Key factors Influencing Purchasing Behavior in Gold Ornament

Navarwan Chaisuriyathavikun* and Prattana Punnakitikashem**

The world’s rapid growth of economic development have made gold become a safe investment to protect the economy and make profit which also shifted people attention for gold ornament to be an investment during the year 2008-2012. This paper investigates the influencing factors impacting customer’s intention to purchase gold ornament in Thailand. Data collected from 370 respondents in Bangkok and vicinity area were analyzed by factor analysis and multiple linear regression. The results revealed that there are two major factors having significantly relationship with customers’ intention to purchase gold ornament. The first factor is reference group and gift including friend and family opinion, buying on occasion, self-reward, and gift-giving. The second factor involved with investment value that includes perceived value increasing in the future, and buying for adornment and investment. This paper helps the gold shop to develop appropriate marketing strategies that would enhance business success in changing environment.

JEL Codes: marketing, luxury, product, Thailand, consumer behavior, gold ornament

1. Introduction

With the world’s rapid growth of economic development in financial sectors and government sectors have made gold bullion become a safe haven for investment to protect the economy and make profit which also shifted people attention for gold ornament to be an investment during the year 2008-2012. The demand of gold ornament for adornment had dropped, as it shown in Figure1: World Gold Demand (Thomson Reuters, Survey 2014) in contrasting with the demand for gold ornament fabrication increased and Figure 2: Jewelry Fabrication and Identifiable Investment jewelry (Thomson Reuters, Survey 2014).

Figure 1: World Gold Demand                                Figure 2: Jewelry Fabrication And Identifiable Investment jewelry

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ornament shops in Thailand (Gold Trader Association Thailand, 2014), which mostly run by family business, all of them need to deal with the situation after the economic had changed. Today, the demand of Thai people purchase gold ornament in domestic market is increasing from 14.3 tons to 20.9 tons in the late 2013. It shows in the Figure 3, (Thomson Reuters, Survey 2014). After the gold consumption has shift back after the world financial crisis.

![Thai Jewelry Fabrication](image)

**Figure 3: Thai Jewelry Fabrication**

Therefore, one of the challenges for gold ornament business in Thailand need to do is to understand the customers’ behavior toward their purchase intention for purchasing gold ornament. With the aim of knowing more the market condition, and market customer of gold ornament in Thailand after the time pass by because gold ornament is one type of luxury product that “Luxury” is particularly defined as a strong element of human involvement; limited supply and value recognition are the keys components (Cornell 2002, p.47).

To clarify the characteristic of gold ornament market in Thailand, they consume mostly on 23.16 Karat which equal to 96.5% gold purity to make gold ornaments (Gold Trader Association Thailand, 2014), with the value of the gold itself have made the gold ornament consider a luxury good and it also becomes fashion accessory As gold ornament is all kind of ornaments that include necklace, bracelets, earrings, etc. which design for men, women, and children which people use it for many purpose (Neeru Jain, 2013)

In this study the respondents that are selected would be at the age 26-45 or above which the previous research (Kresearch Thailand,2009, Fiscal Policy Office Thailand,2014, Gold Trader Association Thailand, 2014) shown that these group are the group of people who are working and have purchasing power to afford goods that are valuable. This research would help the gold ornament business owner understand more on Thai consumer behavior, influential factors affecting on Thai customers’ intention to buy gold ornament, and what the customer preference of purchasing gold ornament in order to develop appropriate marketing strategies that would enhance business success.
2. Literature Review

Gold ornament is one of the luxury goods which fits to the luxury concept of “refined enjoyment, of elegance, of things desirable but not essential” (Goody, 2006, p.341); moreover, jewelry and accessories are also defined as luxury fashion goods which mean to use or display of a particular branded products bringing prestige to the owner (Gao et al., 2009). The special feature can be called symbolic and communicative of this group of products which it also represents the individual's superiority (Dion, D et al., 2011). Moreover, it gains higher individual social position which the individual can keep the image and identity (Penz, E. et al., 2005) by buying and using luxury goods. In addition, gold and gold ornament have the same aspect of gift identified by (Belk 1979). It included economic exchange, social exchange, communication, and social connection which have an effect on consumers' purchasing intention.

2.1 Consumer Segmentation

The common criteria that we need to know are age, gender, education, occupation to see who buy who purchase gold ornament, which the customers buy for, how men and women think of gold ornament. Age: is a factor which can determine motivation, interest, and perception (Engel, 1993). A different age group has different needs and wants (Engel, 1993), interest, purchase, and behavior (Sheth et al., 1999). From the past research (Kresearch Thailand, 2009, Fiscal Policy Office Thailand, 2014, Gold Trader Association Thailand, 2014) found out that a potential group of customer who buy start from the age above 25 year old because they start to work and seek out form goods that can represent themselves which shape this research to focus on consumer who at the age above 25 year old.

2.2 Consumer Perception and Consumer Behavior

Perception can be clarified as a person pay attention to product or service, bought or searched to the consumer sense (Walters, 1989). It also can be concluded in the sensory input which information receives from skin, tongue, nose, ears, or eye. Moreover, consumer can also affected by many different channels on how they perceived (Antonides et al., 1998). When an individual chooses, arranges, and interprets stimuli to be logical and meaningful is defined as perception (Schiffman et al., 2004). There are three basic dimensions of consumer’s perception which are exposure, perceptive selection, and interpretation (Schiffman et al., 2005).

Consumer Behavior

It consists of tangible and intangible dimension which include good or service, mental process, beliefs and values. In addition consumer behavior refers to an individuals involved in using products and services with decision process that include individual decision whether what, where, when, how from the buying goods and services (Engil et al., 1982), ideas and experiences to satisfy themselves in term of needs and desires (Kotler, 1999).

2.2.1 Understand consumer perception

From the previous research shown the key driver in jewelry shopping, perception of goods are qualities, the brand, the sale person, the store, the influencer and etc. (Jokinen, 2011) which effect on the consumers’ intention to purchase. Retailing mix is a combination 6Ps – Product, Price, Place, Promotion, Personal, and Presentation- to retailer to seek out the great way to put factors to target market (Levy, 2012).
Retailing Mix (Product, Price, Place, Promotion, Personal, and Presentation)

Brand, Product, and Quality are three important factors of jewelry; however, the way to build perception is consumers need information. For jewelry buying consumers in the marketing luxury wealth, there is a research shown that when they do not know a good thing about the product, the information of the product becomes necessary (Mitchman and Mazze, 2006). The gold ornament product attribute is also involve level of quality with which can build trust (Sanguanpiyapana and Jasper, 2009).

Product: is shape, line, and everything that can be seen of the product toward the brand which including package in order to attack customers (Frings, 2005). People who are fashion consciousness get attacked with the design with attractive style including other attribute such as packaging, product design, merchandise display, and etc. can get the shopper can stimulate the sale immediately (Donovan & Rossier, 1982; Verplanken & Herabadi, 2001).

Quality: Consumers tend to find the trusted sell representative and avoid a buying channel that unreliable (Jokinen, 2011). In Thailand the Gold ornament stores need to be certified and register with the Ministry of Commerce, Thailand and Gold Trader Association, Thailand which can guarantee to the consumer. However, there are other factors to be count to build trust as well such as the product need to be 96.5% gold purity.

Price: Products can be exchanges by money; moreover, the price is a main factor for buyer to select the product (Kotler, 2000). Nonetheless, customers always compare the price they bought the last time with the next purchase of the same brand base on their perception. Therefore, buyers evaluate products’ quality by using price as an indicator (Lichtenstein et al., 1993). According to Kotler (2000), pricing structure has five base aspects: Price discount and allowance, Promotional pricing, Geographical pricing, Discriminatory pricing, and Product-mix pricing. In gold ornament, the buyers are price sensitive and like to bargain for discount (Aiello et al. 2009).

Place: the company made product available to the consumers at where they convenience to purchase. Moreover, the distributors, wholesalers, and retailers are involved as distribution network which can serve the customers easy to purchase (Kotler, 2000). Jewelry customer may normally and likely buy the jewelry at the traditional stand-alone shop at the main road (Aiello et al. 2009).

Promotion: it involves all activities which the companies communicate to the market (Kotler, 2000). Any form of transforming information of products and services to engage and remind the potential customers (Walters and Bergiel, 1989). In order to create an interest of a new product, promotional tactic can be applied to keeping positive brand images and increase purchasing intention (Graeff, 1995). Marketing communication mix has five measure tools: Advertising, Sale promotion, Sale promotion, Public relation involve, Personal selling, and Direct marketing (Kotler, 2000).

Sale representative: Personal as sale representative has a high effect on the customers’ perception which now big retailers have trained their sale staffs (Hill 2007) in order to be able to explain the materials, quality of products that can influence the customers which it makes the perception of sale representative become very important. Trust is the most important point for the customers to purchase or not to purchase (Jokinen, 2011). According to the pervious of customer about what the customers want, the customers want to feel and touch the product, get information about the product and be able to ask the seller, whereas, the seller should give a good experience to the customer such as
helpful to the customers, unanticipated for the bargaining price and etc. (Arnold et al. 2005).

**Presentation as store atmosphere:** the store environment has significant impact to the customers which can stimulate and make the customer enjoyable with better chance of impulsive buying (Donovan and Rossiter, 1982; 1994). When the customers are exiting, it reduces possibility to think before action. The stimulation in the shop can be increased by sounds (Holbrook and Anand, 1990), aromas (Mattila and Wirtz, 2008), or colors (Valdez and Mehrabian, 1994). By building a harmonious atmosphere and environment to the store can help increasing the sale volumes (Laakso 2004, p.57).

2.2.2 Understanding Consumer behavior

It is the opportunity for the company to understand consumer behavior, so they can predict demand, and find the way to serve the customers better. In this study would be more on the psychology, marketing and consumer mind (Antonides et al., 1998). This approach of buying need is emphasis motivation on hedonic responses and symbolic meaning which affect people intention to buy goods and services. It involves with. The external influence factors affect consumer behavior is culture, social, personal, and physiological that involve in consumer decision making. In this research will focus on the reference group and personal value which directly and indirectly effect on the consumer behavior. As the culture is the deepest influence on consumer behavior; however, every person need to use himself instinct to make decision (Kotler et al., 2002).

2.3 Motivation

Motivation is a canter of consumer behavior that can draw individual's action (Antonides and Raaij, 1998). As there are two theories: Karl Jung’ approach refer to collective subconscious that give an opportunity for a company to work with image and symbol (Arnould et al. 2004) of the brand and product, whereas, in Abraham Maslow's hierarchy of needs involve with physiology, safety and security, social needs, self-esteem, and self-actualization (Arnould et al 2004). However, in gold ornament adornment, it matches with a stage social need and self-esteem which makes gold ornament is not a basic need to people (Jokinen, 2011). People wear gold ornament for individual’s self-image and use it to show others people for social recognition; moreover, the purchase situation is also involved with the consumer behavior. However, the previous show that wearing jewelry is just like wearing clothes which jewelry can build a strong tool for self-image that affect how individual think of one self to project to the others (Jokinen, 2011).

Moreover, from the theory, there are seven motivations for the consumption in luxury goods which are self-actualization, social comparison, other's influence, investment for future, buying for special time, buying out of emotion and gift-giving (Wang, Sun and Song, 2012). However, in this study would only focus on self-image, other's influence investment for future, buying for special time, gift-giving, reference group, hedonic value, and utilitarian value.

2.3.1 Self-concept

The concept of self and symbolic value, it link to the symbolic value if good that individual buys (Grubb and Grathwohl 1967). The self-concept push the consumers to symbolize themselves by goods (Kassarjian 1971; 413). From the research it shown a strong degree that self-concept drive consumer behavior (Grubb and Grathwohl 1967; Grubb and Hupp 1968; Kassarjian 1971; Landon 1974; Munson and Spivey 1980; Schenk and Holman 1980; Sirgy 1982; Solomon 1983; Belk 1988; Lee 1990).

Self-concept has impact consumer intention to buy. People also use gold as a symbol regardless the demographic and social class. Other benefits apart from products are
determined as symbol (Solomon et al., 1987). People try to express themselves in, satisfaction of social need, prestige, higher status, and other viewpoints that can drive other people perception of their possessions (Belk, 1982); moreover, it drive attention to create a sense of self (Campbell, 1996). When people purchase and consume goods are seen that have personal and social meaning from the function of goods or services, moreover, it link to symbolic of personal attributes, goals, and social status (Levy, 1959).

2.3.2 Self-image
There is an impact of self and ideal self-image on purchasing intention of consumer. The actual self-image is a one’s perception of what he or she like, while ideal self-image is a way that one would like to be (Schenk and Holman 1980). From the past research show that actual-self and ideal-self has correlated. However, someone might clarify for a higher self-image for his or her purchase intention (Schenk and Holman 1980). In the identity research by Lee (1990), the self-image situation can be defined as symbolic interaction theory which refers to individual wishes other to have oneself (Schenk and Holman 1980: 2). Therefore, it create the assumption of one has many selves that can be express through many situation depend on social role and social position. When one decides on particular image to express a social position which use particular good and service to refer to one’ status (Burcak, 2003)

Gold ornament always comes to people attention, when each one looks at the others to evaluate that person. Moreover, gold ornament is a tool to build and reflect self-image (Jokinen, 2011). To study how the customers perceive the gold ornament product, it needs to know what the condition that they buy is. Some of the research shown that 56% customer purchases it as a gifts (Aiello et al. 2009).

2.3.4 Investment
When people buy luxury good for future investment which the goods themselves increasing their value (Wang, Sun and Song, 2012). Consumer are pay attention to the value in the future that can give them return as exchange. In addition, consumer purchase gold ornament as an investment needs security as well.

2.3.5 Buying for special occasion and gift-giving
consumer buys gold ornament for special occasion such as festival and holiday to use as social needs including gift-giving which people purchase gold ornament as a luxury gift for others because they can maintain a good relationship with their social group (Wang, Sun and Song , 2012). From the previous research, the precious jewelry has more subjective features than objective features in the buying behavior (Jamal and Goode 2001), as non-functional motives and functional motives (Sanguanpiyapana and Jasper 2009). For example, when a buyer buy gold ornament for a brand she know as a gift for herself or someone else because she want to keep the image. Gold ornament include an aspect of gift identify which cover on socialization, communication, economic value, social exchange (Belk, 1979), social connection (Wailendorf and Amould 1988), and rites of passages (Noble and Walker 1997).
2.3.6 Reference group
One of the important factors that would affect customers would be culture differences which are individualism and collectivism. Individualism is societies benefited to the individuals that group called individualistic; however, if it benefit to the community which prefer group profits to the advantage of the members, it called collectivism society (Hofstede, 2004). In collectivism, the social relation between people exchanging information is important to secure their purchasing decision (Argo et al., 2005). Reference groups means groups of people that one relate to which can influence their decision (Pickton and Broderick 2005). People in this group include family, friends, and colleagues are the important influencer: both parties engage the process of perception (Kotler et. al., 2002). This refers to socialization, for example, some family husband may dominate decision making but some may not, or friend might encourage doing thing.

2.3.7 Hedonic and Utilitarian value
When people purchase goods and services which not only customers are satisfied by physical function, but also other intangible attributes (Babin et al., 1994). The purchase of hedonism motivate are involve in guilty feeling, enjoyment, multi-sensory, fantasy, (Okada, 2005) which can justify the experience of the consumer. On the other hand, when people buy goods or services for function, it only refers to the necessary task that is utilitarian value (Okada, 2005). On the other hand, the utilitarianism is for function benefits which care more on objective quantifiable. The utilitarian products are about the believing in products, feeling like or dislike about the product function, and intention to buy the products or services (Maria, 2012).

2.4 Purchase Decision
When people making decision in the academic dimension there are five aspects (Arnould et al 2004, p272) which are:
- Economic utility maximizing: return maximization
- Cognitive decision making: problem solving stage
- Experimental or hedonic: self-experiment
- Behavioral influence: environmental effect on individual
- Meaning transfer: individual obtain components to complete individual’s life story

From the previous research in European country, the customers care much about product, design and price (Vicenzaoro First, 2010). It is important to understand when the customer making decision in order to purchase.

Precious jewelry is high involvement product which need people take longer time to make decision before buying (Taavi, 2008). When the product is risky and expensive, it involve high level of self-expression which make consumer need to investigate the good thing that suit with them before make a purchase (Kotler et. al., 2002)

3. The Methodology
For this research paper, the quantitative research used as a tool to discover Thai consumer at the age above 25 years old would have intention to purchase gold ornament. The quantitative research has been used as a tool to study target respondents in order to understand them better about the impact of factors influencing consumer behavior and purchasing intention, the researchers have often use quantitative research to measure the construct and hypotheses (Jokinen, 2011). The quantitative method is used quantify behavior toward gold ornament purchasing intention of for Thai consumers’ age above 25
years old. The benefits of using quantitative research are to see the reliability of data and real important factor that influence consumer.

In this research is used questionnaire survey which is questions that gain information from respondents. The question divided into 2 sections: the first section was measure demographic information in gender, age, and income. In addition, this section part includes many purposes in purpose of buying, location, and frequency. The second section was used 4 main independents variables including marketing mix and quality, sale person and store atmosphere, reference group, and motivation to measure consumer purchasing intention. Lastly, measuring Thai consumers who age above 25 years old purchasing intention to purchase gold ornament as dependent variable is included. This research use five point 5-point Likert scale, from 5 (strongly agree), 4 (Agree), 3 (neutral), 2 (disagree), and 1(strongly disagree).

3.1 Data Collection
The questionnaire was distributed through people in Bangkok and vicinity during 2014. 400 questionnaire was distributed by using both papers and online. The online survey method is used by Googledoc.com survey (101 respondents). Only 370 questionnaires were returned, the response rate is 92.5%

3.2 Data Analysis
To analysis data, this research uses Statistical Package for Social Sciences (SPSS) program software version 20.0 to test to test the constructs that has been testing and reviewing related to topic of factor affecting consumer behavior and purchase intention for gold ornament. The measurement for this research includes descriptive analysis, one-way ANOVA, factor analysis, reliability, correlation, and multiple linear regression.

4. The Findings
4.1 Demographic research exploration
As the survey was collected from various ways, Table 1 can be illustrated the respondent demographic characteristic as gender, age, income, where they shop, and frequency.

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Number of respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>126</td>
</tr>
<tr>
<td>Gender</td>
<td>Female</td>
<td>244</td>
</tr>
<tr>
<td>Gender</td>
<td>Total</td>
<td>370</td>
</tr>
<tr>
<td>Age</td>
<td>26 - 30 years old</td>
<td>132</td>
</tr>
<tr>
<td>Age</td>
<td>31-35 years old</td>
<td>80</td>
</tr>
<tr>
<td>Age</td>
<td>36-40 years old</td>
<td>50</td>
</tr>
<tr>
<td>Age</td>
<td>41-45 years old</td>
<td>48</td>
</tr>
<tr>
<td>Age</td>
<td>More than 46 years old</td>
<td>60</td>
</tr>
<tr>
<td>Age</td>
<td>Total</td>
<td>370</td>
</tr>
</tbody>
</table>
According to Table 1, it illustrated that there were male 126 respondents and female 244 respondents from the total of 370 respondents which can be calculated as male 34.1% and female 65.9%.

According to the age range, the respondents were divided into 5 groups. which illustrated that 132 respondents (35.7%) at the age 26 – 30 years old, 80 respondents (21.6%) at the age of 31-35 years old, 50 respondents (13.5%) at the age of 36-40 years old, 48 respondents (13.0%) at the age 41-45 years old, and 60 respondents (16.2%) at the age more than 46 years old were reply this survey.

In addition, the range of respondents’ income illustrated that 45 respondents (12.2%) have income less than 10,000 baht per month, 109 respondents (29.5%) have income around 10,000 – 20,000 baht, 84 respondents (22.7%) have income around 20,001 – 30,000 baht, 24 respondents (6.5%) have income around 30,001 – 40,000 baht, 47 respondents (12.7%) have income around 40,001 – 50,000 baht, and 61 respondents (16.5%) have income more than 50,001 baht 80 respondents (21.6%) at the age of 31-35 years old, 50 respondents (13.0%) at the age of 36-40 years old, 48 respondents (13.0%) at the age 41-45 years old, and 60 respondents (16.2%) at the age more than 46 years old were reply this research.

### 4.2 Factor analysis

Factor analysis is a tool to grouping similar variable as factors which information can be summarized into meaningful aspect (KvantiMOTV, 2009). The factor analysis is use for market research in term of market segmentation, investigate brand aspect, understand consumer behavior, and etc. (Malhotra and Birks 2007, p.648).

There are two main purpose of running factor analysis which is to explore factors with number and quality of factor in order to identify and measure new factors, and to test set of variable that it significant or not (KvantiMOTV, 2009) “This coefficient’s values are typically between 0 and 1, when 0.6 or less is considered unsatisfactory” (Malhotra and Birks 2007, p.358 citing Cronbach 1951).

In order to determine factor that would significant, this research use factor loading is a correlation between original variable and factor, assessing cutting of value which less than 0.4 (Hair et al. 2006, p.129). Eigenvalue needs to be more than 1 because it measures variance in each variable which shows the level of contribution (Garson 2009). Moreover, to define appropriate number of factors, Scree plot tells number of factor that suitable for the analysis (Garson 2009).
Table 2: Factor Analysis of factors Influencing Purchasing Behavior in Gold Ornament

<table>
<thead>
<tr>
<th>Rotated Component Matrix(^a)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component</td>
</tr>
<tr>
<td>35. I buy similar gold ornament design with my friend.</td>
</tr>
<tr>
<td>36. My friends' opinions affect my gold ornament purchase behavior</td>
</tr>
<tr>
<td>34. I always ask my friend opinion before I buy gold ornament</td>
</tr>
<tr>
<td>37. My family's opinion affects my gold ornament purchase behavior.</td>
</tr>
<tr>
<td>27. I buy gold ornament for special occasions.</td>
</tr>
<tr>
<td>29. I often buy gold ornament as gifts for others.</td>
</tr>
<tr>
<td>28. I often buy gold ornament as gifts for myself.</td>
</tr>
<tr>
<td>22. I wear gold ornament for adornment myself to look better.</td>
</tr>
<tr>
<td>32. Gold ornament is for body adornment.</td>
</tr>
<tr>
<td>23. I buy gold ornament for my status appearance.</td>
</tr>
<tr>
<td>30. I feel happy when I wear gold ornament.</td>
</tr>
<tr>
<td>6. I am willing to pay for the design of the gold ornament I like.</td>
</tr>
<tr>
<td>7. I choose gold ornament because I like the design.</td>
</tr>
<tr>
<td>9. Gold ornament should represent current fashion.</td>
</tr>
<tr>
<td>10. Gold ornament should be durable.</td>
</tr>
<tr>
<td>18. It is important that I trust the sale person.</td>
</tr>
<tr>
<td>19. Sale person can influence me to buy gold ornament.</td>
</tr>
<tr>
<td>20. I buy gold ornament most likely when there is a pleasant atmosphere in the store.</td>
</tr>
<tr>
<td>24. I buy gold ornament because I believe their values will increase in the future and buying.</td>
</tr>
<tr>
<td>25. Gold ornament is a way of investment for me.</td>
</tr>
<tr>
<td>33. I buy gold ornament because it can easily convert to money.</td>
</tr>
<tr>
<td>14. I like to bargain for gold smith charge discount.</td>
</tr>
<tr>
<td>15. I am satisfied with price discount for gold smith charge.</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
\(a\). Rotation converged in 6 iterations.
In this research showed 6 dimensions which can be regroup after the factor analysis explore in rotated component matric. The new factors can be illustrated as below:

1. Reference group and Gift: which are relevant to friend and family opinion before buying gold ornament, buying on occasion, and gift-giving.
2. Self-image: wearing gold for adornment, face and status, and self-happiness
3. Product design: attractive design of fashion and durable can attract consumers.
4. Sale person and Store atmosphere: can create trust for consumer
5. Investment value: gold ornament is one type of investment as consumers' perceive value increase in the future.
6. Price: bargaining and price discount

Combining new variables and defining the correlation with dependent variable which is consumer purchasing intention for gold ornament. The result of the factor analysis shown some of the variables were cut because of the insignificant level (Hair et al., 2006).

4.3 Multiple Linear Regression Analysis

Multiple linear regression analysis use to predict about individual value which can be describes relationship between two or more variable (Hair et al., 2006). After the factor analysis shown the regroup of significant factors factor analysis which reference group and occasion, self-image, product design, sale person and store atmosphere, investment value, and price tested with Thai consumers' buying behavior toward gold ornament purchasing intention. The decision of accepting or rejecting the hypothesis of the statistical test based on 95% confidential interval which P-value is less than 0.05 level of significant in order to avoid errors (Garson 2009).

Table 3: Model of factors Influencing Purchasing Behavior in Gold Ornament

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
<th>R Square Change</th>
<th>F Change</th>
<th>df1</th>
<th>df2</th>
<th>Sig. F Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.293\textsuperscript{a}</td>
<td>.086</td>
<td>.071</td>
<td>1.258</td>
<td>.086</td>
<td>5.697</td>
<td>6</td>
<td>363</td>
<td>.000</td>
<td></td>
</tr>
</tbody>
</table>

\textsuperscript{a} Predictors: (Constant), Reference Group and Gift, Self-Image, Product Design, Investment Value, Seller and Store, Price

Table 4: Regression Model of factors Influencing Purchasing Behavior in Gold Ornament

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.459</td>
<td>.549</td>
</tr>
<tr>
<td>Reference Group and Gift</td>
<td>.273</td>
<td>.103</td>
</tr>
<tr>
<td>Self-image</td>
<td>.081</td>
<td>.102</td>
</tr>
<tr>
<td>Product Design</td>
<td>-.141</td>
<td>.105</td>
</tr>
<tr>
<td>Investment value</td>
<td>.214</td>
<td>.108</td>
</tr>
<tr>
<td>Seller and Store</td>
<td>.018</td>
<td>.098</td>
</tr>
<tr>
<td>Price</td>
<td>.012</td>
<td>.091</td>
</tr>
</tbody>
</table>

\textsuperscript{a} Dependent Variable: 38.I intention to buy gold ornament in the next 12 month

From the linear regression result for gold ornament purchasing intention as dependent variable with group of independent variable (Reference group and Gift, Self-Image,
Product design, Investment value, Seller and store atmosphere, and Price). Table 3 illustrated the adjusted r square of 7.1%. Table 4 showed the two constructs which had positive relations with Thai consumers who age above 25 years old purchasing intention to buy gold ornament. There are two constructs which are reference group and gift, and investment value. Reference group and gift has 0.008 significant which less than 0.05 level of significant rate, and standardized coefficients (Bata) of 0.198. In addition, Investment value construct has 0.048 significant which less than 0.05 level of significant rate, and standardized coefficients (Bata) of 0.118. It indicated that the Reference group and gift, and Investment value significantly influence Thai consumers (age above 25 years old) purchasing intention toward gold ornament.

5. Summary and Conclusions

This paper addresses influential factors affecting on Thai customers’ intention to buy gold ornament. In this study was to test about Thai consumer at the age above 25 years old toward gold ornament purchasing intention. An exploratory of factor analysis was a tool to test the constructs and to test the compound variables and reliability of each scale. Data were tested by using linear regression method.

370 respondents which were 126 males and 244 females participated in this study. The majority age groups were 26 - 30 years old and 31- 35 years old for 132 respondents, and 80 respondents respectively with the income around 10,000 – 30,000 baht. Traditional store and Shopping mall store were the channel that the respondents purchase gold ornament which can be calculated (45.7%) and (47.0%) respectively. In addition, majority of the respondents were answer that they purchased gold ornament 1 - 2 times a year (59.5%). The factors had significant relationship were reference group and gift –which included friend and family opinion, buying on occasion, self-reward, and gift-giving-, and investment value –which include perceive value increase in the future, and buying for adornment and investment because gold ornament can convert to money. The most influential factor to purchase gold ornament was friend, family, and relative.

This research would help the gold ornament business owner understand more on Thai consumer behavior, influential factors affecting on Thai customers' intention to buy gold ornament, and what the customer preference of purchasing gold ornament in order to develop appropriate marketing strategies that would enhance business success.

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The cover of GFMS Gold survey 2014 features Japan’s Fujiyama covered with Gold Grain Switzerland’s Metterhorn


