
	Believer	0.41806	0.17619	0.050	-0.0001	0.8363
Use-conscious	Perfectionist	-.87571*	0.15870	0.000	-1.2524	-0.4990
	Believer	-0.45765	0.19593	0.055	-0.9227	0.0074
Believer	Perfectionist	-0.41806	0.17619	0.050	-0.8363	0.0001
	Use-conscious	0.45765	0.19593	0.055	-0.0074	0.9227

BIOGRAPHY

Name	Mister Tanat Orannives
Date of Birth	March 23, 1990
Educational Attainment	2012: Bachelor Degree of Economics, Faculty of Economics, Thammasat University