



**CONSUMERS' ATTITUDES AND PURCHASE
DECISIONS TOWARDS CROWDSOURCING
DESIGN SITES FOR FASHION APPAREL
AND ACCESSORIES**

BY

MR. THANAPHON SUKUMPANUMET

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2017
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INDEPENDENT STUDY

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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)

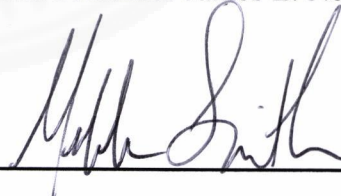
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Chairman



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Member and Advisor



(Professor Malcolm C. Smith, Ph.D.)

Dean



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Independent Study Title	CONSUMERS' ATTITUDES AND PURCHASE DECISIONS TOWARDS CROWDSOURCING DESIGN SITES FOR FASHION APPAREL AND ACCESSORIES
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Degree	Master of Science Program in Marketing (International Program)
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Independent Study Advisor	Professor Malcolm C. Smith, Ph.D.
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ABSTRACT

In Thailand, there are only a few crowdsourcing design sites where artists can sell their art works as print-on-demand fashion apparel and accessories. Artists create designs, consumers choose a design, the site produces print-on-demand products, and artists get paid for every purchase. This kind of business is relatively new to Thailand and it provides a new channel for designers to distribute their works. Thus, the growth opportunity in the crowdsourcing design market is considerably high. However, an understanding of Thai consumers' behaviors and attitudes towards crowdsourcing design is limited.

This study is a contemporary topic in applied marketing under the area of marketing knowledge in technology. The purposes of the study are to understand Thai consumers' purchase decision and attitudes towards fashion apparel and accessories from crowdsourcing design sites, and determine Thai consumer segmentation.

The study was conducted using exploratory research and descriptive research respectively. The exploratory research included secondary research from credible sources and in-depth interviews of 10 respondents. The descriptive research was conducted by an online survey questionnaire with 217 respondents using a convenience sampling method. Target respondents were Thai consumers, age 16-40

years, who purchase online at least 1 – 3 times per quarter. The Statistical Package for the Social Sciences (SPSS) program was used to interpret and analyze the data from the survey.

According to the results of the study, respondents had positive attitude towards crowdsourcing design sites for fashion apparel and accessories. Attitude is the key predictor for intent to purchase. Respondents' top four purchasing factors are 1) Detail of product is available on website, 2) Trust and Reliability of website, 3) Product Quality, and 4) Product Design.

The respondents were segmented into three groups based on lifestyle. The Design-lover Buyers segment is the most attractive target since they had highest purchase intention. The second potential target is the Social-conscious Buyers segment. This group has the highest number of respondents.

The findings from this study will not only benefit entrepreneurs to have a successful crowdsourcing design business, but also support the society by enabling independent artists to have an extra income from the crowdsourcing community.

Keywords: Crowdsourcing, Design, Fashion, Apparel, Accessories

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Mr. Thanaphon Sukumpanumet

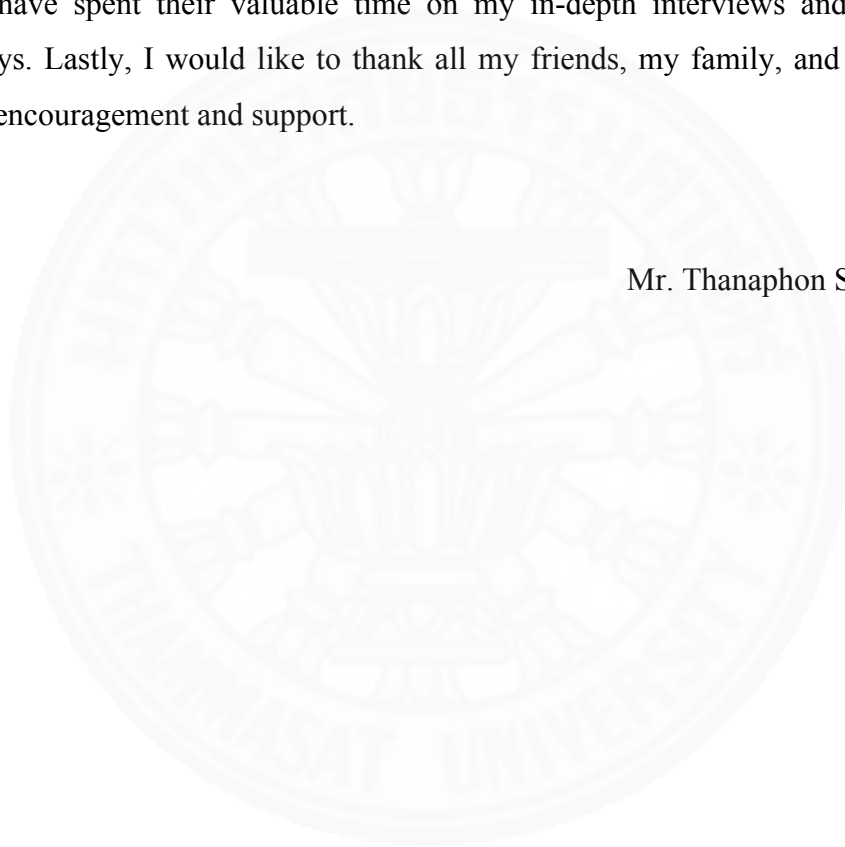


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CHAPTER 1

INTRODUCTION

1.1 Introduction to the Study

A Crowdsourcing Design Site for Fashion Apparel and Accessories is the place where artists sell their art works as print-on-demand fashion apparel and accessories. Artists create designs and submit them to the site, consumers choose a design and order a product, the sites produce print-on-demand products, and the artists get paid for every purchase. The examples of print-on-demand products are t-shirts, sweaters, leggings, shoes, tote bags, laptop sleeves, mugs, mobile phone cases, art prints, canvas prints, and pillows. The crowdsourcing design sites, and the technology behind it, will support society by empowering independent artists in Thailand to sell their art works with less effort.

Crowdsourcing design for fashion apparels and accessories is relatively new to Thailand; there are a small number of players in Thailand with limited success. Thus, there is an opportunity for this market to grow in Thailand. Understanding Thai consumers' behaviors and attitudes towards products from crowdsourcing design is key to having a successful crowdsourcing business. However, no studies in this area for Thai consumers has been done yet. Therefore, this study is a contemporary topic in applied marketing under the area of marketing knowledge in technology, with the purpose to understand Thai consumers' purchase decisions and attitudes towards fashion apparel and accessories from crowdsourcing design, and determine Thai consumer segmentation.

This research is organized in the following manner. The next section will cover the objectives of the research. This will be followed by a review of literature, research methodology, results and discussion, conclusions, and recommendations, respectively.

1.2 Research Objectives

The purpose of this research is to understand consumers' purchase decisions and attitudes towards crowdsourcing design sites for fashion apparel and accessories. Furthermore, the research is designed to assist crowdsourcing design businesses on identifying target segments for crowdsourced fashion apparel and accessories. The following objectives will be addressed in this study.

1.2.1 To understand Thai consumers' attitudes towards crowdsourcing design sites for fashion apparel and accessories.

1.2.1.1 To understand the advantage of crowdsourcing design from consumers' perspectives.

1.2.1.2 To understand the disadvantage of crowdsourcing design from consumers' perspectives.

1.2.1.3 To understand if there is any consumer preference between crowdsourced fashion products and standard fashion products (non-crowdsourcing products).

1.2.2 To understand Thai consumers' purchasing factors for fashion apparel and accessories from crowdsourcing design:

1.2.2.1 Product design

1.2.2.2 Price

1.2.2.3 Designer name

1.2.2.4 Product quality

1.2.2.5 Delivery time

1.2.2.6 Friends' recommendations

1.2.2.7 Story behind the product

1.2.3 To determine Thai consumer segmentation for fashion apparel and accessories from crowdsourcing design by

1.2.3.1 Demographic: age, gender, income, etc.

1.2.3.2 Lifestyle: hobbies, shopping occasion, social media behavior, interest in design, social affiliation, etc.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Consumers' Attitudes towards Products from Crowdsourcing Design

According to Summary of Howe's Book (Publishing, 2013), consumers like crowdsourcing due to two fundamental reasons; 1) Crowdsourcing draws ideas from a wide pool of talent, and consumers can pick the one that best matches their preference, and 2) Consumers acknowledge the quality of ideas rather than the creators' academic background. All that matters is the final product, not the background of those who contributed it. Therefore, if the quality of the product is good, consumers do not care whether the product is from crowdsourcing design or from a professional designer.

With crowdsourcing, consumers do not know that creators may not actually hold a degree in art, or are not a professional designer, or that the designer never shot photographs professionally. In this sense, crowdsourcing turns on the presumption that we are all creators, or designers, or artists. Consumers are therefore more open and more optimistic to the design by crowdsourcing (Howe, 2008).

The research has shown that consumers rated that products resulting from crowdsourcing design have better design and quality than standard products (non-crowdsourcing products). Furthermore, consumers' interests in design and social affiliation increase their willingness to use crowdsourcing communities (Juanjuan Wu, 2017).

2.2 Consumers' Purchase Decisions for Crowdsourcing Design Products

Research has shown that there is no difference in consumers' purchasing behavior and overall risk perception between buying a crowdsourcing design product and a standard product (non-crowdsourcing product). The consumers' perceived risk, in terms of product quality and performance, is observed to vary only between low

involvement products and high involvement products, where consumers perceive more risk in purchasing a high involvement product. The only difference found between a crowdsourced product and a standard product is the level of trust in peers' recommendations, where word-of-mouth recommendations by co-creators are considered less trustworthy, since they have participated in the co-creation process (Kharazi, 2014).

According to the article by Forbes, consumers love to hear the story behind the product. The story by designers adds value to the product. Threadless.com with its popular crowdsourced T-shirts designs is a good example of a success case. Threadless and its community can tell a story about the creation of every T-shirt. The story behind what they are selling is claimed to be much more powerful than the brand. They found that when they take the story away from the T-shirt, they create a disconnect (Caulfield, 2009).

2.3 Market Opportunity of Crowdsourcing Design

A good indication of the growing opportunity in crowdsourcing design sites is the growth in online still-image market, e.g. Shutterstock and iStockphoto, where artist can sell their photos, vectors, and graphic designs. According to Technavio (2017), the global online still-image market was worth \$3.04 billion in 2016 and is expected to grow steadily at a CAGR of around 8% by 2021. Moreover, Shutterstock, one of the biggest online image markets, revealed that Asia just became their second biggest earning market in 2016 (Shutterstock, 2017).

The online fashion apparel market in Thailand is also growing. The number of Thai consumers purchasing fashion apparel online increased from 320,000 users in 2013 to 680,000 users in 2015 (TMB-Analytics, 2016). The total ecommerce users in Thailand is expected to be 12.1 million users in 2017, and this number is projected to grow by 15% over the next five years reaching 13.9 million in 2021 (Kinasih, 2017).

Crowdsourcing design for fashion apparel and accessories is relatively new to Thailand. There are few crowdsourcing design sites in Thailand; they are not well-known and limited to only one kind of product, e.g. Kraftka for shoes (recently shutdown in 2017), and Myytee for t-shirts. There is no crowdsourcing site in Thailand that provides a wide range of crowdsourced products. On a global scale, there are many crowdsourcing design sites for fashion apparel and accessories, e.g. Threadless, Society6, and Redbubble.

2.4 Conclusion of Literature Review

Consumers value ideas and designs rather than the background of creators; therefore, they do not have negative attitudes towards products from crowdsourcing design. Furthermore, they rated that the products from crowdsourcing design have a better design than the standard products. Their risk perception in buying a crowdsourced product and a standard product is not different. Friends' recommendations and the story behind the product are two main things that would influence their purchase decision. However, those studies may not be completely applicable to Thai consumers due to differences in culture. There are only a few crowdsourcing design sites for fashion apparel and accessories in Thailand; thus this kind of business is considered new in Thailand. There is no dedicated study for Thai consumers in this area. As a result, an understanding of Thai consumers' attitudes towards crowdsourced fashion products is still limited. In addition, the purchasing factors for crowdsourced fashion products has not yet been studied. Therefore, the purpose of this study is to better understand Thai consumers' purchase decisions and attitudes towards crowdsourced fashion products, and determine Thai consumer segmentation.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The research was conducted by both exploratory research and descriptive research. The exploratory research included secondary research and in-depth interviews. The findings from the exploratory research were then validated through descriptive research by an online survey questionnaire.

3.2 Exploratory Research

3.2.1 Secondary Research

The purpose of the secondary research was to understand the industry overview, overall consumers' perception and attitudes towards crowdsourcing design (Objective 1), and primary consumer purchasing factors (Objective 2). The secondary data was obtained from many credible sources including websites, market research publications, academic journals, and books.

3.2.2 In-depth Interviews

In-depth interviews were conducted to explore consumer insights in terms of perceptions and attitudes towards crowdsourced fashion products compared to standard fashion products (Objective 1). Interviewees were asked to list their purchasing factors for fashion apparel and accessories from crowdsourcing design (Objective 2). Consumers' profiles and lifestyle were also collected (Objective 3). The in-depth interviews were piloted with three respondents, and then conducted with ten respondents in total. The participants included all online shoppers regardless of their interest in products from crowdsourcing design. The in-depth interviews took around 30 minutes per person. In-depth interview questions are listed in Appendix A.

3.3 Descriptive Research

The descriptive research was conducted by an online survey questionnaire. The questionnaire was designed based upon the information from exploratory research and aimed for 200 respondents. The questionnaire took approximately 15 minutes to complete. The responses were interpreted and analyzed to achieve all the research objectives (Objective 1, 2, 3). The questionnaire survey can be found in Appendix B.

3.4 Target Respondents

Target respondents were Thai consumers, age 16 - 40 years, male and female, who regularly purchase fashion apparel and accessories online (at least 1 time per quarter). Respondents were targeted for age between 16 - 40 years since this age range make up at least two thirds of all online shoppers in Thailand and the ratio is expected to remain consistent in the medium term (Kinasih, 2017).

3.5 Identification of key research variables

The independent variables and dependent variables of this study are described in Figure 3.1.

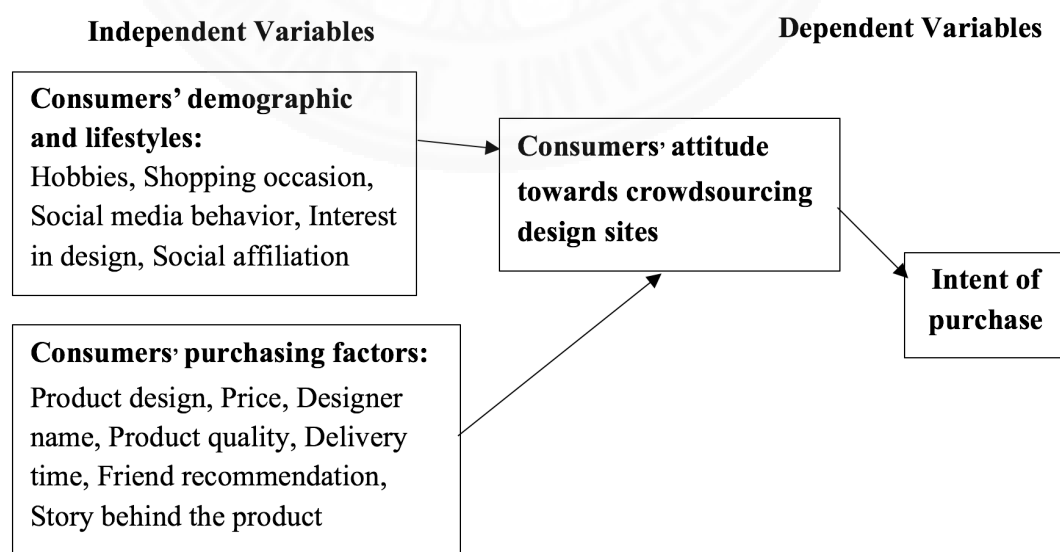


Figure 3.1: Independent variables and Dependent variables

3.6 Data Collection

A non-probability (convenience) sampling method was used for both the in-depth interviews and survey questionnaire. The data collection process was conducted in Bangkok, and took approximately two weeks (during 16 - 31 December, 2017) for the in-depth interviews and one month (during 1 - 28 February, 2018) for the survey questionnaire. Research methodologies and sample size for each method are illustrated in Table 3.1. All of respondents were qualified (as indicated in 3.4 Target Respondents) through the screening questions.

At first, the pilot test was conducted for all research methodologies including three respondents for the in-depth interviews, and seven respondents for the online survey questionnaire.

For the in-depth interviews, personal contacts were used as a method to recruit qualified respondents from various consumer profiles. In-depth interviews were conducted with 10 respondents via telephone.

The online questionnaires were distributed through an online shopping community and social network platforms such as a fashion forum in Pantip.com, groups related to fashion and design on Facebook, and Line group of people who are interested in design. The online survey was conducted with Survey Monkey.com.

Table 3.1: Sample size

Type of research	Methodology	Pre-test pilot	Sample size
1. Qualitative	In-depth Interview	3 respondents	10 respondents
2. Quantitative	Survey Questionnaire	7 respondents	217 respondents

3.7 Data Analysis

The key findings from exploratory research were used as a guideline to create the descriptive research. The responses from the survey questionnaire were grouped and coded to ensure data accuracy and prepared for data for analysis. The Statistical Package for the Social Sciences (SPSS) was used to analyze frequencies and means, conduct factor analysis and cluster analysis, determine differences between clusters, and identify associations between variables.

3.8 Limitations of the Study

The study may not be able to represent the entire population in Thailand due to the convenience sampling method and small number of respondents. Furthermore, this research focuses only on consumers (demand side), but does not study artists (supply side). To have a successful business in crowdsourcing design sites, entrepreneurs need to have a good understanding in behavior and needs of both consumers and artists.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Key Findings from In-depth Interviews

4.1.1 Attitudes towards Products from Crowdsourcing Design

They are open to products from crowdsourcing design. However, they expect that the products should have good design, acceptable quality, and a reasonable price. Most of them have never heard about the crowdsourcing concept and they feel this is a new and innovative idea. They like the crowdsourcing concept mainly due to the variety of designs and the unique designs. Some of them feel that they can help and support small artists through the crowdsourcing community. However, there are some concerns about this concept. Some of the respondents prefer to buy brand name products rather than products from crowdsourcing design. Some of the respondents like products with plain colors rather than products with a graphic design.

4.1.2 Purchasing Factors for Products from Crowdsourcing Design

The top three purchasing factors for most respondents are price, quality, and design. Many of them also mentioned that they would purchase from only reliable websites. Moreover, the crowdsourcing design websites should be easy-to-use to facilitate the product-searching process and purchasing process. The details of products should also be available on websites.

4.1.3 Purchase Intention on Products from Crowdsourcing Design

Most of respondents would like to try purchasing the products from crowdsourcing design sites if product design, product quality, and price meet their expectations. However, they would purchase only the product categories that they are

interested in. Their interests in product categories vary from person to person and cover the following categories; t-shirts, mugs, tote bags, laptop sleeves, mobile phone cases, art prints, pouches and pillows.

4.2 Key Findings from the Questionnaire Survey

4.2.1 Respondents' Demographics

The online questionnaire was distributed to 388 respondents via SurveyMonkey.com. From total number of respondents, 217 respondents met the criteria for this study. The other 93 respondents did not pass the screening question and the other 78 respondents did not complete the questionnaire (See Appendix C for the general profile of respondents).

Number of Respondents: 217 people

Gender: 71% female and 29% male

Age: The majority of the respondents (59.4%) are in the age range of 27-30 years old

Education: The majority of the respondents (57.1%) have Bachelor's degree as highest degree of education

Household Income: 27.2% of the respondents have an income within 30,001 - 50,000 Baht range, while 18.9% of the respondents have an income within 50,001 – 75,000 Baht range.

All target respondents were Thai consumers, age 16 - 40 years, male and female, who regularly purchase fashion apparels and accessories online at least 1 time per quarter.

4.2.2 Thai Consumers Segmented by Lifestyle

Factor and cluster analysis were conducted to determine segments of the respondents based on their lifestyle. Firstly, factor analysis was applied to reduce 10

variables down to 5 factors (See Appendix D). The 5 factors are 1) Love to visit good place, 2) Like to support society and seek something new, 3) Love shopping and design, 4) Willing to try products from new sellers, and 5) Price Sensitive. Secondly, cluster analysis was applied to identify lifestyle patterns and develop segments that differentiate one type of consumers from another. Thirdly, after using cluster analysis, the respondents were divided into three segments; Price-conscious Leisure Buyers, Design-lover Buyers, and Social-conscious Buyers (See Appendix E-1)

The three segments can be described as follows (see Appendix E-2 for a demographic profile of three segments):

Segment 1: Price-conscious Leisure Buyers (n=70)

This group of buyers loves to visit beautiful places with a good atmosphere, and likes to consume good products. Moreover, café hopping is one of their favorite hobbies. However, they are not willing to buy new products from unknown sellers unless it is proven to be reliable. Products supporting society are not attractive to this group. They do not like going shopping. They are price-sensitive and will buy only reasonably-priced products.

Segment 2: Design-lover Buyers (n=67)

Buyers in this segment love art, fashion, and design. They pay attention to the design of everything they use in their life. They like to design things by themselves if they have a chance. They love shopping and enjoy choosing the best things for themselves. They also enjoy going to beautiful places and good cafés. They love to try something new and are willing to try products from unknown sellers. Products that support society can be attractive to them.

Segment 3: Social-conscious Buyers (n=80)

This group of buyers cares about society, they are willing to support products that support society or create more jobs in the society. They enjoy shopping and also like to have well-designed products. They are not price sensitive. They are willing to pay more to get better quality products or higher reliability of services. However, they will buy products from only reliable sources. They do not want to take any risks with unknown sellers or unknown products.

4.2.3 Consumers' Purchasing Factors towards Crowdsourcing Design Sites for Fashion Apparel and Accessories

Respondents were asked to rate (on a five-point scale) the importance of each factor that affects their purchase decision of fashion apparel and accessories from crowdsourcing design websites. Based on the result from all respondents, the top four purchasing factors are "Detail of product is available on website" (mean = 4.54), "Trust and Reliability of website" (mean = 4.53), "Product Quality" (mean = 4.49), and "Product Design" (mean = 4.43). The top four purchasing factors are the same among the three segments. Means (five-point scale) are distributed according to each segment in Table 4.1

The purchasing factor that turns out to be somewhat not important is "Designer name", meaning that consumers do not care much about who is the owner of the design as long as the product has good design.

Based on an Analysis of Variance (ANOVA), the Design-lover Buyers segment sees "Story telling of product" significantly more important ($F(2, 214) = 10.728, p < .05$), whereas the other two segments see it as somewhat not important. Moreover, the Design-lover Buyers segment rated the following factors to be significantly more important than the other two segments do; "Detail of products on website" ($F(2, 214) = 5.628, p < .05$), "Trust and reliability of website" ($F(2, 214) = 6.374, p < .05$), "Product quality" ($F(2, 214) = 3.096, p < .05$), "Product functionality" ($F(2, 214) = 3.029, p < .05$), "Product review" ($F(2, 387) = 9.599, p < .05$), "Designer name" ($F(2, 214) = 6.739, p < .05$), "Manufacturing and delivery time" ($F(2, 214) = 7.565, p < .05$).

Table 4.1: Importance of purchasing factors by segments

Purchasing Factors (five-point scale; 1= Least important, 5 = Most important)	All respondents (n=200)		Price-conscious Leisure Buyers (n=70)		Design-Lover Buyers (n=67)		Social-conscious Buyers (n=80)		ANOVA between segments	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	F	Sig.
Detail of product is available on website	4.54	0.58	4.44	0.56	4.73	0.54	4.46	0.59	5.628	.004
Trust and Reliability of website	4.53	0.62	4.47	0.63	4.75	0.50	4.40	0.67	6.374	.002
Product Quality	4.49	0.59	4.43	0.60	4.64	0.54	4.43	0.61	3.096	.047
Product Design	4.43	0.62	4.36	0.72	4.58	0.50	4.38	0.60	2.851	.060
Easy-to-use website	4.29	0.69	4.23	0.68	4.45	0.70	4.20	0.68	2.710	.069
Product Functionality	4.24	0.72	4.21	0.74	4.40	0.70	4.11	0.71	3.039	.050
There are product reviews	4.21	0.79	4.13	0.74	4.54	0.77	4.00	0.78	9.599	.000
Reasonable price	4.12	0.73	4.21	0.76	4.19	0.68	3.96	0.72	2.858	.060
Manufacturing and delivery time	3.73	0.84	3.46	0.88	4.00	0.80	3.74	0.78	7.565	.001
Friend Recommendation	3.33	1.06	3.26	1.14	3.48	1.05	3.28	1.01	.916	.402
Story telling of product	3.10	1.05	2.81	1.09	3.57	0.91	2.96	1.01	10.728	.000
Designer name	2.53	1.02	2.24	0.88	2.87	1.10	2.50	1.01	6.739	.001

SD = Standard Deviation

4.2.4 Consumers' Purchasing Behavior towards Crowdsourcing Design Sites for Fashion Apparel and Accessories

According to Table 4.2, an ANOVA showed that there were no significant differences of online purchase frequency between segments (*Chi-square* = 7.968, $p > .05$). The majority of respondents purchase online at 1 – 3 times per quarter. In addition, there were no differences of customization preferences between segments (*Chi-square* = 3.93, $p > .05$). 47.9% of all respondents prefer to add some wordings or their names on the product.

For purchase occasion of crowdsourced products, 70.5% of all respondents mentioned that one of their purchase occasions is buying for themselves. 71.0% of all respondents mentioned that one of their purchase occasions is buying as a gift for seasonal events such as Christmas and a graduation ceremony. 68.7% of all respondents mentioned that one of their purchase occasions is buying as a gift for special days such as a birthday and anniversary day.

The top five product categories that respondents are interested in purchasing are T-shirts, caps, stainless-steel travel mugs, mobile-phone cases, and throw pillows. Table 4.3 shows the preferred product categories by segments. The top five preferred product categories are the same among the three segments.

Table 4.2: Purchasing behaviors by segments

	Price-conscious Leisure Buyers (n=70)		Design-Lover Buyers (n=67)		Social-conscious Buyers (n=80)		Chi-square test between segments	
	n	%	n	%	n	%	Chi-square	Sig.
How often do you purchase online (anything)?								
less than one time per quarter	0	0.0%	0	0.0%	0	0.0%	7.968	.093 ^a
1 - 3 times per quarter	43	61.4%	33	49.3%	53	66.3%		
1 - 4 times per month	24	34.3%	24	35.8%	19	23.8%		
often than one time per week	3	4.3%	10	14.9%	8	10.0%		
Do you want to customize your products by add some wordings or add your name on the product (given that there is small additional charge)?								
Yes (47.9% of total respondents)	28	40.0%	35	52.2%	41	51.3%	3.930	.416 ^a
No (29.5% of total respondents)	21	30.0%	19	28.4%	24	30.0%		
Not sure (22.6% of total respondents)	21	30.0%	13	19.4%	15	18.8%		
Please select all occasions that you would buy products from crowdsourcing design sites.								
Buy for myself (70.5% of total respondents)	51	72.9%	49	73.1%	53	66.3%		
Buy as a gift - for seasonal events e.g. Christmas, Graduation ceremony (71.0% of total respondents)	49	70.0%	49	73.1%	56	70.0%		
Buy as a gift - for special days e.g. Birthday, Anniversary day (68.7% of total respondents)	47	67.1%	51	76.1%	51	63.8%		
Buy as a gift - for other purposes (3.7% of total respondents)	1	1.4%	5	7.5%	2	2.5%		

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

Table 4.3: Preferred product categories by segments

	Price-conscious Leisure Buyers (n=70)		Design-lover Buyers (n=67)		Social-conscious Buyers (n=80)		All respondents All respondents (n=217)	
	n	%	n	%	n	%	n	%
Please select all the products in clothes category that you might buy from crowdsourcing design websites.								
T-shirt	45	64.3%	43	64.2%	47	58.8%	135	62.2%
Shirt	9	12.9%	15	22.4%	8	10.0%	32	14.7%
Polo	11	15.7%	5	7.5%	12	15.0%	28	12.9%
Tank tops	8	11.4%	10	14.9%	11	13.8%	29	13.4%
Leggings	7	10.0%	11	16.4%	4	5.0%	22	10.1%
Hoody	25	35.7%	22	32.8%	22	27.5%	69	31.8%
Sweater	9	12.9%	8	11.9%	10	12.5%	27	12.4%
Scraft	20	28.6%	27	40.3%	31	38.8%	78	35.9%
Cap	28	40.0%	34	50.7%	43	53.8%	105	48.4%
Sandals	6	8.6%	11	16.4%	19	23.8%	36	16.6%
Shoes	19	27.1%	16	23.9%	20	25.0%	55	25.3%
Please select all the products in Accessories and Stationery category that you might buy from crowdsourcing design websites								
Mug	20	28.6%	25	37.3%	26	32.5%	71	32.7%
Stainless-steel Travel Mug	28	40.0%	32	47.8%	29	36.3%	89	41.0%
Tumbler	22	31.4%	37	55.2%	27	33.8%	86	39.6%
Mobile case	38	54.3%	50	74.6%	45	56.3%	133	61.3%
Laptop sleeve	17	24.3%	21	31.3%	32	40.0%	70	32.3%
Duffle bag	22	31.4%	21	31.3%	22	27.5%	65	30.0%
Pouches (multipurpose bag)	18	25.7%	15	22.4%	20	25.0%	53	24.4%
Tote bag	25	35.7%	32	47.8%	29	36.3%	86	39.6%
Notebook	18	25.7%	21	31.3%	25	31.3%	64	29.5%
Stickers	14	20.0%	21	31.3%	24	30.0%	59	27.2%
Postcards (5 pieces per set)	4	5.7%	9	13.4%	11	13.8%	24	11.1%

Table 4.3 (continued)

	Price-conscious Leisure Buyers (n=70)		Design-lover Buyers (n=67)		Social-conscious Buyers (n=80)		All respondents All respondents (n=217)	
	n	%	n	%	n	%	n	%
Please select all the products in Home Decoration category that you might buy from crowdsourcing design websites.								
Throw Pillows	36	51.4%	37	55.2%	42	52.5%	115	53.0%
Duet covers	27	38.6%	31	46.3%	28	35.0%	86	39.6%
Comforters	19	27.1%	23	34.3%	21	26.3%	63	29.0%
Dish and Bowl	6	8.6%	16	23.9%	17	21.3%	39	18.0%
Framed/Canvas Art print	16	22.9%	23	34.3%	28	35.0%	67	30.9%
Framed/Canvas Photo print	9	12.9%	15	22.4%	15	18.8%	39	18.0%
Clocks	13	18.6%	18	26.9%	24	30.0%	55	25.3%

4.2.5 Consumers' Attitudes towards Crowdsourcing Design Sites for Fashion Apparel and Accessories

The answers from the question “How much do you like the concept of Crowdsourcing Design Websites for Fashion Apparel and Accessories? (five-point scale)” indicate respondents’ attitudes towards crowdsourcing. The average attitude from all respondents is positive (mean = 3.78). As shown in Table 4.4, an ANOVA showed that there were no significant differences of attitudes between segments ($F(2,214) = 1.248, p > .05$).

Table 4.4: Consumers' attitudes by segments

	Mean	SD	F	Sig.
How much do you like the concept of Crowdsourcing Design Sites for Fashion Apparel and Accessories? (five-point scale; 1= Not at all, 5 = Very much)				
Price-conscious Leisure Buyers (n=70)	3.73	0.64	1.248	.289
Design-lover Buyers (n=67)	3.88	0.64		
Social-conscious Buyers (n=80)	3.74	0.63		
All respondents (n=217)	3.78	0.64		

Table 4.5: Regression analysis between consumers' attitudes and eight statements explaining why consumers like or not like the crowdsourcing concept

Predictors (independent variable)		ANOVA ^a			Coefficients ^a	
No.	Statement (five-point scale)	R Square	F	Sig.	t	Sig.
1	I have concern on product quality since I've never seen it before. (1 = Strongly agree , 5 = Strongly disagree)	.006	1.216	.271	1.103	.271
2	I prefer products with plain color rather than with graphic design (1 = Strongly agree , 5 = Strongly disagree)	.000	.037	.848	-.192	.848
3	I prefer brand name products rather than crowdsourcing design products (1 = Strongly agree , 5 = Strongly disagree)	.052	11.905	.001	3.450	.001
4	I select product from functionality rather than design (1 = Strongly agree , 5 = Strongly disagree)	.003	.733	.393	-.856	.393
5	I can choose designs from various artists (including small artists) (1 = Strongly disagree, 5 = Strongly agree)	.175	45.459	.000	6.742	.000
6	I like to have unique design or customized design (1 = Strongly disagree, 5 = Strongly agree)	.093	22.020	.000	15.53 7	.000
7	I can buy many product categories in the same design (1 = Strongly disagree, 5 = Strongly agree)	.073	17.051	.000	4.129	.000
8	It supports small artists by provide them a new channel to sell their work (1 = Strongly disagree, 5 = Strongly agree)	.082	19.205	.000	4.382	.000

a. Dependent Variable: How much do you like the concept of Crowdsourcing Design Websites for Fashion Apparel and Accessories?

Table 4.5 shows the simple regression analysis between consumers' attitudes (dependent variable) and eight statements explaining why consumers might like or not like the crowdsourcing concept (independent variables). The regression results between consumers' attitudes and the following five statements are significant: Statement No.3 (R^2 of 0.052 and $p < .05$), Statement No.5 (R^2 of 0.175 and $p < .05$), Statement No.6 (R^2 of 0.093 and $p < .05$), Statement No.7 (R^2 of 0.073 and $p < .05$), and Statement No.8 (R^2 of 0.082 and $p < .05$). Coefficients for those five statements are significant at $p < .05$. Therefore, the statement No.5, No.6, No.7, No.8 (1=Strongly disagree, 5=Strongly agree) are the key predictors for positive attitudes

towards crowdsourcing design sites for fashion apparel and accessories. The statement No.3 (1=Strongly agree, 5=Strongly disagree) is the key predictor for negative attitudes towards crowdsourcing design sites for fashion apparel and accessories.

4.2.6 Consumers' Intent to Purchase Fashion Apparel and Accessories from Crowdsourcing Design Sites

The answers from the question “Assume the crowdsourcing website is available today in Thailand and all your important purchasing factors are met. How likely are you going to buy products from crowdsourcing design websites instead of competing products from other non-crowdsourcing shops? (five-point scale)” indicate respondents' intent to purchase. As shown in Table 4.6, Design-lover Buyers are the segment that had highest purchase intention (mean = 3.84) and significantly higher than the other two segments ($F(2,214) = 11.640, p < .05$).

Table 4.6: Consumers' intent to purchase by segments

	Mean	SD	F	Sig.
Assume the crowdsourcing website is available today in Thailand and all your important purchasing factors are met. How likely are you going to buy products from crowdsourcing design websites instead of competing products from other non-crowdsourcing shops? (five-point scale; 1= Totally unlikely, 5 = Most likely)				
Price-conscious Leisure Buyers (n=70)	3.29	0.74	11.640	0
Design-lover Buyers (n=67)	3.84	0.67		
Social-conscious Buyers (n=80)	3.38	0.74		
All respondents (n=217)	3.49	0.75		

Table 4.7 showed that the regression result between attitudes (independent variable) and intent to purchase (dependent variable) for all respondents is significant with R^2 of 0.161 and $p < .05$. Coefficients for attitude are significant at $p < .05$. The

regression results between attitudes and intent to purchase for each segment are also significant. Therefore, attitude is the key predictor for intent to purchase fashion apparel and accessories from crowdsourcing design sites.

Table 4.7: Regression analysis between consumers' attitudes and consumers' intent to purchase

Predictors (independent variable)	ANOVA ^a			Coefficients ^a	
	R Square	F	Sig.	t	Sig.
Consumers' Attitudes (five-point scale)					
All respondents All respondents (n=217)	.161	41.211	.000 ^b	6.420	.000
Price-conscious Leisure Buyers (n=70)	.195	16.503	.000 ^c	4.062	.000
Design-lover Buyers (n=67)	.119	8.766	.004 ^c	2.961	.004
Social-conscious Buyers (n=80)	.143	13.017	.001 ^c	3.608	.001

a. Dependent Variable: Assume the crowdsourcing website is available today in Thailand and all your important purchasing factors are met. How likely are you going to buy products from crowdsourcing design websites instead of competing products from other non-crowdsourcing shops?

4.2.7 Campaigns to Increase Consumer's Purchase Intention

Table 4.8 shows campaigns to increase consumer purchase intentions by segments. The campaign of using “designs from celebrities” (mean = 2.88 from all respondents) and “celebrities wearing or using the products” (mean = 2.91 from all respondents) does not increase consumer purchase intentions. The best campaign to increase consumer purchase intentions is “display real products at fairs or special events such as LOL market or Zaap on sale market” which scored 3.69 on five-point scale from all respondents.

The campaign “display real products at fairs or special events” to increase consumer purchase intentions was significantly different between the three segments ($F(2, 214) = 6.198, p < .05$). Follow-up tests revealed that the mean score for the Design-lover Buyers segment (mean = 3.96) was significantly higher than the mean

score for the Price-conscious Leisure Buyers segment (mean = 3.37). The comparison between segments of campaigns to increase consumer's purchase intention is shown in Appendix F-1.

Table 4.8: Campaigns to increase consumer's purchase intention by segments

Which campaign would increase your purchase intention? (five-point scale; 1= Strongly disagree, 5 = Strongly agree)	Price-conscious Leisure Buyers (n=70)		Design-lover Buyers (n=67)		Social-conscious Buyers (n=80)		All respondents (n=217)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Display real products at fairs or special events such as LOL market or Zaap on sale market	3.37	1.12	3.96	.98	3.74	.82	3.69	1
You see your favorite cafes or restaurants using the products	3.30	.98	3.79	.90	3.60	.79	3.56	0.91
Collaboration with clothes brand such as using Zara t-shirt as a material to print design on it	3.39	1.04	3.70	1.11	3.49	.95	3.52	1.04
Designs from Famous Designers	3.14	.95	3.67	.93	3.35	.78	3.38	0.91
You see celebrities wear or use the products	2.73	1.21	3.13	1.15	2.88	1.10	2.91	1.16
Designs from celebrities	2.77	1.24	3.01	1.12	2.85	1.08	2.88	1.15

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

5.1.1 Thai Consumers' Attitudes towards Crowdsourcing Design Sites for Fashion Apparel and Accessories

Respondents have positive attitudes towards crowdsourcing design sites for fashion apparel and accessories (mean = 3.78). The four key predictors for positive attitude are 1) They can choose designs from various artists, 2) They like to have unique designs or customized designs, 3) They can buy many product categories in the same design, and 4) It supports small artists by providing a new channel to sell art works. The key predictor for negative attitude is that they prefer brand name products rather than crowdsourcing design products.

5.1.2 Thai Consumers' Purchasing Factors towards Crowdsourcing Design Sites for Fashion Apparel and Accessories

The top four purchasing factors are 1) Detail of product is available on the website, 2) Trust and Reliability of the website, 3) Product Quality, and 4) Product Design. The other important purchasing factors (mean > 4.0) are reasonable price, product functionality, easy-to-use website, and product reviews. On the other hand, designer name is the purchasing factor that is somewhat not important.

5.1.3 Thai Consumer Segmentation

The respondents were segmented into three groups based on lifestyle. The three groups are Price-conscious Leisure Buyers, Design-lover Buyers, and Social-conscious Buyers. Price-conscious Leisure Buyers are the people who love to go to beautiful places and consume good products, but they are price sensitive. Design-

lover Buyers are the people who fall in love with art, fashion, and design. They enjoy shopping and are willing to try something new. Social-conscious Buyers are the people who like to support society and are willing to pay more for better product quality.

5.1.4 Thai Consumers' Purchasing Behaviors

There were no significant differences of online-purchase frequency and customization preference between segments. The majority of respondents currently purchase online at 1 – 3 times per quarter. 47.9% of all respondents prefer to add some wordings or their names on the product. Their purchasing purposes are both for themselves and as gifts for someone.

The top five product categories that respondents are interested in purchasing are 1) T-shirts, 2) mobile-phone cases, 3) throw pillows, 4) caps, and 5) stainless-steel travel mugs. The top five preferred product categories are the same among the three segments.

5.1.5 Thai Consumer's Intent to Purchase

Design-lover Buyers are the segment that had highest purchase intention (significantly higher than the other two segments). Attitude is the key predictor for intent to purchase fashion apparel and accessories from crowdsourcing design sites.

5.1.6 Campaign to Increase Thai Consumers' Purchase Intention

The top two campaigns that can increase respondents' purchase intention are 1) Display real products at fairs or special events, and 2) Let consumers see their favorite cafes or restaurants using the products. On the other hand, the campaigns that do not increase respondents' purchase intention are 1) Designs from celebrities, and 2) Celebrities wear or use the products.

5.2 Recommendations

The Design-lover Buyers segment is the most attractive target for crowdsourcing design sites for fashion apparel and accessories. They had the highest purchase intention which was significantly higher than the other two segments. The lifestyle and characteristic of this group best matches with the concept of crowdsourcing design sites; they love design and are willing to try new things. Their important purchasing factors are 1) Trust and Reliability of website, 2) Detail of product is available on website, 3) Product Quality, 4) Product Design, 5) Product review, 6) Easy-to-use websites, 7) Product functionality, and 8) Reasonable price.

The second potential target is the Social-conscious Buyers segment. This group has the highest number of respondents. They have some characteristics that suit with the concept of crowdsourcing design sites; they love to support society and like products with good design. Their important purchasing factors are 1) Detail of product is available on website, 2) Product Quality, 3) Trust and Reliability of website, 4) Product Design, and 5) Easy-to-use websites.

The product categories that crowdsourcing design sites should firstly focus on are T-shirts, mobile-phone cases, throw pillows, caps, and stainless-steel travel mugs. This group of products is expected to get best responses from every segment.

The consumers' purchase intention depends on a consumer's attitude towards crowdsourcing design sites for fashion apparel and accessories. Improving a consumer's attitude will therefore increase intent to purchase. The key predictors for positive attitude are the following four factors; 1) Designs from various artists, 2) Unique designs, 3) Be able to purchase many product categories in the same design, and 4) Support small artists by provide them a new channel to sell their art works. Thus, promoting these four benefits of crowdsourcing design sites to consumers will help improve consumers' attitudes and subsequently increase intent to purchase.

To further increase intent to purchase, two marketing campaigns are recommended: 1) Display real products at fairs or special events such as LOL market or Zaap on sale market, and 2) Let consumers see their favorite cafes or restaurants using the products. These two strategies will increase consumers' opportunities to see and touch the real products, reduce risk perception, and therefore increase purchase intention.



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APPENDICES



APPENDIX A

IN-DEPTH INTERVIEWS QUESTIONS

1. Do you know crowdsourcing design sites for fashion apparel in Thailand (such as Kraftka.com) or in U.S. (such as Society6.com)?
2. Do you like the concept of crowdsourcing design for fashion apparel and accessories?
 - 2.1 What are the factors that make you like it?
 - 2.2 What are your concerns on it (if any)?
3. Would you buy fashion apparel and accessories from crowdsourcing design sites?
 - 3.1 If yes, what are the factors that make you purchase?
 - 3.2 If no, what are the factors that obstruct you to purchase?
4. Please list your key purchasing factors for crowdsourced fashion apparel and accessories. If interviewee does not cover all perspectives, ask them about price, designer name, product quality, trust, delivery time, friend recommendation and story behind the product.
5. Lifestyle questions: hobbies, shopping occasion, social media behavior, interest in design, social affiliation.
6. Demographic question: age, gender, and income

APPENDIX B
ONLINE QUESTIONNAIRE SURVEY

1. How often do you purchase online (anything)?

- a) less than one time per quarter
- b) 1 - 3 times per quarter
- c) 1 - 4 times per month
- d) often than one time per week

2. Which channel do you usually purchase online? (Select all that apply)

- IG
- Facebook
- Official store website
- Official store mobile application
- Marketplace website e.g. Lazada and Shopee
- Marketplace mobile application e.g. Lazada and Shopee

3. Do you purchase the following product categories online? (Select all that apply)

- Clothes
- Scarfs / cap / shoes
- Pouches / Tote bags / Notebooks / Stickers / Postcards
- Mobile phone cases / Laptop cases
- Mugs / Bowls / Plates / Pillows
- Other

Please read the below explanation and ensure that you understand before continue the next section.

A Crowdsourcing Design Site for Fashion Apparel and Accessories is the place where artists sell their art works as print-on-demand fashion apparel and accessories. Artists create designs and submit them to the site, consumers choose a design and order a product, the sites produce print-on-demand products, and the artists get paid for every purchase. The examples of print-on-demand products are t-shirts, tank tops, shirts, sweaters, leggings, shoes, tote bags, laptop sleeves, mugs, mobile phone cases, art prints, canvas prints, and pillows. The crowdsourcing design sites, and the technology behind it, will support society by empowering independent artists to have a new channel to sell their art works with less effort.



4. Have you ever heard about the concept of crowdsourcing design websites for fashion apparel and accessories before seeing this questionnaire?

- a) No, this concept is new to me.
- b) Yes, I've heard about this concept. But I don't know any of those websites.
- c) Yes, I've visited at least one of the crowdsourcing design websites for fashion apparel and accessories (never purchase).
- d) Yes, I've purchased from one of the crowdsourcing design websites for fashion apparel and accessories.

5. After reading the explanation above, do you now understand the concept of Crowdsourcing Design Websites for Fashion Apparel and Accessories?

- a) Yes
- b) No (this would end the questionnaire)

6. How much do you like the concept of Crowdsourcing Design Websites for Fashion Apparel and Accessories?

Not at all				Very much
1	2	3	4	5

7. How much do you agree with the following reasons that you might like or not like the concept of crowdsourcing design websites?

	Strongly disagree 1	Disagree 2	Neither agree or disagree 3	Agree 4	Strongly agree 5
I can buy many product categories in the same design					
I prefer brand name products rather than this kind of crowdsourcing design products					
I prefer products with plain color rather than with graphic design					
I have concern on product quality since I've never seen it before.					
I select product from functionality rather than design					
I can choose designs from various artists (including small artists)					
I like to have unique design or customized design					
It supports small artists by provide them a new channel to sell their work					

8. Please select all the products in clothes category that you might buy from crowdsourcing design websites.



- T-shirt
- Shirt
- Polo
- Tank tops
- Leggings
- Hoodie
- Sweater
- Scarf
- Cap
- Sandals
- Shoes
- None of these or Other - please specify _____

10. Please select all the products in Home Decoration category that you might buy from crowdsourcing design websites.



หมอน



ผ้าห่ม



Art print



นาฬิกาติดผนัง

- Throw Pillows
- Duet covers
- Comforters
- Dish and Bowl
- Framed/Canvas Art print
- Framed/Canvas Photo print
- Clocks
- None of these or Other - please specify _____

11. Do you want to customise your products by add some wordings or add your name on the product (given that there is small additional charge)?

- a) Yes
- b) No
- c) Not sure

12. Please rate the importance of following factors that affect your purchase decision of fashion apparel and accessories from crowdsourcing design websites.

	Least important 1	Somewhat not important 2	Neutral 3	Somewhat important 4	Most important 5
Reasonable price					
Product Design					
Product Functionality					
Product Quality					
Designer name					
Manufacturing and delivery time					
Trust and Reliability of website					
Friend Recommendation					
There is story behind the product					
Easy-to-use website					
Detail of product is available on website					
There are product reviews					

13. Assume the crowdsourcing website is available today in Thailand and all your important purchasing factors are met. How likely are you going to buy products from crowdsourcing design websites instead of competing products from other non-crowdsourcing shops?

Totally Unlikely 1	2	3	4	Most Likely 5

14. Which occasion would you buy products from crowdsourcing design sites? (Select all that apply)

- Buy for myself
- Buy as a gift - for seasonal events e.g. Christmas, Graduation ceremony
- Buy as a gift - for special days e.g. Birthday, Anniversary day
- Buy as a gift - for other purpose, please specify _____

15. Which campaign would increase your purchase intension?

	Totally Unlikely 1	Unlikely 2	Neutral 3	Likely 4	Most Likely 5
Designs from Famous Designers					
Designs from celebrities					
Collaboration with Clothes Brand such as using Zara t-shirt as a material to print design on it					
You see celebrities wear or use the products					
Display real products at fairs or special events e.g. LOL market or Zaap on sale					
You see your favorite cafes or restaurants using the products					

16. To which extent, do yo agree with following lifestyles?

	Strongly disagree 1	Disagree 2	Neither agree or disagree 3	Agree 4	Strongly agree 5
I love shopping					
I buy fashion products only when there is a discount					
Cafe hopping is what I like to do					
I like to go to beautiful places even it takes more efforts to go there or cost higher					
I'm willing to try something new					
Everything that I wear or use must have good design					
I love to design things by myself					
I support activities or products that help creating more jobs in the society					
I find new ideas from Pinterest					
If a product looks good and prices reasonably, I can make decision easily to buy even it is on new website that I've never purchased before.					

17. What is your gender?

- a) Female
- b) Male
- c) Other (specify)

18. What is your age?

- a) less than 16
- b) 16 to 22
- c) 23 to 26
- d) 27 to 30
- e) 31 to 35
- f) 36 to 40
- g) 41 or older

19. What is your household income?

- a) <15,000 baht per month
- b) 15,000 - 30,000 baht per month
- c) 30,001 - 50,000 baht per month
- d) 50,001 - 75,000 baht per month
- e) 75,001 - 100,000 baht per month
- f) >100,000 baht per month

20. What is your highest degree of education?

- a) No schooling completed
- b) High school graduate
- c) Diploma or the equivalent
- d) Bachelor's degree
- e) Master's degree
- f) Doctorate degree

End of Questionnaire

APPENDIX C

SUMMARY OF RESPONDENTS' PROFILE (n = 217)

Demographics		Frequency	Percent
Gender	Female	154	71%
	Male	63	29%
	Total	217	100%
Highest degree of education	High school graduate	2	1%
	Bachelor's degree	124	57%
	Master's degree	91	42%
	Total	217	100%
Age	16 to 22	16	7%
	23 to 26	30	14%
	27 to 30	129	59%
	31 to 35	30	14%
	36 to 40	12	6%
	Total	217	100%
Household Income	<15,000 baht per month	18	8%
	15,000 - 30,000 baht per month	32	15%
	30,001 - 50,000 baht per month	59	27%
	50,001 - 75,000 baht per month	41	19%
	75,001 - 100,000 baht per month	36	17%
	>100,000 baht per month	31	14%
	Total	217	100%

APPENDIX D
FACTOR ANALYSIS

Rotated Component Matrix

	Component				
	Love to visit good place	Like to support society and seek something new	Love shopping and design	Willing to try product from new sellers	Price Sensitive
I love shopping	.148	.062	.856	.149	.011
I buy fashion products only when there is a discount	.029	.105	.040	.016	.949
Cafe hopping is what I like to do	.850	.055	.135	.056	-.113
I like to go to beautiful places even it takes more efforts to go there or cost higher	.830	.188	.206	.101	.134
I'm willing to try something new	.502	.545	.038	.076	.181
Everything that I wear or use must have good design	.178	.245	.811	-.055	.038
I love to design things by myself	.087	.769	.262	-.062	-.005
I support activities or products that help creating more jobs in the society	.145	.687	.017	.232	.155
I find new ideas from Pinterest	.010	.523	.321	.433	-.269
If a product looks good and prices reasonably, I can make decision easily to buy even it is on new website that I've never purchased before.	.131	.118	.038	.924	.047
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

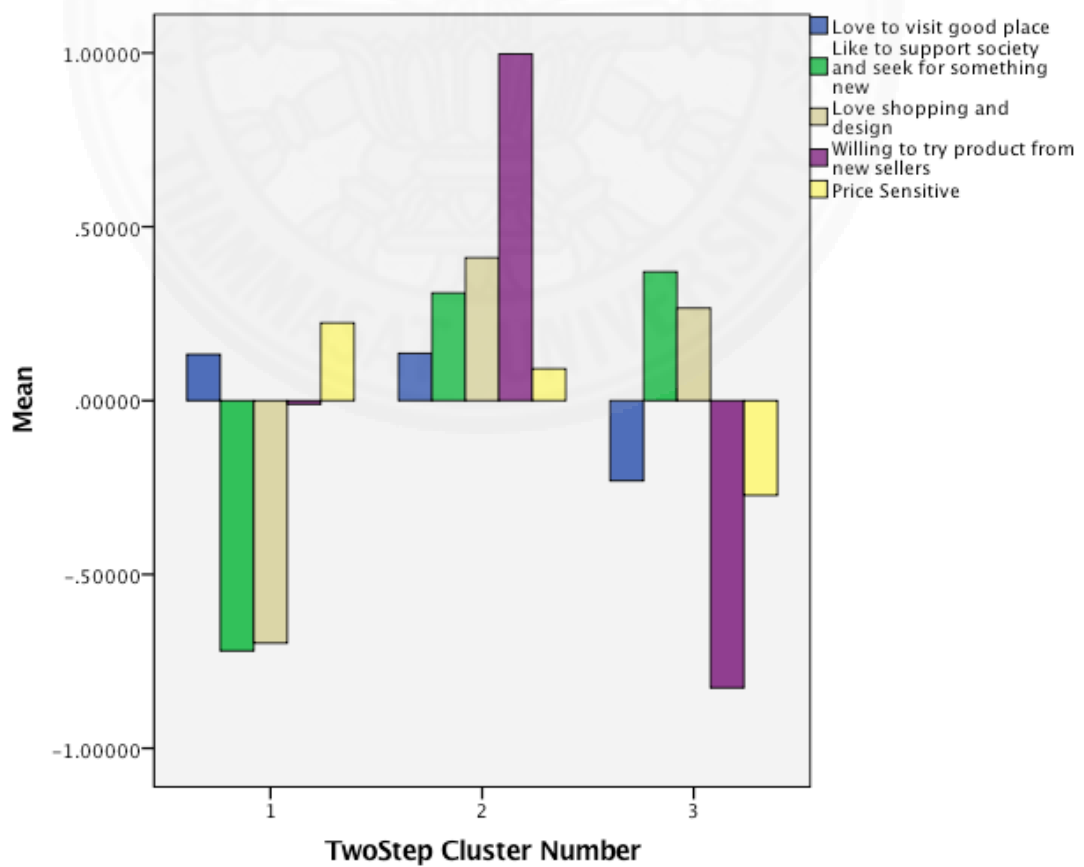
APPENDIX E

CLUSTER ANALYSIS

APPENDIX E-1: Cluster Analysis Result

Final Cluster Center

Factor	Cluster		
	Price-conscious Leisure Buyers (n=70)	Design-lover Buyers (n=67)	Social-conscious Buyers (n=80)
Love to visit good place	0.1333	0.13604	-0.23057
Like to support society and seek for something new	-0.71945	0.30956	0.37026
Love shopping and design	-0.69781	0.41107	0.26632
Willing to try product from new sellers	-0.01015	0.99694	-0.82606
Price Sensitive	0.22363	0.09187	-0.27262



Number of Cases in each Cluster

		Frequency	Percentage
Cluster	Price-conscious Leisure Buyers	70	32.3%
	Design-lover Buyers	67	30.9%
	Social-conscious Buyers	80	36.9%
Total		217	100.0%

APPENDIX E-2: Demographic Profile of Three Clusters

Demographic		Price-conscious Leisure Buyers (n=70)		Design-lover Buyers (n=67)		Social-conscious Buyers (n=80)	
		n	%	n	%	n	%
Gender	Female	38	54%	59	88%	57	71%
	Male	32	46%	8	12%	23	29%
Highest degree of education	No schooling completed	0	0%	0	0%	0	0%
	High school graduate	0	0%	1	2%	1	1%
	Diploma or the equivalent	0	0%	0	0%	0	0%
	Bachelor's degree	45	64%	36	54%	43	54%
	Master's degree	25	36%	30	45%	36	45%
	Doctorate degree	0	0%	0	0%	0	0%
Age	less than 16	0	0%	0	0%	0	0%
	16 to 22	6	9%	6	9%	4	5%
	23 to 26	10	14%	7	10%	13	16%
	27 to 30	43	61%	37	55%	49	61%
	31 to 35	10	14%	15	22%	5	6%
	36 to 40	1	1%	2	3%	9	12%
Household Income	<15,000 baht per month	6	9%	5	8%	7	9%
	15,000 - 30,000 baht per month	10	14%	9	13%	13	16%
	30,001 - 50,000 baht per month	14	20%	21	31%	24	30%
	50,001 - 75,000 baht per month	16	23%	10	15%	15	19%
	75,001 - 100,000 baht per month	14	20%	12	18%	10	13%
	>100,000 baht per month	10	14%	10	15%	11	14%

APPENDIX F

MEAN COMPARISON BETWEEN SEGMENTS

APPENDIX F-1: Comparison between segments of campaigns to increase consumer's purchase intention

Which campaign would increase your purchase intention? (five-point scale; 1= Strongly disagree, 5 = Strongly agree)	ANOVA between 3 segments		Comparisons of Column Means ^a		
			Price-conscious Leisure Buyers (n=70)	Design-lover Buyers (n=67)	Social-conscious Buyers (n=80)
	F	Sig.	(A)	(B)	(C)
Display real products at fairs or special events e.g. LOL market or Zaap on sale	6.332	.002		A	
You see your favorite cafe or restaurants using the products	5.342	.005		A	
Collaboration with Clothes Brand e.g. Use Zara t-shirt as a material to print design on it	1.663	.192			
Designs from Famous Designers	6.198	.002		A	
You see celebrities wear or use the products	2.172	.116			
Designs from celebrities	.803	.449			

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

Results are based on two-sided tests assuming equal variances with significance level .05. For each significant pair, the key of the smaller category appears under the category with larger mean.

BIOGRAPHY

Name	Mr. Thanaphon Sukumpanumet
Date of Birth	January 3, 1989
Educational Attainment	2011: Bachelor Degree of Engineering, Petroleum Engineering, Faculty of Engineering, Chulalongkorn University
Work Position	Petroleum Engineer at Chevron Thailand E&P
Work Experience	2011 – Present: Petroleum Engineer at Chevron Thailand E&P

