南華大學管理學院企業管理學系管理科學碩士班

碩士論文

Master Program in Management Sciences
Department of Business Administration
College of Management
Nanhua University
Master Thesis

品牌魅力及品牌共鳴對於知覺價值及購買意願之影響研究：消費狀態及從眾效應之干擾

The Effect of Brand Charisma and Brand Resonance on Perceived Value and Purchase Intention: The Moderating Role of Consumption Status and Bandwagon Effect

那芮亞
Nareeya Raktale

指導教授：吳萬益 博士
　　　　　廖英凱 博士
Advisor: Wann-Yih Wu, Ph.D.
Ying-Kai Liao, Ph.D.

中華民國 112 年 6 月

June 2023

南 華 大 學

企 業 管 理 學 系 管 理 科 學 碩 士 班
碩 士 學 位 論 文

品牌魅力及品牌共鳴對於知覺價值及購買意願之影響研究：消費狀態
及從眾效應之干擾

The Effect of Brand Charisma and Brand Resonance on Perceived Value
and Purchase Intention: The Moderating Role of Consumption Status and
Bandwagon Effect

研 究 生： 那芮亞

經考試合格特此證明

口試委員： 吳萬益

柯昌華

紀信光

指導教授： 吳萬益 廖英凱

系主任(所長)： 景國忠

口試日期：中華民國 112 年 06 月 27 日

MBA RECOMMENDATION LETTER

準碩士推薦函

本校企業管理學系管理科學碩士班研究生 <u>那芮亞</u> 君在本系修業 <u>2.5</u> 年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

1、在修業課程方面：<u>那芮亞君已修滿</u> <u>36</u> 學分，其中必修科目：

<u>Management Sciences</u> 、<u>Method of research</u>、<u>Applied Statistic</u> 、 <u>Investment</u> 等 科目，成績及格(請查閱碩士班歷年成績)。

2、在論文研究方面：<u>那芮亞君在學期間已完成下列論文：</u>

(1)碩士論文：The Effect of Brand Charisma and Brand Resonance on Perceived Value and Purchase Intention: The Moderating Role of Consumption Status and Bandwagon Effect

(2)學術期刊：Toward a Model of Brand Resonance and Perceived Value: The Moderating Role of Consumption Status and Bandwagon Effect

本人認為 <u>那芮亞</u> 君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：The Effect of Brand Charisma and Brand Resonance on Perceived Value and Purchase Intention: The Moderating Role of Consumption Status and Bandwagon Effect，以參加碩士論文口試。

指導教授：＿＿＿＿＿＿＿ 簽章

中華民國 112 年 6 月 19 日

ACKNOWLEDGEMENT

The completion of this research paper would not have been possible without the generous support, guidance, and contributions of numerous individuals. In this section, I would like to express my sincere gratitude to those who have played a significant role in shaping and enriching this work. Your involvement and dedication have been truly cherished and esteemed.

I would like to express my gratitude to my advisor, Professor Wann-Yih Wu that guide me and work hard for developing my capability in doing research as well as my thesis and follow it up until the end of this project. I can gain a lot of experience in doing research. His vast knowledge aided me during the research and writing of this dissertation. Without his encouragement, and patience in teaching, I can't finish the master's degree program.

Foremost, I extend my utmost gratitude and appreciation to Nanhua University, particularly the Business Administration Department, for their invaluable assistance and unwavering support throughout my master's degree program.

Last but not least, I would like to express my deepest gratitude to my family for their unwavering love, encouragement, and understanding throughout this research journey. Their constant support and belief in me have been instrumental in my pursuit of knowledge and academic endeavors. I am truly blessed to have them by my side, and their presence has been a constant source of inspiration and motivation.

Nareeya Raktale

June, 2023

南華大學企業管理學系管理科學碩士班

111 學年度第 2 學期碩士論文摘要

標題 的 論文： 品牌魅力及品牌共鳴對於知覺價值及購買意願之影響

研究：消費狀態及從眾效應之干擾

畢業日期：2023 年 6 月　　　　　　　　授　　予：工商管理碩士

學生：那芮亞　　　　　　　　　　指導教授： 吳萬益 博士

　　　　　　　　　　　　　　　　　　　　　廖英凱 博士

中文摘要

　　泰國咖啡店行業在過去幾年的擴張迅速增長。因此，咖啡業者需要掌握當今消費者的行為。本研究論文旨在探討品牌魅力和品牌共鳴對泰國咖啡亞馬遜(Café Amazon)品牌的知覺價值和購買意圖的影響。本研究主要之貢獻在於整合自我一致性理論品、品牌共鳴和知覺價值理論，並進一步探討消費者特徵和從眾效應對於知覺價值和購買意圖之間關係的調節效果。

　　本實證研究透過問卷調查，收集了 318 份有關泰國 Café Amazon 消費者的資料。此研究旨在探討市場營銷組合、品牌共鳴、品牌魅力和知覺價值對購買意圖的影響。同時，它評估了人口統計消費狀態和從眾效應對感知價值與購買意圖之間關係的調節效應。研究結果顯示，市場行銷組合直接影響品牌魅力、知覺價值及品牌共鳴。產品設計、定價策略、促銷與銷售通路都有助於塑造品牌魅力。市場行銷組合亦影響知覺價值，知覺價值對客戶滿意度、忠誠度和購買意圖至關重要。品牌共鳴受到市場行銷組合的影響，塑造品牌個性並與從眾效應間牢固的關係。品牌魅力與品牌共鳴呈正相關，可增強情感連結和品牌推薦。然而，與市場行銷組合及品牌共鳴相比，品牌魅力對知覺價值的直接影響較弱。建立情

感連結可以增強品牌共鳴與知覺價值，知覺價值直接影響購買意圖，高知覺價值增加了未來購買的可能性。此外，性別、年齡和教育程度對知覺價值與購買意圖之間的關係有調節效果，個人偏好和收入、生活方式等因素也發揮著作用。從眾效應具有正向調節效果，影響消費者行為。本研究之貢獻在於整合了自我一致性理論、品牌共鳴理論和知覺價值理論，提供了一個全面性的框架。管理者應關注品牌魅力和共鳴，根據人口統計消費狀態量身定制策略，並認識消費者的異質性。

關鍵詞：品牌魅力、品牌共鳴、知覺價值、購買意圖、從眾效應

Title of Thesis: The Effect of Brand Charisma and Brand Resonance on Perceived Value and Purchase Intention: The Moderating Role of Consumption Status and Bandwagon Effect

Department: Master Program in Management Sciences, Department of Business Administration, Nanhua University

Graduate Date: June 2023   Degree Conferred: M.B.A.

Name of Student: Nareeya Raktale   Advisor: Wann-Yih Wu, Ph.D.

                                            Ying-Kai Liao, Ph.D.

ABSTRACT

The expansion of the café industry in Thailand during the last few years demonstrates that the coffee shop industry has seen rapid growth. However, Café shop entrepreneurs must understand the behavior of today's consumers. This research paper explores the impact of brand charisma and brand resonance on perceived value and purchase intention toward the Café Amazon brand in Thailand. The study contributes to the existing literature by combining Self congruity theory and perceived value theory, futher investigating the moderating influence of consumer characteristics and bandwagon effect on the relationship between perceived value and purchase intention toward Café Amazon brand.

The empirical study has collected 318 data based on the consumers of Café Amazon in Thailand through questionnaire survey. The study aims to examine the influence of marketing mix, brand resonance, brand charisma, and perceived value on purchase intention. It evaluates the moderating effects of demographic consumption status and the bandwagon effect on the relationship between perceived value and purchase intention. Findings indicate that

marketing mix directly impacts brand charisma, perceived value, and brand resonance. Well-designed products, strategic pricing, effective promotion, and thoughtful distribution contribute to brand charisma. Marketing mix also influences perceived value, which is critical for customer satisfaction, loyalty, and purchase intention. Brand resonance is influenced by marketing mix, shaping brand identity and establishing a strong relationship with the audience. Brand charisma positively relates to brand resonance, enhancing emotional attachment and brand recommendation. However, brand charisma's direct impact on perceived value is weaker compared to marketing mix and brand resonance. Building emotional connections enhances brand resonance and perceived value. Perceived value directly impacts purchase intention, as high value increases the likelihood of future purchases. Gender, age, and education moderate the relationship between perceived value and purchase intention, with individual preferences and factors like income and lifestyle playing a role. The bandwagon effect positively moderates the relationship, influencing consumer behavior. The study integrates self-congruity theory, brand resonance theory, and perceived value theory, providing a comprehensive framework. Managers should focus on brand charisma and resonance, tailor strategies to demographic consumption status, and recognize consumer heterogeneity. This study offers valuable insights for understanding purchase intention in marketing.

Keywords: Brand charisma, brand resonance, perceived value, purchase intention, bandwagon effect

TABLE OF CONTENTS

LISTS OF FIGURES

LISTS OF TABLES

CHAPTER ONE

INTRODUCTION

1.1 Research background and motivations

  The four P's of marketing including, product, price, place, and promotion can have a significant impact on brand charisma. Charisma refers to the ability of a brand to attract and captivate customers through its personality, values, and emotional appeal. According to Kotler and Keller (2016) the four P's of marketing are the building elements of a brand's marketing formula. Each of the four Ps can be used to influence brand charisma in the following ways. The product is the core of the company and has a large influence on brand appeal. A well-designed, high-quality product that fulfills customers' wants and desires can establish a powerful emotional link with customers. For instance, Apple's sleek and inventive goods have contributed to a feeling of excitement and loyalty among its customers. Price can be used to generate a feeling of exclusivity and appeal for a brand. High prices are frequently used by luxury companies to generate a feeling of exclusivity and distinction. The expensive price of a Rolex watch adds to its perceived value and prestige. The place of a product's sale can influence its perceived value and desirability. Brands that are only available in exclusive or prestigious locations can create a sense of exclusivity and desirability. Designer labels such as Louis Vuitton and Gucci, for example, are frequently exclusively accessible at high-end department shops, providing a sense of exclusivity and luxury. Promotion, the way a brand promotes itself can influence its charisma. Strong and consistent messaging that resonates with the target audience can increase a brand's charisma.

  Sirgy (1982) suggested that advertising that creates an emotional connection with customers can increase brand charisma. Self-congruity theory

suggests that consumers prefer brands that align with their self-concept or self-image. The Four Ps of Marketing (product, price, place, and promotion) can influence brand charisma by creating a sense of self-congruity between the brand and its customers (Muniz and O'Guinn, 2001).

In addition to existing study, more research might be undertaken to investigate the relationship between the marketing mix elements and brand charisma. For instance, the impact of cultural factors: the concept of brand charisma may vary across different cultures, and it would be interesting to explore how cultural factors influence the relationship between marketing mix elements and brand charisma (Esfahani and Pourdehghan, 2017; Mohamad and Yusoff, 2015). However, the existing research mentioned above, most studied the relationship between Four Ps of Marketing and Brand Charisma toward Luxury brand. Hence, our study aims to explore this relationship in depth toward Café business.

Additionally, The Four Ps of marketing may have a significant impact on brand resonance, which is the degree to which buyers sense a strong, psychological relationship with a brand. Keller (1993) developed this notion in his Brand Resonance Model, which details how brand can create strong relationships with customers through developing brand resonance. According to Keller (1993) the product is the foundation of brand building, and it should deliver on the brand's promise while also addressing the customers' needs and wants. A high-quality product can lead to customer satisfaction and loyalty, which can aid in the development of brand resonance. According to Yoo and Donthu (2001) perceived quality, a major feature of the product has a positive influence on brand equity. Price strategy can also have an impact on brand resonance. Keller (2022) noted that buyers often associate price with quality and prestige. A high-priced product can create a sense of exclusivity and

quality, which can boost brand resonance. However, the price approach should be consistent with the brand's positioning and target demographic. Kim (2005) discovered that customer loyalty increased when prices were perceived as fair and reasonable. Promotion includes all forms of communication used to promote the brand, such as advertising, sales promotions, and public relations. The correct advertising plan may assist increase brand awareness and establish a positive image in customers' thoughts. According to Keller (2022) promotion should be consistent with the brand's image and message and targeted to the proper audience. Yoo and Donthu (2001) found that brand awareness, a key aspect of promotion, had a positive influence on brand equity. The distribution channels used to get the product to the customer can also impact brand resonance. A good distribution network can help ensure that the product is available when and where customers need it, which can help build brand resonance. Customers' views of a brand may also be influenced by the location and style of retail locations. Kim (2005) found that location convenience had a positive effect influence on consumer loyalty. However, the above studies have a significant correlation between Four Ps of marketing and Brand Resonance. Yet, this issue has not yet been examined in Thailand. Hence, our study aims to explore this relationship in depth toward Café business.

Furthermore, marketing mix, brand resonance, and brand charisma can all influence perceived value in different ways. Here is an explanation of how each factor can impact perceived value: First, the Marketing Mix can impact perceived value in a variety of ways. For example, a high-quality product may be viewed as having better value than a lower-quality one, even though the price is higher. A well-thought-out price plan that includes promotions, discounts, or bundling can also boost perceived value. Similarly, effective promotion and distribution can make the product more accessible and visible,

thereby increasing its perceived value. According to Kotler et al. (2010) perceived value was a key driver of customer satisfaction and loyalty. Second, Brand resonance can impact perceived value by creating an emotional connection between the brand and the consumer. Customers that have a strong emotional connection to a brand may be prepared to pay more for it. Brand resonance may also increase perceived value by enhancing the perceived quality of the product. Keller (1993) noted that brand resonance is one of the key components of customer-based brand equity.

Lastly, Brand charisma refers to the brand's ability to inspire and attract customers based on its values, personality, and charisma. A brand with high charisma can enhance perceived value by creating a sense of uniqueness and exclusivity. Customers may perceive the brand as more valuable because it is associated with positive emotions and a unique identity. According to Grohmann et al. (2016) brand charisma can enhance perceived value by creating a "halo effect" that extends to the product or service. One way to further strengthen the relationship between the Four Ps of marketing, Brand Resonance, Brand Charisma, and Perceived Value is by creating positive emotional experiences for customers. Emotional experiences can enhance perceived value by creating a deeper connection between the customer and the brand. For instance, providing exceptional customer service can create positive emotional experiences for customers. Brands can achieve this by training employees to be friendly, responsive, and helpful. A study by Homburg et al. (2009) found that customer service had a significant impact on customer satisfaction and loyalty. Brands with a distinct personality can create good emotional experiences by resonating with customers' beliefs and emotions. Brands can develop a personality via marketing messaging, packaging, and other techniques. Aaker (1997) discovered that brand personality was

4

connected to brand loyalty. Therefore, our study aims to explore for these three relationships in depth influence perceived value.

Additionally, the bandwagon effect refers to the tendency of people to adopt the beliefs or behaviors of a group simply because others are doing it. In the context of consumer behavior, this means that individuals factors may be more likely to purchase a product if they perceive it to be popular or in high demand (Cialdini, 2009). Lwin et al. (2007) examined how the moderating effect of bandwagon on the relationship between perceived value, price, and purchase intention for a new mobile phone service. The results showed that bandwagon effect moderated the relationship between perceived value and purchase intention. Especially, bandwagon can amplify the effect of perceived value on purchase intention when the product was perceived as popular or in high demand. Kim and Park (2017) investigated how the bandwagon effect, as a type of social identification, moderated the relationship between perceived value and purchase intention for luxury fashion products. The findings showed that the bandwagon effect played a significant role in the relationship between perceived value and purchase intention, with higher levels of social identification leading to a stronger relationship. Han and Kim (2020) examined how the bandwagon effect influenced the relationship between perceived value and purchase intention for online shopping. The results showed that the bandwagon effect moderated the relationship between perceived value and purchase intention, with a stronger effect when the product was perceived as popular among a large group of consumers. Hence, our study aims to explore this relationship in depth.

Furthermore, Koo et al. (2015) explored the moderating effect of demographic consumption status on the relationship between perceived value and purchase intention. According to the authors, perceived value has a strong

positive influence on purchase intention, however this connection varies depending on customer demographics. They argue that demographic consumption status (i.e., income and education level) can moderate this relationship. The study examines the moderating influence of demographic consumption status using data from a survey of 250 South Korean consumers and hierarchical regression analysis. According to the findings, income level moderates the perceived value-purchase intention relationship, while education level does not. The authors suggest that these findings have importance significance for marketers, as they highlight the need to consider the heterogeneity of consumers in developing and implementing marketing strategies. Targeting high-income consumers with premium items, for example, may be more effective in increasing perceived value and buy intention. Koo et al. (2015) proposed that future studies should explore other demographic factors that may moderate this relationship, such as age, gender, and occupation. Furthermore, the authors recommend that future research look into the role of other situational factors, such as the type of product or service being offered and the context in which the purchase decision is made, as these may have an impact on the relationship between perceived value and purchase intention. Hence, our study aims to explore this relationship in depth.

1.2 Research objectives

According to the above discussions, this study intends to use Café Amazon in Thailand as a case to understand the antecedents, mediators and moderating of purchase intention toward Café Amazon service. The research objectives of this study are as follows:

1. To study the factors affecting Purchase Intention of Cafe Amazon Brand in Thailand, including marketing mix, brand charisma, brand resonance and perceived value.

2.To understand the mediation effect of brand charisma and brand resonance for the influence of the marketing mix on perceived value toward Cafe Amazon Brand.

3.To identify the moderating effect of Demographic Consumption status and Bandwagon effect for the influence of perceived value toward Café Amazon Brand on purchase intention.

1.3 Research contribution

This dissertation contributes to the literature in some ways by combining self-congruity theory, perceived value theory, theory of Bandwagon effect and theory of brand Resonance. First, this study looked at Brand Charisma and Brand Resonance on Perceived Value and Purchase Intention at the same time. Second, this research adds to the existing body of literature about Brand Charisma, Brand Resonance, Perceived Value, Purchase Intention and Bandwagon. Third, this study investigates the mediation effect of brand charisma and brand resonance for influence of the marketing mix on perceived value. Last but not least, this study sheds some light on two moderating variables: Demographic Consumption status and Bandwagon effect, both of which moderate the effects of purchase intention.

1.4 Research structure

This dissertation contains of six chapters, and the summary for each chapter is as follows:

Chapter one labeled the research background and motivation, research objectives, research contribution, research project and scope of the study and research procedure.

Chapter two presented the coffee consumption market in Thailand, the literature review, including the evaluation of the theoretical formation, the definition of research variables and hypothesis development.

Chapter three discussed the development of research hypotheses, study design, and methods. In addition, the research model was given in this chapter. The research design was described, which included a questionnaire survey. Data collection procedure and data analysis procedure of each research methods are presented.

Chapter four presented the empirical results of the hypotheses testing questionnaire survey. This chapter also included descriptive analysis, measurement scale reliability and validity, and hypothesis testing.

Chapter five presented the study's conclusion and suggestions. A summary and conclusions of the research outcomes were offered. The research contributions; academic and practical implications; limitation and the future directions were also presented in this chapter.

1.5 Research project and scope of the study

Based on the above research objectives, the authors developed the scope and project of the current study as shown in Table 1-1.

Table 1 - 1 The scope of this study

Items	Scope of the study
Types of the study	The literature reviews that were used to develop the research hypotheses and framework. To collect empirical data, questionnaires and construct measures are utilized, as well as to test hypotheses and draw conclusions

Key issue	The current study focuses on identify the moderating effect of Demographic Consumption status and Bandwagon effect for the influence of perceived value toward Café Amazon Brand on purchase intention and to study the factors affecting Purchase Intention of Cafe Amazon Brand in Thailand, including marketing mix, brand charisma, brand resonance and perceived value.
Dependent variables	Purchase Intention
Independent variables	Marketing Stimuli, Brand Charisma, Brand Resonance, Perceived Value, Demographic Consumption Status, Bandwagon Effect
Moderating variables	Demographic Consumption Status and Bandwagon Effect
Underlying theory	Perceived Value Theory, Theory of Bandwagon Effect and Theory of Brand Resonance
Testing location and sample	The customers who using Cafe Amazon service in Thailand
Analyzed unit	Individual level
Time frame	Cross-sectional study
Research instruments	Survey: SPSS 22.0 and PLS-SEM 3.0 were used for theory inference, primary data, and analytical approaches

Source: This study.

```
┌─────────────────────────────────────────────┐
│           Motivations and Objective          │
└─────────────────────────────────────────────┘
                      │
                      ▼
┌─────────────────────────────────────────────┐
│               Literature Review              │
└─────────────────────────────────────────────┘
                      │
                      ▼
┌─────────────────────────────────────────────┐
│          Identify the Research Issues        │
│  Develop the Research Hypotheses & Framework │
└─────────────────────────────────────────────┘
                      │
                      ▼
              ┌───────────────┐
              │ Questionnaire  │
              │    Survey      │
              └───────────────┘
                      │
                      ▼
┌─────────────────────────────────────────────┐
│             Questionnaire Design             │
└─────────────────────────────────────────────┘
                      │
                      ▼
┌─────────────────────────────────────────────┐
│ Reliability Test Questionnaire Design & Data Collection │
└─────────────────────────────────────────────┘
                      │
                      ▼
┌─────────────────────────────────────────────┐
│   Descriptive Analysis & Hypotheses Testing  │
│            Results and Discussions           │
└─────────────────────────────────────────────┘
                      │
                      ▼
┌─────────────────────────────────────────────┐
│          Conclusions and Suggestions         │
└─────────────────────────────────────────────┘
```
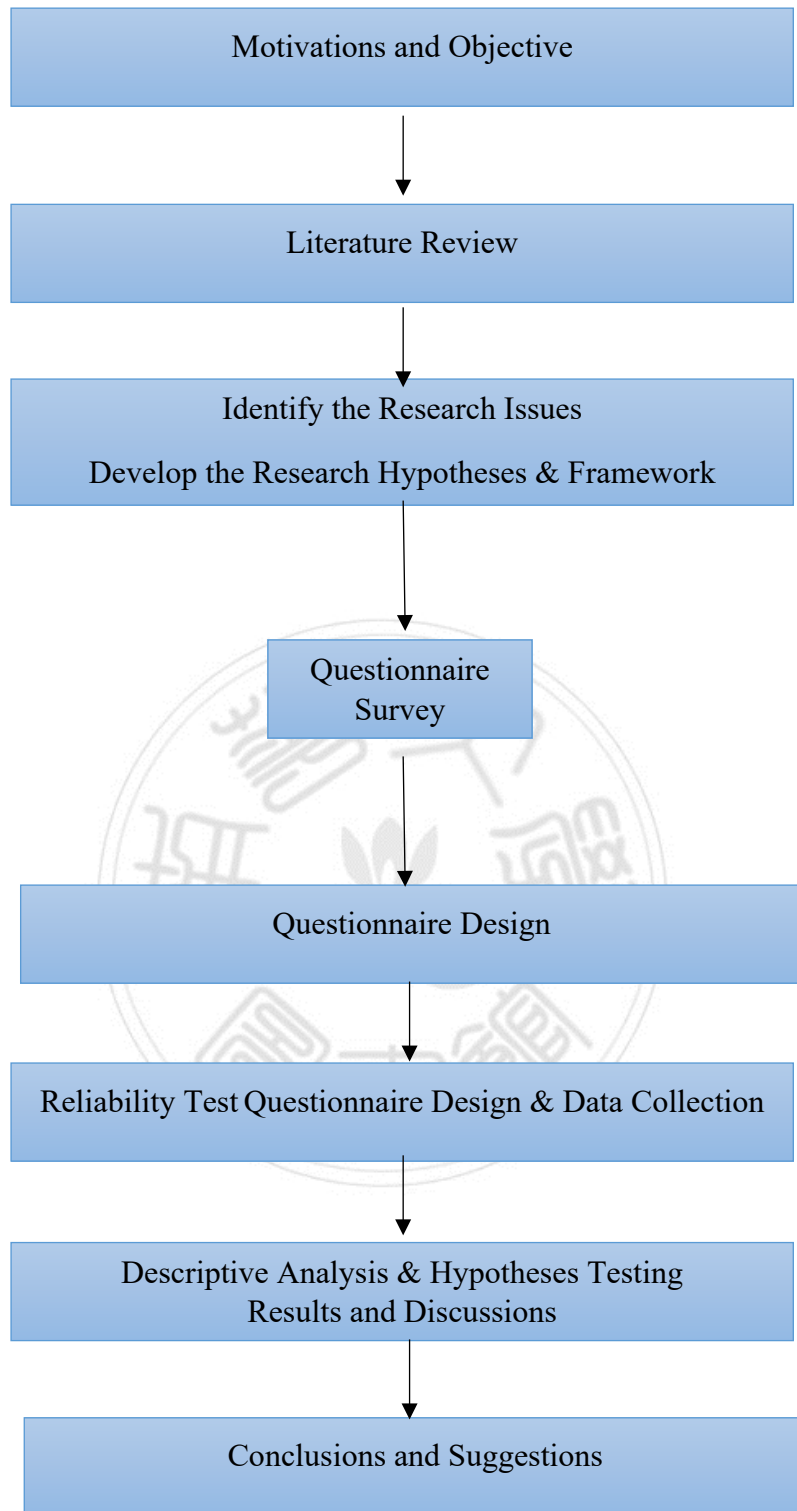
Figure 1 - 1 The flow chart

Source: This Study.

CHAPTER TWO

LITERATURE REVIEW

2.1 The coffee consumption market in Thailand

Nowadays, cafes or shops that serve both food and beverages under unique, distinctive decorations or have a beautiful atmosphere are very popular. The popularity of cafés has resulted in an increasing number of cafés open and the competition for this type of café continues to increase. According to Wongnai platform (2019), a website that provides search service for restaurants that is highly popular in Thailand, found that there were 5,360 new cafes opened in 2018, increasing from the previous year to 8.1 percent, and cafe-style restaurants ranked number 1 in the category of popular new restaurants for four consecutive years.

The evolution in coffee distribution started with a coffee cart that we have seen before.   There are bags of boiled coffee, which are then poured with sugar and milk and stirred together and served with deep-fried dough stick. They belonged to each other and had a round table and chairs. Often seen in fresh markets, crowded places, etc., the appearance is simple, focusing on selling products rather than selling appearance. Over the past several years, the growth rate of the coffee shop business has continued until many people are interested in investing in this business (Tatongjai, 2012). Since the coffee shop business is still widely open, however, as with any business, there are risks in the cafe business as well. Although it is a growing business, as long as coffee still creates aesthetics for people who love to drink, doing business according to the entrepreneurial trend may not be as successful as expected. Those who intend to invest in this business should study further information.

Overview of the cafe business during the past years, the cafe business has seen a rapid growth rate. Market Info and Communication Co., Ltd. (2008), the main reason may be due to the business of major fresh coffee shops from abroad to invest in this business, such as Starbucks, etc. Such conditions created a lot of excitement in the coffee shop industry. At the same time, the popularity of drinking coffee among Thai people began to change from the original. Thai people prefer to drink coffee in bags sold from carts. At present, Thai people have turned to popular cafes. The shop is decorated to be elegant, modern, comfortable, and has a pleasant atmosphere for drinking more coffee.

In today's society, which is in a hurry or does not spend much time in the morning, people who work have to eat fast-food in the morning, the cafe is another reason for the service, which provides fast service and meets the needs of people of all ages, including tourists. People who come to the city use the service more widely in business. Some cafes may have facilities to provide services such as working seats, internet Wi-Fi service, and a store that emphasizes a pleasant atmosphere. It is good that consumers who come to use the service will see that the cafe is a place to temporarily relax. As mentioned above, consumption at cafes nowadays is very popular. If looking at the growth rate of the general fresh coffee shop, we may clearly see that in places where there are many workers or residents, often there will be cafe shops, such as in the gas station, government office, educational institutions, hospitals, and shopping mall. Each bazaar with different facilities is decorated in a different atmosphere to make it unique in order to attract customers or people passing by. interested in using the service (Tatongjai, 2012).

Cafe business in 2021, it is still possible to be successful, although there is quite a lot of competition in the cafe business because it has been reborn a lot. This business is easy to make and profitable, but those who do it must have

the right attitude, really knows how to do business and understands the behavior of today's consumers, how they need it, the appropriateness of the price, and the quality of the coffee. Coffee brands, locations, and cafe shop entrepreneurs must learn to run a cafe shop business in depth (Chatrivisit, 2017).

According to Coffee Affection Website, although Thailand is typically a tea-drinking country, the country boasts a thriving coffee sector, the Covid epidemic and accompanying lockdowns and limited movements have impacted sales and growth, the market is likely to catch up again and outperform pre-Covid levels. The Thai coffee market is worth little more than 104 billion bath. Thailand's population is at 70 million, which is slightly less than Vietnam's 97 million but more than double Malaysia's 32 million. In 2022, the population in Thailand will be responsible for 111 billion bath in coffee market sales. The United States has the greatest coffee market revenue, with 330 million individuals generating 2.9 billion bath in the same period. Coffee consumption in Thailand doubled between 2009 and 2019, Thailand has long preferred tea over coffee, owing to the fact that tea is an important element of the Buddhist culture, and the majority of Thai's practice Buddhism. While tea is still a more common beverage than coffee, coffee is gaining popularity. In 2019, the population of Thailand consumed the equivalent of 1.4 million bags of coffee. This figure was just 0.7 million in 2009, approximately half the amount. With predicted rises in the instant coffee market and thousands of new coffee shops opening, it is not surprised that the Thai coffee industry would see significant revenue growth. In fact, the market is predicted to increase at an annual rate of 11.99% through 2025.

According to Café Amazon website, Café Amazon was founded in 2002 from the vision of executives of PTT (Public) Company Limited who are aware of opportunities to enhance marketing competency of PTT gas station. As a

result, the concept was set to be the business in PTT gas station which generates income to PTT gas station and meet the lifestyle of consumers and travelers. "Café Amazon" brand awareness stems from the idea that Brazil is the birthplace of coffee and the home of the Amazon forest, the world's best natural rainforest, brimming with the wonders of amazing nature, plants, trees, streams, and wildlife. It also serves as a source of clean air. Such concept is applied to create a coffee shop with shady atmosphere surrounded by trees and water. Throughout the years, Café Amazon has been developed to be the meeting area and recreation for travelers. It is decorated in green tones, creating a natural picture via the use of gardens and fountains to create a comfortable, soothing, and shaded ambiance. Café Amazon has a distinct character, similar to an Oasis for tourists. With its distinct and rich taste of coffee, it becomes the slogan, "Taste of Nature".

According to World Branding Forum, Café Amazon is well-known for its distinctively rich flavor of its own original blend, which has won the hearts of millions of consumers. It painstakingly picked coffee beans from chosen coffee farms around Thailand and delicately roasted them in its own roasting equipment on the Amazon Inspiring Campus. It not only creates excellent scents and a pleasantly distinct flavor available only at Café Amazon, but it also ensures that every cup of coffee delivered to all clients is of the highest quality. Café Amazon is entirely devoted to building a sustainable business with all stakeholders, concentrating not only on profitability but also on adding value to people and the environment. For example, the Community Coffee Sourcing project instructs local farmers on how to cultivate quality coffee beans and purchases them at a fair price. It also gives professional possibilities and encourages living equity through the Café Amazon for Chance initiative, which assists the underprivileged, such as the elderly and deaf, in becoming baristas.

The Circular Living concept shop promotes environmental consciousness in its stores by employing biodegradable and upcycling products. Nowadays, it operates over 3,700 stores in 11 countries, including Thailand, Cambodia, Laos, Myanmar, Vietnam, the Philippines, Malaysia, Singapore, Oman, China, and Japan, with plans to continue extending its worldwide footprint in the coming years. Café Amazon is always on the lookout for new ways to deliver everyday refreshment and enjoyment to people all across the world. Based on the discussion, this study intends to identify factors affecting Purchase Intention in Thailand, including marketing mix, brand charisma, brand resonance and perceived value. In particular, hence study focus on Cafe Amazon brand as a case to test on research model.

2.2 Theoretical background

2.2.1 Self congruity theory

Self-Congruity Theory proposes that consumers prefer brands that have an image congruent with their own self-concept, leading to a positive attitude towards the brand and increased purchase intention (Sirgy et al. 1991). According to these authors, self-congruity occurs when there is a match between the consumer's self-image and the image of the brand or product. The degree of congruity can influence consumer behavior and affect their purchasing decisions. These authors suggest that companies can use Self-Congruity Theory to develop effective branding and advertising strategies. By understanding their target audience's self-concept, companies can tailor their marketing messages to create a sense of congruity with their brand or product. Since its introduction, Self-Congruity Theory has been widely researched and applied in various fields, including marketing, advertising, and consumer psychology. In this study, Self-Congruity Theory was used to explain the influence of Marketing mix on Brand Charisma.

2.2.2 Perceived value theory

Zeithaml (1988) defines consumer perceived value as the customer's awareness of the quality of the product and the usefulness of that product or service from the thought processing of what has been received, know the benefits of product and how much is the overall utility from that product? This can be said to be an element of "taking" and "giving" that product or service. Characteristics of using or outstanding value that are different from other products by comparing customer expectations with the real benefits of the product that can stimulate motivation to make a purchase decision, consisting of the Perceive Value, that is, the difference that arises from using the service and consumer expectations, if the service received better than what customers expected, it will lead to further purchasing decisions.

Schiffman and Kanuk (2000) defined "perception" as a way for individuals to interpret and evaluate stimuli and express according to different meanings. In general, the process of perceiving an individual arises from a Sensation and which is arise from the Exposure, which responds to those stimuli such as images, sounds, smells, tastes, touches through various organs of the body, including the eyes, ears, nose, mouth and skin. It will result in passing through the brain to interpret.

The concept of value perception has been around since 1988 and has been developed over time by Hartnett (1998) this author defined it as the organization has different strengths, it depends on how much the organization can deliver the value of the products and services that meet the needs of the customers. These different values create competitiveness in different industries. The perception of consumer value is the overall value of the consumer's product usability in terms of comparing what the customer receives (Give) and what the customer loses (Get) whether it's worth it or not. If that product or service more

valuable than what customers lose, customers will get to know the value of that product and service (Zeithaml, 1988), and perceived value is not only one-sided, there are many more aspects and more complex than simply measuring quality and price (Sweeney and Soutar, 2001). There are 5 dimensions that consumers perceive, which affect the perception of utility and affect the purchase decision, including: Functional Value, Social Value, Emotional Value, Epistemic Value and Condition Value. This study focuses on the Emotional Value. Emotional value is a component of perceived value that refers to the feelings and emotions that a product or service evokes in its customers. It is often described as the intangible benefit that a customer derives from using a product or service. Emotional value can be derived from a variety of factors such as the design, brand reputation, user experience, and customer service. According to Vargo and Lusch (2016), emotional value can be seen as a co-creation of value between the provider and the customer. This means that customers co-create value by deriving emotional value from the product or service, while the provider co-creates value by designing and delivering a product or service that meets the emotional needs of the customer. In addition, emotional value can also be seen as a way to differentiate products or services from competitors. Companies that are able to provide a strong emotional connection with their customers are more likely to retain their customers and create loyal brand advocates.

Sweeney and Soutar (2001) briefly summarized the differences between perceived value and satisfaction. The perceived value is different from satisfaction, where the perception of value can occur at every step of the purchase process from the pre-purchase stage. Satisfaction is a long-term processing and will occur after purchase. Thus, the perception of value can be

created without having to purchase the product or use the service, while satisfaction depends on the experience of using the product or service.

According to Heide and Olsen (2018), in a comparative study between the importance of food quality benefits and the importance of food reputation benefits of each consumer group, he said the study highlighted significant differences between premium consumers who focused on food quality (i.e. good taste, good food quality, and quality). It's healthy food nutritionally adequate) and emotional (i.e. exciting feeling, wonderful, fun to eat). Compared to luxury-seeking consumers, there is a focus on clearly different. The luxury-seeking consumer group looks for the reputation of food quality (i.e. reputation, more awesome, more experienced), uniqueness (i.e. special, unique, rare) and social value (i.e. make you reputation, know well by social people), where luxury consumer groups may focus on marketing about praise or social status. As for premium consumers, being able to accept higher prices, this could be a profitable opportunity for entrepreneur as these customers are able to accept higher prices.

According to Emika and Campanat (2020) perceptions that positively affect the decision to use products or services come from perceived emotional value, for example, that consumers use the product to encourage them to live happily, perceived social value, such as using that product to impress others on themselves, perceived value in terms of price, such as saving the cost of traveling to a restaurant by yourself and perceived functional value, such as nutritional supplements and enables consumers to stay healthy. In terms of restaurant service business, what is indispensable in terms of service is staff in the restaurant that acts as the first line in creating an impression to consumers who come to use the service. In this study, perceived value theory who used to

explain the influence of marketing mix, brand charisma, brand resonance and purchase intention on consumer perceived value.

2.2.3 The theory of bandwagon effect

The phrase "bandwagon effect" refers to the phenomena of public opinion impinging on itself (also known as the contagion effect). People join what they believe to be current or predicted majorities or dominant positions in society in their political preferences and viewpoints. It means that success fosters success, and alternatives that look to have widespread popular support are likely to gain even more traction. As a result, perceived public opinion takes on the characteristics of a self-fulfilling prophecy. The bandwagon effect is one of numerous proposed expressions of impersonal influence effects on individuals' attitudes, beliefs, or actions that derive from these people' impressions of the attitudes, views, or behaviors of anonymous groups beyond their personal contact zone (Mutz, 1998). The bandwagon effect is defined by Leibenstein (1950) as the extent to which the demand for a commodity is increased due to the fact that others are also consuming the same commodity, while the snob effect is defined as the extent to which the demand for a consumer good is decreased due to the fact that others are also consuming the same commodity.

On an individual level, one may be influenced by the general inclination to follow a relative majority within networks, because this majority may communicate that something is good, implying that it should be beneficial for oneself (Go and Jung, 2014; Sundar, 2008). This causes a bandwagon effect, which may disrupt individual information assessment, leading to a different conclusion, or even reverse the initial desire to conduct differently (Correia and Kozak, 2012; Kim and Sundar, 2014; Kim and Gambino, 2016).

On an organizational level, the bandwagon effect refers to the adoption of management methods or technology because a large number of others have done so, putting pressure on compliance (Abrahamson and Rosenkopf, 1993; Nicolai et al., 2010). For instance, if industry standards are newly established as a result of innovation, firms may be required to follow them despite private knowledge indicating a better solution (Swanson and Ramiller, 2004). Popular management approaches may impose comparable adoption pressure to show legitimacy and conformance with trends (Cabral et al., 2014; Staw and Epstein, 2000). Nevertheless, because adoption may incur expenses and restrict future performance returns related to trends, this might potentially result in decreasing performance advantages for businesses (Andonova et al., 2013)

The existing research is quite confused concerning the structures involved in bandwagon effects, which have been documented in consumer demand theory, innovation dissemination, and even voting behavior. We know much too little about the 'why' and 'when' bandwagon effects arise, and especially how they grow, despite their significant consequences on organizational transformation (Abrahamson and Rosenkopf, 1997; McNamara et al., 2008) and individual behavior (Cai and Wyer, 2015). Understanding the bandwagon effect has considerable research and practice potential when applied to new venture contexts, because sparking excess demand and propagation of new technologies while embracing bandwagon tendencies may signal credibility and legitimacy. As a result, they inherently relate to new venture value creation. Yet, bandwagons can be costly for new investments. This is because the uncertain environment increases the ambiguity of trend-related results. Implementing some of the " in vogue " practices today can be expensive and not durable. In this study, Bandwagon Effect theory was used to

explain the influence of moderator for the relationship between perceived value and purchase intention.

2.2.4 The theory of brand resonance

Brand resonance pertains to the ultimate relationship that customers apprehend to told a brand as well as the spread to which the consumer feels "in sync" with a given brand (Keller, 2003). With suitable brand resonance, customers express a high level of devotion to the brand, such that they actively seek ways to interact with the brand and share their experiences with others. Businesses that can build brand resonance should harvest a host of benefits or values, such as higher price premiums and more efficient and successful marketing strategies (Keller, 2003). Essentially, brand resonance is the ultimate and final relationship between a brand and a consumer, in which loyalty is play an important part (Keller, 2002).

The level of relationship that a consumer has with a brand may be defined by the quantity of action that the consumer takes toward the brand as well as the strength of the relationship that the customer has with various users of the brand. A customer with a high action and activity level with the brand is one that uses the brand regularly or participates in numerous activities directed at the brand. Even a customer who is constantly connecting with other brand consumers, engaging in brand tales, and assisting in the usage of the brand is classified as having a high degree of intensity on the part of the brand. However, brand resonance, duplicates the degree or depth of the psychological bond that customers have with the brand, as well as the amount of activity triggered by the loyalty mechanism. Since they have innately high levels of interest and activity, the highlighted product or service categories may allow for increased resonance. According to Kellers (2001) brand pyramid model, the resonance

may be formed as a pyramid diagram known as the resonance pyramid model, which is shown below:
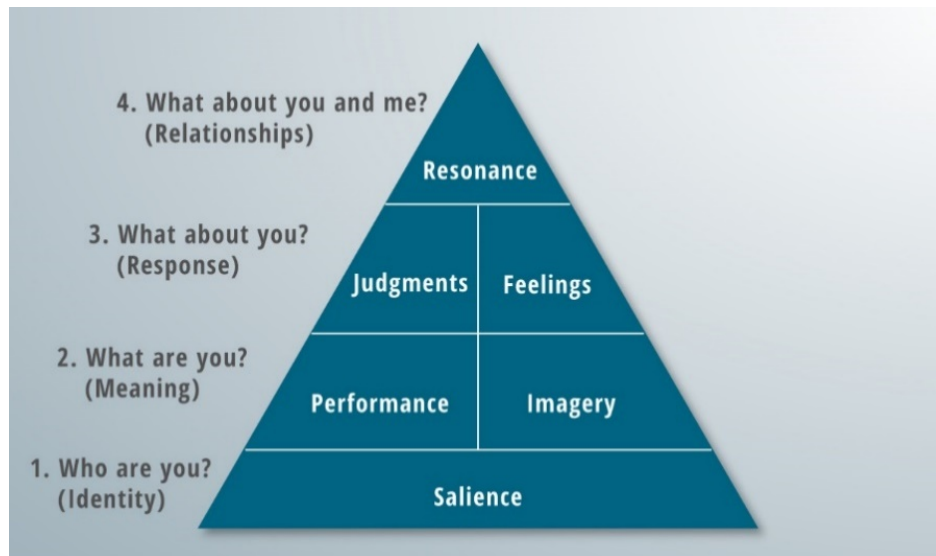
Figure 2 - 1 Customer-Based Brand Equity (CBBE) Model

Source: Keller's brand equity model, also known as the customer-based brand equity (CBBE) Model (adapted from Keller, 2019)

The Keller Model (Keller, 2019) is well-known, and its pyramid structure includes the following steps:

1. Salience occupies the bottom rung of the pyramid. Salience simply refers to how visible a brand is to a client. Brand salience is concerned with a customer's knowledge of a branded product or service. Similarly, when a client decides to buy from a brand, salience refers to how it is clear that they can remember factors such as values.

2. Performance section is one of the two quadrants on the second rung of the pyramid. On a fundamental level, performance in this context relates to how well a brand serves the demands of its customers. It is a measure

of efficiency that involves the products or services and how well they assist consumers in overcoming challenges.

3. Imagery sits on the second rung of the pyramid, alongside 'performance,' and is a component of the 'what are you?' stage. In this model, imagery relates to how a buyer sees a brand. For instance, when it comes to the Starbucks brand, we might think of the green Siren logo or coffee.

4. Judgments is located on the third rung of the resonance pyramid, which is divided into two quadrants. In this context, judgments relate to a collection of ideas and conclusions made by a customer regarding a brand's product or service. Customers' perceptions of a product's quality and potential to surpass other brands' products are referred to as judgments.

5. Feelings shares the third rung with the judgments, putting them in the model's 'what about you?' stage. Feelings, at least in this context, refer to the level of connection clients have to a brand.

6. Resonance stage is the absolute top of the pyramid. Each area below has contributed to this goal: strong bond between brand and consumer.

To optimize brand resonance, both the intensity and activity levels of loyalty connections must be raised. As a result, brand resonance encompasses brand loyalty, the purpose of which is to develop strong ties with customers and then sustain those relationships over time, which is known as consumer relationship management with a consumer perspective of connecting sensor ground. As a result, brand loyalty is a crucial activity to create the resonance that customers have for a brand and the level to which the consumer feels in sync with a trusted brand. In this study, brand resonance theory was used to explain the influence of marketing mix effect on brand resonance and brans charisma effect on brand resonance.

2.3 Definitions of constructs

2.3.1 Marketing mix

The 4P's Marketing Mix is defined as a marketing tool used in strategic planning to achieve business goals and a tool used to meet customer needs. Kotler and Keller (2012) gave the meaning that "It is a business activity that allows goods and services to move from producers to users or consumers. Seeking, analyzing, exploring to push products to users or consumers is a tool to open channels for customers to purchase and continually". Kitpraprutkul (2015) defined the marketing mix as "It is a tool or factor that can be controlled to meet the needs and satisfaction of targeted consumer groups or to stimulate the target group of consumers to want to buy goods and services", which marketing ingredients (4P's) are marketing stimuli that affect the purchase decision process, can be divided as follows:

1. Products

Products refers to what a company or organization creates and presents for sale to cause interest by consumption that can make consumers satisfied (Armstrong and Kotler, 2009) for use in the production of other products or in business practices or refers to goods or services that the purchaser of goods or services where the buyer goes for use in the production of services or operations for the business, or even if the product is the only element in the marketing mix but it is important that there are many more details to consider such as Produce Variety, Brand Name, Quality, Warranties and Returns.

2. Pricing

Pricing refers to the amount that must be paid in order to obtain the desired product or service. Or maybe it's all the value that the customer perceives to benefit from using it. That product or service is worth the money spent must be appropriate to the competitive position of the goods and generate

a reasonable profit margin to the entity, or the amount charged for the goods or services, or the sum of the value the buyer exchanges in order to obtain the benefit (Armstrong and Kotler, 2009). Pricing is very important to the business. Businesses cannot set their own prices as they like. Price consideration must determine production costs, competition conditions, expected profit competitor's price Therefore, the entity must select the appropriate strategy in pricing the goods and services. Key points to consider regarding prices are List Price, Discounts, Allowances, Payment Period and Credit Terms.

3. **Place** *(**Distribution channel***)*

Distribution channels refer to the channels for the sale of goods or services, including how to bring that product or service to consumers in order to keep up with demand. which has criteria to consider who the target group is and which channel should distribute products or services to consumers in order to be most suitable (THbusinessinfo, 2015). Sereerat et al. (1998) stated that choosing a business location is very important, especially in the service business because the location chosen by the business will determine the group of customers who will come to use the service. Therefore, the property should cover the area to serve as many target groups as possible. However, the importance of location will be different depending on the nature of each type of business.

4. **Promotion**

Promotion refers to a tool used to communicate between sellers and consumers that will lead to a strong emotional bond with consumers (Ananchokpathama, 2015). The expected result of the business in executing its marketing strategy is that the business will be able to gain a higher market share in the minds of customers compared to its competitors or be a communication activity to the target market in order to educate, persuade or it is a reminder of

the necessity of the target market towards a brand and product or service, advertising, promotion or communications tools are used to satisfy the brand or service idea to individuals by inducing demand to reminisce in the product, it is expected to influence feelings, beliefs and purchasing behavior. The definition of this construct is a guideline and it is essential in our research, as it enables us to gather specific information about marketing mix to use for set the questionnaires and achieve our research goals.

2.3.2 Brand charisma

Smothers (1993) was the first to assert that brands, like personalities, might have charismatic features and engage in the same behaviors and characteristics as charismatic human leaders. He classified charisma as "the characteristic that may be given to individuals, actions, maps, organizations, symbols, and material items because of their link to ultimate, fundamental, vital, or determining powers".

Customers validate brand charisma as a social structure. Consumers that buy charismatic brands feel that they are of high quality (Hatch and Schultz, 2013). Lee et al. (2015) described the four essential elements of a charismatic brand in proper communication, power and consumer domination, attractiveness, honesty, and trustworthiness of the brand. Charismatic businesses emotionally connect with their customers and have a significant impact on their self-esteem, self-efficacy, brand recognition, and social identity (Towler, 2003). In other words, charisma influences client behavior as well. Consumers are naturally more drawn to companies with greater personality. Because the presence of emotions leads to sales, all businesses want to be seen next to charismatic brands to compete with them, and firms must always aim to develop an emotional connection between their brand or brands and customers.

Additionally, the characteristics of charisma consist of visionary, articulate, ethical, unconventional, trusted, admired, attractive, powerful and dominant, sophisticated, magical and artistic. A visionary is brand that is innovative, forward-thinking, and has a clear sense of purpose that goes beyond making profits. A visionary brand inspires its customers to believe in its vision and values (Keller, 2003). Articulate is brand that communicates its message clearly, effectively, and in a compelling manner. An articulate brand is able to connect with its audience and convey its values and personality through its marketing, advertising, and other communications (Aaker,1997). Ethical is brand that is honest, transparent, and operates with integrity. An ethical brand takes responsibility for its actions and seeks to make a positive impact on society and the environment (Sen and Bhattacharya, 2001). Unconventional is brand that challenges norms and conventions and takes a fresh approach to its products, services, and marketing. An unconventional brand is innovative and daring, and it stands out from its competitors (Holt, 2004). Trusted is brand that is reliable, dependable, and has a strong reputation for quality and excellence. A trusted brand is seen as a safe and secure choice by its customers (Hoeffler and Keller, 2003).

Admired: is a brand that is respected and admired by its customers and stakeholders. An admired brand is seen as a leader in its industry and is valued for its expertise, innovation, and excellence (Fournier and Alvarez, 2013). Attractive is brand that is visually appealing, stylish, and attractive to its target audience. An attractive brand has a strong visual identity and communicates its personality and values through its design and aesthetics (Berthon and Hulbert, 2003). Powerful and Dominant is a brand that is dominant in its industry and has a strong market position. A powerful and dominant brand has a strong reputation for excellence, expertise, and innovation (Aaker, 1996).

Sophisticated is a brand that is stylish, refined, and appeals to customers with discerning tastes. A sophisticated brand is seen as elegant, cultured, and luxurious (Batra and Ahtola, 1990). Magical and Artistic is a brand that has a strong emotional appeal and connects with its customers.

Brand charisma refers to the ability of a brand to evoke strong emotional connections and loyalty among its customers and stakeholders. In recent years, the concept of brand charisma has been increasingly emphasized in marketing literature, as companies strive to differentiate themselves in competitive markets and build deeper relationships with their customers. One notable definition of brand charisma comes from the work of Han et al. (2010) who describe it as "a psychological state that reflects consumers' emotional attachment to a brand, their perception of the brand as having human-like qualities, and their willingness to engage in brand-related social interactions." Another influential perspective on brand charisma comes from Vargo and Lusch (2016) who argue that it arises from a brand's ability to create value through co-creation with customers. According to this view, brand charisma is not simply a matter of conveying a compelling image or personality, but also of actively involving customers in the process of brand-building and innovation. In general, the concept of brand charisma highlights the importance of emotional engagement and human connection in modern marketing, and underscores the potential benefits of building strong and meaningful relationships with customers. The definition of this construct is a guideline and it is essential in our research, as it enables us to gather specific information about brand charisma to use for set the questionnaires and achieve our research goals.

2.3.3 Brand resonance

Brand resonance refers to the process of developing long-term customer connections and explains the many phases at which customers interact with a brand (Raut and Brito, 2014). Keller (2013) defines brand resonance as the highest level of brand equity, characterized by a deep and enduring emotional connection between the brand and its customers. Similarly, Rindfleisch et al. (2006) define brand resonance as "the level to which a customer creates strong behavioral, psychological, and social relationships with the brands consumes". As a result, brand resonance may be defined as the strength of a consumer's psychological link with a brand and the level of activity created by this loyalty. Brand resonance is a concept that has continued to evolve and gain importance in recent years, as marketers have recognized the need to build strong emotional connections with customers in order to create long-term brand loyalty and sustainable competitive advantage. According to the American Marketing Association (2021), brand resonance is "the ultimate level of brand relationship, where customers feel a deep psychological bond with the brand". Building brand resonance requires a deep understanding of customers' needs, desires, and values, as well as the ability to deliver a consistently positive and engaging brand experience across all touchpoints. The definition of this construct is a guideline and it is essential in our research, as it enables us to gather specific information about brand resonance to use for set the questionnaires and achieve our research goals.

2.3.4 Perceived value

Perceived value means the assessment of the overall use and properties of goods and services. It is an influence that creates customer satisfaction that which further facilitate customer behavior and purchasing decisions. Therefore, the recognition of value is one of the important components of doing business

because the recognition of value will lead to customer engagement with the continuous use of products and services. It also creates long-term competitive advantages (Kim et al., 2006; Moliner et al., 2007; Parasuraman, 1997; Wooddruff, 1997). In addition, perceived value also means perceived benefits and the feeling of satisfaction with what they get from the product or service, which also influences the trust and long-term relationship between the organization and the customer as well (Kotler and Keller, 2009). This is consistent with (Vries and Carlson, 2014) who found that the target group of consumers with higher value perception behavior tends to have more participation and engagement with that product or service channel than consumers with no perceived value. In this study perceived value is defined as the worth or benefit that a customer believes they will receive from a product or service. The definition of this construct is a guideline and it is essential in our research, as it enables us to gather specific information about perceived value to use for set the questionnaires and achieve our research goals.

2.3.5 Bandwagon effect

The bandwagon effect defines the processes of product and service acceptance, behavior and attitudes, or innovation and management practices within networks as a consequence of signs from past adopters in the existing environment. Individuals may be influenced by the general inclination to follow a relative majority within networks, because this majority may communicate that something is good, implying that it should be beneficial for oneself (Go et al., 2014; Sundar, 2008). The bandwagon effect is one of numerous proposed expressions of "impersonal influence" effects on individuals' attitudes, beliefs, or actions resulting from these people' impressions about the attitudes, views, or behaviors of anonymous groups beyond their personal contact zone (Mutz, 1998). This causes a bandwagon effect, which may disrupt individual

information assessment, leading to a different conclusion, or even reverse the initial desire to conduct differently (Correia and Kozak, 2012; Kim and Sundar, 2014; Kim and Gambino, 2016).

On an organizational level, the bandwagon effect refers to the adoption of management methods or technology because a large number of others have done so, putting pressure on compliance (Abrahamson and Rosenkopf, 1993; Nicolai et al., 2010). This bandwagon effect is referred to a phenomenon in which people tend to adopt a particular behavior or belief because others are doing the same. It is a form of social influence that can occur when people are uncertain about what to do or believe and look to others for guidance. Another area of research has focused on the role of brand popularity in creating a bandwagon effect. For example, a study by Sun et al. (2019) found that people were more likely to purchase a product if they believed that it was popular among other consumers, even if they had no personal experience with the product themselves. The study also found that the bandwagon effect was stronger for products that were perceived as being more important, such as luxury goods or technology products. Finally, some recent research has explored the potential downsides of the bandwagon effect. For example, a study by Song and Schwarz (2019) found that people were more likely to conform to group norms, even if those norms were objectively incorrect or harmful. The study also found that the bandwagon effect was stronger for people who had a higher need for social acceptance. In general, the bandwagon effect remains an important area of study for social psychologists, marketers, and other researchers interested in understanding how people make decisions and form beliefs. The definition of this construct is a guideline and it is essential in our research, as it enables us to gather specific information about bandwagon effect to use for set the questionnaires and achieve our research goals.

2.3.6 Purchase intention

Dodds et al. (1991) hypothesized that purchasers' buying intentions represent their desire to buy. The association between purchasers' perceptions of value and their propensity to buy is favorable. Intentions, according to Blackwell et al. (2001) are subjective assessments about how we will behave in the future. Buying intentions indicate what we believe we will buy. Moreover, purchasing intent refers to a consumer's intention to buy a product or use a service provider (Shao et al., 2004). Previous research has established the relationship between service quality and purchase intent (Bitner, 1990; Boulding et al., 1993). Moreover, Kwun and Oh (2004) demonstrated the significance of customer value (e.g., brand, price, and risk impacts) as a strong predictor of purchase intentions in both pre- and post-dining decision processes. As a result, both greater service quality and higher consumer value will result in larger purchase intentions.

There are several forms of consumer intents. Apart from purchase intentions, Blackwell et al. (2001) demonstrated purchase intentions, which represent whether we intend to buy the same product or brand again. Repeat purchase behavior is closely related to the concept of brand loyalty. Consumers buy comparable things from similar merchants on a regular basis, and most purchases are a sequence of occurrences rather than a single isolated event.

In recent years, researchers have explored the role of brand image in creating purchase and purchase intentions. A study by Liu et al. (2021) found that brand image has a significant impact on both purchase intentions, with positive brand image increasing the likelihood that a consumer will buy a product and become a repeat customer. Finally, research has also explored the role of customer satisfaction in creating purchase intentions. The definition of this construct is a guideline and it is essential in our research, as it enables us

to gather specific information about purchase intention to use for set the questionnaires and achieve our research goals.

2.3.7 Demographic consumption status

Demographic consumption status (DCS) refers to the pattern of consumption of goods and services by individuals based on their socio-economic characteristics such as age, gender, income, education, and occupation. Katona (1951) identified that income is an important determinant of consumption behavior. Later, Engel et al. (2001) proposed the concept of consumer behavior, which emphasized the importance of demographic characteristics in shaping consumption patterns. (DCS) is a framework used to categorize consumers based on their socio-economic characteristics such as age, gender, income, education, and occupation. These variables have been shown to be significant predictors of consumer behavior and consumption patterns. Age is a key factor in DCS, as it has been found to influence consumer behavior and consumption patterns. Younger consumers tend to be more technology-savvy and are more likely to engage in online shopping and social media marketing. In contrast, older consumers may be more loyal to traditional brick-and-mortar stores and have different product preferences.

Gender is another important factor in DCS, as research has shown that males and females have different purchasing habits and product preferences. Income is a critical variable in DCS, as it is a significant predictor of consumer behavior and expenditure patterns. Consumers with higher income tend to spend more on luxury products and premium brands, while lower-income consumers tend to prioritize value and price when making purchasing decisions. Education is also an essential factor in DCS, as it has been found to influence consumer behavior and product preferences. Highly educated consumers tend to be more aware of environmental and social issues and are

more likely to buy eco-friendly products. Occupation is another important factor in DCS, as it has been found to influence consumer behavior and preferences. For example, professionals and managers may be more likely to purchase high-end products and luxury brands, while manual laborers may prioritize durability and functionality in their purchasing decisions (Hoyer and MacInnis, 2010).

More recently, scholars such as Belk et al. (2019) have focused on the role of demographic factors in shaping consumers' identity and self-expression through consumption. They argue that demographic consumption status is an important aspect of identity and social status, and can influence individuals' attitudes and behaviors towards consumption. In this study Demographic consumption status refers to an individual's consumption habits depending on socioeconomic criteria, and it is a major influence of their identity, social status, and consumption behaviors. The definition of this construct is a guideline and it is essential in our research, as it enables us to gather specific information about demographic consumption status to use for set the questionnaires and achieve our research goals.

2.4 Hypotheses development

2.4.1 The influence of marketing mix to brand charisma, perceived value and brand resonance.

There is a direct relationship between marketing mix and brand charisma. Effective implementation of the marketing mix can increase the charisma of a brand, which in turn leads to increased brand loyalty and customer satisfaction. For instance, a well-designed product, competitive pricing, and effective promotion can create a positive perception of the brand, leading to increased customer loyalty and engagement. Research shows that the marketing mix and brand charisma are interdependent, and their combination can lead to a

competitive advantage for firms. In a study conducted by Kim and Ko (2012), the authors found that the marketing mix elements of product, price, and promotion significantly influenced the charisma of a brand. They also found that brand charisma positively affected customer loyalty, which subsequently led to higher sales and profitability. Another study by Lu et al. (2015) who found that brand charisma positively impacted the perceived value of a product, which influenced purchase intention.

The self-congruity theory suggests that consumers choose brands that reflect their self-image and values, and perceive these brands as congruent with their self-concept (Sirgy et al., 2006). The marketing mix 4P can influence brand charisma by shaping the brand image and identity and communicating its values and personality to the target audience. The product design, features, and packaging can create a sense of uniqueness and differentiation, while the price can signal the brand status and quality. The promotion mix can communicate the brand values, personality, and identity, and the place or distribution strategy can affect the brand perceived exclusivity or accessibility (Ruiz et al., 2018). Based on the above explanation, the current research proposes that:

Hypothesis H1: Marketing mix is positively related to brand charisma.

In a study by Dodds et al. (1991), the authors found that the marketing mix elements of price and quality had a significant impact on the perceived value of a product. The study also showed that the perceived value of a product was a critical determinant of customer satisfaction and purchase intention. Another study by Han and Kim (2011) found that the marketing mix elements of product and promotion had a significant impact on perceived value. The study also showed that perceived value played a critical role in customer loyalty and repeat purchase intentions. In conclusion, the marketing mix and perceived value are closely related concepts that have a direct effect on each other.

Effective implementation of the marketing mix can increase the perceived value of a product, which can lead to higher customer satisfaction, loyalty, and purchase intention.

The perceived value theory suggests that consumers evaluate the worth and benefits of a product or service based on their perceived cost, quality, and utility (Dodds et al.,1991). The marketing mix 4P (product, price, promotion, and place) can influence perceived value by affecting the consumer's perception of cost, quality, and utility. The product design, features, and packaging can influence perceived quality and utility, while the price can influence perceived cost and value. The promotion mix can communicate the product's benefits, features, and advantages, and the place or distribution strategy can provide convenience, accessibility, and service (Kim et al., 2019). Based on the above explanation, the current research proposes that:

Hypothesis H2: Marketing mix is positively related to perceived value.

There is a direct relationship between the marketing mix and brand resonance. The effective implementation of the marketing mix elements can create a strong brand resonance, which leads to increased customer loyalty, engagement, and profitability. Research shows that the marketing mix elements of product, price, place, and promotion are critical factors in building brand resonance. For example, a well-designed product that meets the needs of customers, competitive pricing, convenient distribution channels, and effective promotion can all contribute to the creation of a strong brand resonance. In a study by Cho and Cheon (2019), the authors found that the marketing mix elements of product, price, and promotion had a significant impact on brand resonance. The study also showed that brand resonance had a positive effect on customer loyalty and word-of-mouth communication. Another study by Alam et al. (2020) found that the marketing mix elements of product, price, place,

and promotion had a significant impact on brand resonance. The study also revealed that brand resonance had a positive effect on customer loyalty and brand advocacy. Finally, Al-Dmour et al. (2021) found that the marketing mix elements of product, price, place, and promotion had a significant impact on brand resonance. The study also showed that brand resonance had a positive effect on customer loyalty, brand trust, and purchase intention.

Brand resonance theory suggests that a strong emotional connection with customers creates brand loyalty, attachment, and engagement. The marketing mix 4Ps can influence brand resonance by creating a strong brand identity, image, and personality, and by establishing a strong relationship with the target audience. Product design, features, and packaging can influence brand identity and image; price can influence brand image and personality; the promotion mix can create brand awareness, interest, and engagement; and place or distribution strategy can build customer loyalty and advocacy (Hsieh and Chang, 2019). Based on the above explanation, the current research proposes that:

Hypothesis H3: Marketing mix is positively related to brand resonance.

2.4.2 The interrelationship between brand charisma, brand resonance and perceived valued.

According to a study by Schepers et al. (2011) brand charisma positively influences brand resonance by enhancing brand personality and brand identity, which in turn increase consumers' emotional attachment to the brand. Furthermore, the same study found that brand resonance also has a positive effect on brand charisma, as consumers who feel a strong emotional connection with a brand are more likely to recommend the brand to others and share positive experiences, thereby enhancing the brand's reputation and attractiveness. Research has shown that brand charisma and brand resonance are closely related, with brand charisma playing a crucial role in the

development of brand resonance. A study by Lee et al. (2021) investigated the impact of brand charisma on brand resonance in the context of luxury fashion brands. The results showed that brand charisma significantly influences brand resonance through the mediating effect of brand image and brand personality. In conclusion, brand charisma and brand resonance are important concepts in branding that are interrelated and can have a direct impact on each other. Brands can leverage their charisma to enhance resonance, and vice versa, by focusing on activities that enhance brand personality, identity, and emotional connection with consumers.

The brand resonance model theory suggests that brand charisma can influence brand resonance by creating a strong emotional connection with customers and increasing brand identity, meaning, responses, and relationships. Brand identity refers to the brand's personality, values, and attributes; brand meaning refers to the benefits and values that customers associate with the brand; brand responses refer to how customers react to the brand, and brand relationships refer to the overall customer experience and loyalty towards the brand (Jo et al., 2019). Based on the above explanation, the current research proposes that:

Hypothesis H4: Brand charisma are positively related to brand resonance.

Research has shown that brand charisma and perceived value are closely related, with brand charisma playing a crucial role in the development of perceived value. According to Han et al. (2019) brand charisma positively influences perceived value by enhancing brand awareness and brand image, which in turn increase consumers' willingness to pay a premium price for the brand. Furthermore, the same study found that perceived value also has a positive effect on brand charisma, as consumers who perceive high value from a brand are more likely to recommend the brand to others and have a more

positive perception of the brand overall. A study by Chen et al. (2021) showed that brand charisma and perceived value have a strong interrelationship, with each concept influencing the other. Brand charisma has a positive effect on perceived value through the mediating role of brand trust. When consumers perceive a brand to be charismatic, they are more likely to trust the brand and perceive it as offering high value for its price. Brand charisma and perceived value are two important concepts in branding that are interrelated and can have a direct effect on each other. Brands can leverage their charisma to enhance perceived value, and vice versa, by focusing on activities that enhance brand trust, reputation, and perceived benefits.

Perceived value theory suggests that brand charisma can influence perceived value by creating a perception of uniqueness, excellence, and differentiation that exceeds customers' expectations and justifies the price they pay for the product or service (Chen and Shih, 2018). Brand charisma can enhance perceived value by providing a sense of pleasure, excitement, and satisfaction to customers and by creating a perception of social status and prestige (Cunha et al., 2019). Based on the above explanation, the current research proposes that:

Hypothesis H5: Brand charisma are positively related to perceived value.

A study by Kim et al. (2019) showed that brand resonance and perceived value have a strong interrelationship, with each concept influencing the other. This study also found that brand resonance has a positive effect on perceived value through the mediating role of brand trust. When consumers feel a strong emotional connection with a brand, they are more likely to trust the brand and perceive it as offering high value for its price. Similarly, a study by Chen et al. (2019) found that perceived value has a positive effect on brand resonance, as consumers who perceive high value from a brand are more likely to feel a strong

emotional connection with it and become loyal to the brand. Furthermore, the same study also found that brand resonance also has a direct positive effect on perceived value, as consumers who feel a strong emotional connection with a brand are more likely to perceive it as offering high value for its price. In conclusion, brand resonance and perceived value are two important concepts in branding that are interrelated and can have a direct effect on each other. Brands can leverage their resonance to enhance perceived value, and vice versa, by focusing on activities that enhance brand trust, emotional connection, and perceived benefits.

Perceived value theory suggests that brand resonance can influence perceived value by creating a strong emotional connection with customers, increasing their loyalty, and enhancing their perception of the brand's quality, prestige, and relevance (Chang and Liu, 2016). Brand resonance can enhance perceived value by providing customers with a unique and valuable experience that exceeds their expectations and by creating a perception of exclusivity and status that justifies the price they pay for the product or service (Lee et al., 2021). Based on the above explanation, the current research proposes that:

Hypothesis H6: Brand resonance are positively related to perceived value.

2.4.3 The influence of perceived value to purchase intention.

Research has shown that perceived value and purchase intention have a strong interrelationship, with each concept influencing the other. A study by Wu et al. (2018) found that perceived value has a positive effect on purchase intention, as consumers who perceive high value from a product or service are more likely to intend to purchase it. Similarly, the study by Kumar et al. (2020) found that purchase intention has a positive effect on perceived value, as consumers who intend to purchase a product or service are more likely to

perceive it as valuable and beneficial. In summary, perceived value and purchase intention are two important concepts in consumer behavior that are interrelated and can have a direct effect on each other. Brands can leverage their perceived value to enhance purchase intentions by focusing on activities that enhance perceived benefits, satisfaction, and loyalty.

Perceived value theory suggests that perceived value is positively related to purchase intention because customers are more likely to buy and repeat purchase products or services that they perceive to offer a good value for the price paid (Khalifa and Liu, 2007). Perceived value is based on the customer's perception of the benefits received from the product or service compared to the cost incurred, including monetary and non-monetary factors (Wang and Liu, 2016). Based on the above explanation, the current research proposes that:

Hypothesis H7: Perceived value is positively related to purchase intention.

2.4.4 The moderating effect of demographic consumption status and bandwagon effect.

The moderating effect of demographic consumption status on the relationship between perceived value and purchase intention has been widely studied in marketing literature. Gender, age, education level, social status, occupation, and salary are often examined as potential moderators. For instance, a study by Chen and Chiu (2009) investigated the moderating effects of gender and age on the relationship between perceived value and purchase intention. The study found that perceived value had a stronger effect on purchase intention for female and older consumers. Similarly, a study by Wang et al. (2013) examined the moderating effects of education level and social status on the relationship between perceived value and purchase intention. The study found that perceived value had a stronger effect on purchase intention for consumers with higher education levels and higher social status. In another

study by Kim et al. (2016) investigated the moderating effects of occupation and salary on the relationship between perceived value and purchase intention. The study found that perceived value had a stronger effect on purchase intention for consumers with higher occupation levels and higher salaries. Overall, these studies suggested that demographic consumption status can strengthen the positive relationship between perceived value and purchase intention. Understanding these moderating effects can help marketers develop more effective marketing strategies that are tailored to specific consumer groups.

The perceived value theory suggests that consumers form their perceptions of a product or service's value based on the benefits it offers and the costs required to obtain those benefits (Xie and Zhang, 2014). Brand charisma can enhance the perceived value of a product or service by increasing the benefits that consumers associate with the brand and reducing the perceived costs associated with it. Demographic consumption status can moderate the relationship between perceived value and purchase intention, and understanding this relationship is crucial for marketers to tailor their marketing strategies to different consumer segments (Nguyen, 2019). Based on the above explanation, the current research proposes that:

Hypothesis H8: Demographic consumption status including (H8a) gender, (H8b) age, (H8c) education level strengthens the positive relationship between perceived value and purchase intention.

The Bandwagon effect is a well-known psychological phenomenon that occurs when people tend to follow the behavior of others to conform or to avoid feeling left out. In the context of consumer behavior, the Bandwagon effect may play a moderating role in the relationship between perceived value and purchase intention. Research has shown that the Bandwagon effect can strengthen the positive relationship between perceived value and purchase

intention. For instance, a study by Lee et al. (2015) found that the bandwagon effect positively moderated the relationship between perceived value and purchase intention for fashion products. The study suggested that consumers are more likely to purchase fashion products when they perceive the product as having high value and when they perceive that other are also purchasing the product. Similarly, a study by Shen and Bissell (2016) found that the bandwagon effect positively moderated the relationship between perceived value and purchase intention for luxury products. The study suggested that consumers are more likely to purchase luxury products when they perceive the product as having high value and when they perceive that other are also purchasing the product. These studies suggested that the bandwagon effect can be an important moderating factor in the relationship between perceived value and purchase intention, particularly for products that are subject to social influence. Marketers can take advantage of the bandwagon effect by using social proof or testimonials to signal that other are also purchasing or using the product, which can reinforce the perceived value and increase purchase intention.

The bandwagon effect theory suggests that consumers are more likely to adopt a product or service if they believe that many other people are already using it or have a positive attitude towards it (Chang and Tseng, 2020). This effect can strengthen the positive relationship between perceived value and purchase intention, as high perceived value leads to more positive attitudes, which in turn creates a social pressure for consumers to conform and adopt the product or service, leading to increased purchase intentions (Lin and Liao, 2019). Based on the above explanation, the current research proposes that:

Hypothesis H9: Bandwagon effect strengthens the positive relationship between perceived value and purchase intention.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research framework

The current study argued that marketing mix, brand charisma, and brand resonance are all interrelated and have a significant impact on perceived value. The perceived value will promote purchase intention, in consistent with the above research hypotheses, this research developed a research framework as shown in Figure 3-1
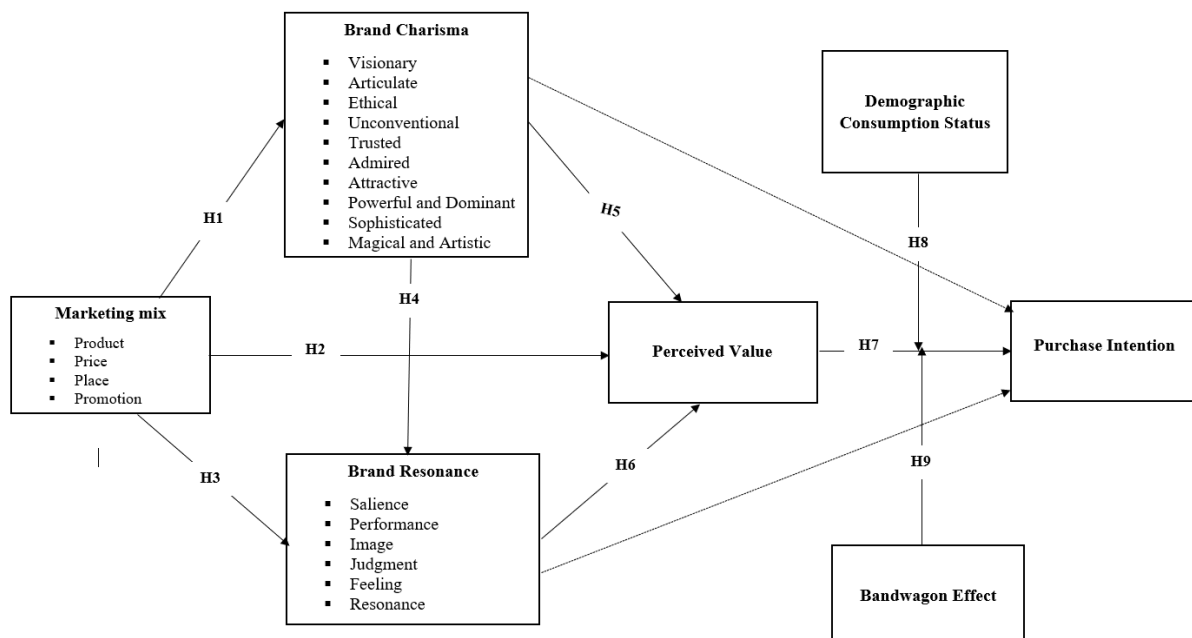
Figure 3 - 1 The research framework

3.2 Constructs measurement

This study identified marketing mix, brand charisma, brand resonance and perceived value as antecedents of purchase intention. Furthermore, demographic consumption status and bandwagon effect are served as two moderating variables that moderate the influence of perceived value and purchase intention. Based on a literature review and the objective of this study,

survey questionnaire items were created. The following constructions' research items were created:

3.2.1 Marketing mix

Following Supaporn (2015), in this study, the marketing mix or 4Ps of marketing is a set of tactics or tools used by firms to promote and sell their products or services in the market. The four Ps stand for Product, Price, Place, and Promotion. Together, these four elements form a cohesive marketing strategy that helps firms to attract and retain customers and achieve their business objectives. All measurement items were designed in seven-point Likert scales from 1= strongly disagree to 7 = strongly agree. The questionnaire items are as a follow:

<u>Product</u>

PD1: The taste of coffee and other beverages in term of fragrant, intense in the Café Amazon is better than other competitor's brands.

PD2: Containers and packaging in term of modern, eye-catching in Café Amazon is better than other competitor's brands.

PD3: The bakery for sale in Café Amazon shop is better than other competitor's brands.

PD4: Cleanliness with a certification mark in Café Amazon is better than other competitor's brands.

PD5: The variety of products to choose in Café Amazon is better than other competitor's brands.

<u>Price</u>

PR1: The price in Café Amazon is more reasonable for the product compared to other competitor's brands.

PR2: The price in Café Amazon is lower than compared to other competitor's

brands.

PR3: The price in Café Amazon is more expensive in Café Amazon compared to other competitor's brands.

PR4: There is more clearly labeled product price in Café Amazon compared to other competitor's brands.

PR5: There are many prices according to the size of the package in Café Amazon compared to other competitor's brands.

Place

PL1: The location of Café Amazon is more convenience compared to other competitor's brands.

PL2: There is ample and sufficient parking space of Café Amazon shop compared to other competitor's brands.

PL3: The opening-closing time of the Café Amazon shop is more appropriate compared to other competitor's brands.

PL4: The area around the Café Amazon shop is more private compared to other competitor's brands.

PL5: The location of Café Amazon is safer compared to other competitor's brands.

Promotion

PM1: Compared to other competitor's brands there are more advertisements and, public relations through various media in Café Amazon.

PM2: Compared to other competitor's brands, the discount price in Café Amazon is more attractive.

PM3: Café Amazon has made a lot of activities to give away free gifts.

PM4: Compared to other competitor's brands there are more premium items, in Café Amazon to exchange for purchase such as the Amazon's glass.

PM5: In Café Amazon, there is a membership system and accumulate.

3.2.2 Brand charisma

In this study, brand charisma refers to the level of attractiveness and likability that a brand has among its target audience. It is the ability of a brand to evoke positive emotions and create a strong connection with its customers. Following Liao (2020), this study designs brand charisma included ten factors: (1) Visionary (2) Articulate (3) Ethical (4) Unconventional (5) Trusted (6) Admired (7) Attractive (8) Powerful and Dominant (9) Sophisticated (10) Magical and Artistic. All measurement items were designed in seven-point Likert scales from 1= strongly disagree to 7 = strongly agree. The questionnaire items are as a follow:

<u>Visionary</u>

VS1: Compared to other competitor's brand, Café Amazon brand has vision for the future.
VS2: Compared to other competitor's brand, Café Amazon brand has lots of positive energy.
VS3: Compared to other competitor's brand, Café Amazon brand consistently generates more new ideas for the future.
VS4: Compared to another competitor's brand, Café Amazon brand is more dynamic.
VS5: Compared to another competitor's brand, Café Amazon brand is more outgoing.
VS6: Compared to another competitor's brand, Café Amazon brand is more innovative.
VS7: Compared to another competitor's brand, Café Amazon brand is more ambitious.
VS8: Compared to other competitor's brand, Café Amazon brand is a creator of trends

Articulate

AR1: Compared to other competitor's brand, Café Amazon brand is more expressive with its communication.

AR2: Compared to other competitor's brand, Café Amazon brand is more enthusiastic with its communication.

AR3: Compared to other competitor's brand, Café Amazon brand is more continuously connected with its customers at an emotional level.

AR4: Compared to other competitor's brand, Café Amazon brand is more optimistic with its communication.

AR5: Compared to other competitor's brand, Café Amazon brand is more engaging with its communication.

Ethical

ET1: Compared to other competitor's brand, Café Amazon brand models ethical standard.

ET2: Compared to another competitor's brand, Café Amazon brand considers what is moral/ethical.

ET3: Compared to other competitor's brand, Café Amazon brand goes beyond company self-interest.

ET4: Compared to other competitor's brand, Café Amazon brand raises awareness of important environmental issues and takes corresponding action.

Unconventional

UN1: Compared to other competitor's brand, Café Amazon brand engages in unconventional behavior to achieve its goals.

UN2: Compared to another competitor's brand, Café Amazon brand is outspoken.

UN3: Compared to other competitor's brand, Café Amazon brand is

achieving its goals by non-traditional means.

UN4: Compared to other competitor's brand, Café Amazon brand is known for its provocative/controversial behavior.
UN5: Compared to other competitor's brand, Café Amazon brand surprises customers.
UN6: Compared to another competitor's brand, Café Amazon brand is fearless and daring.

Trusted

TR1: Compared to another competitor's brand, Café Amazon brand is more reliable.
TR2: Compared to another competitor's brand, Café Amazon brand is highly trusted one.
TR3: Compared to another competitor's brand, Café Amazon brand is honest.
TR4: Compared to another competitor's brand, Café Amazon brand is sincere.

Admired

AD1: Compared to other competitor's brand, Café Amazon brand attracts great admiration.
AD2: Compared to other competitor's brand, Café Amazon brand easily grabs/attracts my attention.
AD3: Compared to other competitor's brand, Café Amazon brand has significant positive influence on other people.
AD4: Compared to another competitor's brand, Café Amazon brand is inspirational.
AD5: Compared to other competitor's brand, Café Amazon brand has my respect.
AD6: Compared to another competitor's brand, Café Amazon brand is

passionate.

AD7: Compared to other competitor's brand, Café Amazon brand is highly talked about by others.

AD8: Compared to another competitor's brand, Café Amazon brand is a role model.

AD9: Compared to another competitor's brand, Café Amazon brand is influential.

Attractive

ATT1: Compared to another competitor's brand, Café Amazon brand is magnetically attractive.

ATT2: Compared to other competitor's brand, Café Amazon brand is charming.

ATT3: Compared to other competitor's brand, Café Amazon brand is very appealing.

ATT4: Compared to other competitor's brand, Café Amazon brand is beautiful.

ATT5: Compared to other competitor's brand, Café Amazon brand stands out.

ATT6: Compared to other competitor's brand, Café Amazon brand attracts but is not ostentatious.

Powerful and Dominant

POD1: Compared to other competitor's brand, Café Amazon brand is bold.

POD2: Compared to other competitor's brand, Café Amazon brand is strong.

POD3: Compared to other competitor's brand, Café Amazon brand is controlling.

POD4: Compared to other competitor's brand, Café Amazon brand exuberates power.

POD5: Compared to other competitor's brand, Café Amazon brand displays confidence.

POD6: Compared to other competitor's brand, Café Amazon brand is a market leader.

POD7: Compared to other competitor's brand, Café Amazon brand is assertive.

POD8: Compared to other competitor's brand, Café Amazon brand is not a follower.

Sophisticated

SO1: Café Amazon brand is elegant.

SO2: Café Amazon brand is classy.

SO3: Café Amazon brand is trendy.

SO4: Café Amazon brand is sophisticated.

SO5: Café Amazon brand has style.

Magical and Artistic

MA1: Café Amazon brand is magical.

MA2: Café Amazon brand is exciting.

MA3: Café Amazon brand connects and delights.

MA4: Café Amazon brand has something special.

MA5: Café Amazon brand is known for collaborating with artists.

MA6: The products of Café Amazon brand represent everlasting pieces of art.

MA7: Café Amazon brand loves and appreciates art.

MA8: Café Amazon brand is spell-binding.

3.2.3 Brand resonance

Brand resonance is the ultimate level of customer-based brand equity where customers feel a deep emotional connection with the brand and actively seek out opportunities to interact with it. The five stages of CBBE are critical for building strong brand equity, the ultimate goal of these stages is to achieve brand resonance, which is the highest level of brand loyalty and emotional connection with customers. The measurement items of brand resonance are adopted from Rodrigo et al. (2019), this study designs brand resonance included six factors: (1) Salience (2) Performance (3) Image (4) Judgment (5) Feeling (6) Resonance. All measurement items were designed in seven-point Likert scales from 1= strongly disagree to 7 = strongly agree. The questionnaire items are as a follow:

Salience

SA1: I can recognize the Cafe Amazon's brand better than another Café brand.

SA2: I can easily remember the brand and logo of Cafe Amazon.

SA3: The Cafe Amazon brand is easy to be recognized.

Performance

PE1: Comparing to the same category Cafe in Thailand, Cafe Amazon offers the best services.

PE2: Comparing to the same category Cafe in Thailand, Cafe Amazon meets my expectations.

PE3: Comparing to the same category Cafe in Thailand, Cafe Amazon services are efficient.

PE4: Comparing to the same category Cafe in Thailand, Cafe Amazon supplies my basic needs as a customer.

Image

IM1: Cafe Amazon brand appearance is attractive.

IM2: Cafe Amazon brand has a good image.

IM3: People have a positive image of the Cafe Amazon brand.

Judgment

JU1: My overall opinion about Cafe Amazon is good.

JU2: I am pleased to be a customer of Cafe Amazon

JU3: Cafe Amazon is superior in comparison with others café brand by the same category in Thailand

JU4: Cafe Amazon quality is good.

Feeling

FE1: I feel good when I go to Cafe Amazon.

FE2: Cafe Amazon makes me happy.

FE3: Visiting to Cafe Amazon is a pleasure.

Resonance

RE1: Even though there is another cheaper Cafe in Thailand, I prefer to go to Cafe Amazon.

RE2: When I go any places in Thailand, I intent to visit at Cafe Amazon.

RE3: I am loyal to the Cafe Amazon. when I need to go to somewhere.

RE4: In Thailand Cafe Amazon is my first option.

3.2.4 Perceived value

Perceived value is the overall assessment that a customer makes about the utility of a product or service based on the benefits it offers and the cost or effort required to obtain it. The emotional aspect of perceived value refers to the positive feelings and emotions that a customer experiences when they believe that the product or service, they are purchasing provides them with a

significant benefit or advantage. The measurement items of perceived value are adopted from Suphanetirat (2017). All measurement items were designed in seven-point Likert scales from 1= strongly disagree to 7 = strongly agree. The questionnaire items are as a follow:

PVE1: I feel happy every time when I make a purchase Café Amazon brand.
PVE2: I am excited when I decide to buy Café Amazon brand.
PVE3: I feel satisfied when I decide to buy Café Amazon brand.
PVE4: Overall, I have a good feeling for purchasing Café Amazon brand.

3.2.5 Bandwagon effect

The bandwagon effect refers to the tendency of individuals to adopt or conform to the beliefs, attitudes, and behaviors of a larger group. In other words, people often conform to the popular opinion or trend, regardless of their own individual beliefs or values. The bandwagon effect can be a powerful tool in marketing and advertising, as it can create a sense of urgency and social proof that can influence customers to make a purchase. The measurement items of bandwagon effect are adopted from Shammout et al. (2022). All measurement items were designed in seven-point Likert scales from 1= strongly disagree to 7 = strongly agree. The questionnaire items are as a follow:

BE1: Café Amazon is currently a very popular Cafe that everyone would approve of its choice.
BE2: Cafe Amazon is recognized by many people.
BE3: Cafe Amazon is chosen by most people as a symbol of achievement.

3.2.6 Purchase intention

Purchase intention refers to a consumer's intention or likelihood to buy a product or service in the future, Purchase intention is important metrics for understanding consumer behavior and predicting future sales. The measurement items of purchase intention is adopted from (Sweeney et al., 2001; Zeithaml, 1988; Dholakia, 1999; Hoyer et al., 2001; Chandon et al., 2000). All measurement items were designed in seven-point Likert scales from 1= strongly disagree to 7 = strongly agree. The questionnaire items are as a follow:

Purchase intention

PI 1: I am likely to purchase the Amazon brand in the near future.

PI 2: I intend to buy Amazon brand's product in the next month.

PI 3: I am seriously considering buying the Amazon café.

PI 4: If given the opportunity, I would purchase Amazon brand's product.

PI 5: I am likely to recommend Amazon café to others.

How often you like to go to Café Amazon per month?

I like to go to Café Amazon 1-2 times per month.

I like to go to Café Amazon 3-4 times per month.

I like to go to Café Amazon 5-6 times per month.

I like to go to Café Amazon equal or more than 7 times per month.

Expenses per time of using the service.

I mostly spend less than 50 baht per one time in Café Amazon.

I mostly spend 50-100 baht per one time in Café Amazon.

I mostly spend 101-150 baht per one time in Café Amazon.

I mostly spend 151 baht or more per one time in Café Amazon.

Dates that are usually go to Café Amazon.

I usually go to Café Amazon on Monday – Friday

I usually go to Café Amazon on Saturday – Sunday

Popular time to use the Café Amazon service.

I like to go to Café Amazon around 7.00-9.00 o'clock.

I like to go to Café Amazon around 9.01-12.00 o'clock.

I like to go to Café Amazon around 12.01-15.00 o'clock.

I like to go to Café Amazon around 15.01-18.00 o'clock.

I like to go to Café Amazon around 18.01-21.00 o'clock.

Participants in decision-making to use the Café Amazon service.

Myself.

My family members.

My friends.

My colleague.

Characteristic to using the service.

Visit at the store.

Takeaway.

Delivery service.

3.2.7 Demographic variables.

Gender	
	☐ Male ☐ Female

Age	☐ 15 or less than 15
	☐ 16-25
	☐ 26-35
	☐ 36-45
	☐ More than 45
Education Level	☐ Lower than Bachelor's degree
	☐ Bachelor's degree
	☐ Master's degree/ PhD
Status	☐ Single
	☐ Married
	☐ Other
Occupation	☐ Private employees
	☐ State enterprises/government employees
	☐ Personal business
	☐ Students
Salary (Per month)	☐ Less than or equal to 10,000 bath
	☐ 10,001-20,000 bath
	☐ 20,001-30,000 bath
	☐ 30,001-40,000 bath
	☐ 40,001-50,000 bath
	☐ More than 50,000 bath

3.3 Data collection

The questionnaire designed is created in the following ways. Mainly language is in English and then translated into Thai language by this author for convenient way to the participants. All questionnaire items were measured based on a seven-point Likert scale from 1= totally disagree, 7= totally agree. All participants in this study are freely join from Thailand. The survey consists of 132 questionnaire items and the questionnaire paper was distributed a convenient sampling. The data were gathered through questionnaire survey in a three months' period from the 27 of February to May of 2023 in Bangkok and Nakhonratchasima city, Thailand.

3.4 Data analysis techniques

3.4.1 Descriptive statistical analysis

Descriptive statistics were used to quantitatively explain the qualities of the data set. Each research variable's descriptive statistics, including mean, and standard deviation, as well as a cross-tabulation of demographic factors, were provided.

3.4.2 Reliability and validity measures

To confirm the dimensionality and reliability of the research constructs, this study used a variety of purification procedures, including factor analysis, correlation analysis, and internal consistency analysis (Cronbach's alpha). The purpose of factor analysis was to determine the dimensionality of each research contract by selecting questionnaires with high factor loadings and comparing them to theoretically specified questions. The item-to-total correlation and coefficient alpha were also determined to measure the internal consistency and dependability of the construct. Using latent roots, the scree plot, and the eigenvalue, the number of dimensions generated from the main component factor analysis was computed.

When normatively specified constructs are included in the PLS route model, partial least squares structural equation modeling (PLS-SEM) was the preferable technique. According to Hair et al. (2021) evaluating formative measurement models consists of three steps: (1) convergent validity, (2) indicator collinearity, and (3) statistical significance and relevance of the indicator weights. Hair et al. (2021) established four fundamental criteria for evaluating reflective measurement models: indicator reliability, internal consistency reliability (Cronbach's alpha and composite reliability), convergent validity, and discriminant validity. This study fully follows these criteria. First, the composite reliability ratings were larger than 0.80 and less than 0.95, above the minimal requirement of 0.70 for proving internal consistency dependability (Hair et al., 2021). Second, to validate indicator reliability, the outer loading of each item should be more than 0.7, indicating that construct explains more than half of the variation in the indicator, leading in appropriate indicator reliability (Hair et al., 2021). Lastly, the average variance extracted (AVE) of each idea was analyzed using a 0.50 threshold value to determine convergent validity (Hair et al., 2019).

The square root of the AVE value on the diagonals should be greater than the correlation between these correspondence row and column value, indicating that the core construct measures discriminant between construct variances using the Fornell-Larker (1981), and we examined discriminant validity criteria using the heterotrait-monotrait ratio (HTMT) of correlations by Henseler et al. (2015).

3.4.3 Collinearity statistics

In the text of PLS-SEM, common method bias is defined as a phenomenon caused by the measuring technique used in a SEM investigation rather than the network of cause and effects in the model being analyzed. For

example, instructions at the start of a questionnaire may impact the responses supplied by various respondents in the same general direction, resulting in a certain amount of common variance among the indicators. Another sort of comparable method bias is the implicit social desirability associated with responding questions in a questionnaire in a specific way, causing the indicators to have some common variation. In short, common bias has a significant effect on the quality of surveys and results testing. As a result, it is necessary to use collinearity method to check whether there is a common bias in the questionnaire.

Collinearity is often being defined in multiple regression models as a predictor-predictor phenomenon. Collinearity occurs when two or more predictors measure the same underlying notion or feature of a construct. This phrase only relates to standard or vertical collinearity. Lateral collinearity is a predictor criterion phenomenon that happens when in a model to which it alludes (Kock and Lynn, 2012; Kock and Gaskins, 2014). This approach generates variance inflation factors (VIFs) for all latent variables in a model, which is entirely automates by the softwareWarpPLS. Greater than 3.3 VIFs have been proposed as a symptom of pathological collinearity, as well as the probability that a model is contaminated by common method bias. As a result, if all VIFs from a comprehensive collinearity test were less than 5, the model is free of common method bias.

3.5 Hypotheses testing techniques

PLS-SEM was used to examine the primary hypotheses. According to Hair et al. (2019) the structural model was validated by reporting the coefficient of determination (R^2), path coefficient (β), p- values, effect size (f^2) and t-values by using a bootstrapping procedure with 5,000 sub-samples. In order to assess the predictive capacity of the structural model, the coefficient of

determination (R^2) is calculated to estimate the amount of variation in the dependent constructs explained by the related independent constructs, which are statistically known as both endogenous and exogenous variables (Hair et al., 2017). R^2 values range from 0 to 1, with a higher value indicating greater predicting accuracy. In PLS-SEM, R^2 values of 0.19, 0.33, and 0.65 are evaluated as weak, medium, and strong, respectively (Hair et al., 2017). A moderate quantity of R^2 is also acceptable, especially when the endogenous construct is defined by the few exogenous constructs linked to it.

The structural model represents the hypothesized relationships of the constructs, with predicted route coefficient values ranging from -1 to +1 (Hair et al., 2017). A path coefficient around +1 indicates a strong and significant correlation, whereas a negative number indicates a negative relationship. Close to zero coefficients indicate that the constructs have weak correlations (Hair et al., 2017). Additionally, the bootstrap 95% confidence interval (CI) establishes the significance of the coefficients by revealing how significant the route coefficient differs from zero. The influence of an exogenous construct on an endogenous construct may be assessed by removing it from the model, which affects the R^2 value (Hair et al., 2017). The exogenous component's impact magnitude (f^2) is defined as the change in R^2 value (Hair et al., 2017). Small, medium, and large impacts are defined as f^2 values of 0.02, 0.15, and 0.35, respectively.

CHAPTER FOUR

EMPIRICAL RESULTS

This chapter presents the empirical findings. The hypotheses were evaluated by analyzing the data collected from questionnaire survey.

4.1 Descriptive analysis

Table 4-1 showed the demographic profile of the 318 respondents, including gender, age, education, status, occupation and salary. In particular, 84 male (26.4%) and 234 females (73.6%) with an average age between 26 and 35 years old (45.6%); most of respondents are bachelor students (81.1%). In term of status, the results show that respondents with a single account for the majority (72.3%), and occupation the results show that respondents with a private employees account for the majority (48.4%). Lastly, in term of salary the results show that respondents with a 20,001-30,000-bath account for the majority (26.1%).

Table 4 - 1 Demographic and descriptive information of respondents

Demographic		Frequency (n=318)	Percentage (%)
Gender	Male	84	26.4
	Female	234	73.6
Age	16-25	119	37.4
	26-35	145	45.6
	36-45	50	15.7
	More than 45	4	1.3
Education Level	Lower than Bachelor's degree	35	11.0
	Bachelor's degree	258	81.1

	Master's degree/ PhD	25	7.9
Status	Single	230	72.3
	Married	84	26.4
	Other	4	1.3
Occupation	Private employees	154	48.4
	State enterprises/government employees	28	8.8
	Personal business	52	16.4
	Students	84	26.4
Salary (Per month)	Less than or equal to 10,000 baths	48	15.1
	10,001-20,000 baths	64	20.1
	20,001-30,000 baths	83	26.1
	30,001-40,000 baths	60	18.9
	40,001-50,000 baths	28	8.8
	More than 50,000 bath	35	11.0

Source: This study.

4.2 Descriptive analysis of research constructs

Table 4-2 shows descriptive statistics for each of the research variables from 318 respondents, including mean values and standard deviations. The results show that most respondents tend to report higher levels of agreement for most of the constructs in this study, the mean value is all greater than 3.0 on a seven-point Likert-scale, apart from MA7 (2.92) and MA8 (2.83) were less than 3.0 on a seven-point Likert-scale.

Table 4 - 2 Results of mean and standard deviation of items

Research Items:	Mean	Std. Dev.
Research Construct: Marketing Mix		
Product		
[PD1] The taste of coffee and other beverages in term of fragrant, intense in the Café Amazon is better than other stores.	4.970	1.046
[PD2] Containers and packaging in term of modern, eye-catching in Café Amazon shop is better than other stores.	5.000	1.093
[PD3] The bakery for sale in Café Amazon shop is better than other stores.	3.930	1.389
[PD4] Cleanliness with a certification mark in Café Amazon is better than other stores.	4.700	1.242
[PD5] The variety of products to choose in Café Amazon is better than other stores.	4.590	1.096
Price		
[PR1] The price in Café Amazon is more reasonable for the product compared to other stores.	5.000	1.019
[PR2] The price in Café Amazon is lower than compared to other stores.	4.480	1.059
[PR3] The price in Café Amazon is more expensive in Café Amazon compared to other stores.	4.220	0.957
[PR4] There is more clearly labeled product price in Café Amazon compared to other stores.	4.730	0.987
[PR5] There are many prices according to the size of the package in Café Amazon compared to other stores.	4.690	1.091
Place		
[PL1] The location of the coffee shop is more convenience compared to other stores.	5.490	1.053
[PL2] There is ample and sufficient parking space of Café Amazon shop compared to other stores.	5.670	1.006
[PL3] The opening-closing time of the Café Amazon shop is more appropriate compared to other stores.	5.320	0.953
[PL4] The area around the Café Amazon shop is more private compared to other stores.	5.360	1.028
[PL5] The location of Café Amazon is safer compared to other stores.	5.470	1.000
Promotion		
[PM1] Compared to other stores there are more advertisements and, public relations through various media in Café Amazon.	4.770	1.221
[PM2] Compared to other stores, the discount price in Café Amazon is more attractive.	4.190	1.492
[PM3] Café Amazon has made a lot of activities to give away free gifts.	3.370	1.783
[PM4] Compared to other stores there are more premium items, in Café Amazon to exchange for purchase such as the Amazon's glass.	3.420	1.795

[PM5] In Café Amazon, there is a membership system and accumulate (PTT Blue Card)	4.850	1.245

Research Construct: Brand Charisma

Visionary

[VS1] Compared to other competitor's brand, Café Amazon brand has vision for the future.	4.810	0.955
[VS2] Compared to other competitor's brand, Café Amazon brand has lots of positive energy.	4.820	1.107
[VS3] Compared to other competitor's brand, Café Amazon brand consistently generates more new ideas for the future.	4.810	0.979
[VS4] Compared to other competitor's brand, Café Amazon brand is more dynamic.	4.920	0.981
[VS5] Compared to other competitor's brand, Café Amazon brand is more outgoing.	5.160	1.005
[VS6] Compared to other competitor's brand, Café Amazon brand is more innovative.	4.540	1.090
[VS7] Compared to other competitor's brand, Café Amazon brand is more ambitious.	4.630	1.083
[VS8] Compared to other competitor's brand, Café Amazon brand is a creator of trends	4.420	1.228

Articulate

[AR1] Compared to other competitor's brand, Café Amazon brand is more expressive with its communication.	4.580	1.086
[AR2] Compared to other competitor's brand, Café Amazon brand is more enthusiastic with its communication.	4.570	1.098
[AR3] Compared to other competitor's brand, Café Amazon brand is more continuously connected with its customers at an emotional level.	4.660	1.117
[AR4] Compared to other competitor's brand, Café Amazon brand is more optimistic with its communication.	4.640	1.177
[AR5] Compared to other competitor's brand, Café Amazon brand is more engaging with its communication.	4.670	1.211

Ethical

[ET1] Compared to other competitor's brand, Café Amazon brand models ethical standard.	4.660	1.035
[ET2] Compared to other competitor's brand, Café Amazon brand considers what is moral/ethical.	4.580	1.083
[ET3] Compared to other competitor's brand, Café Amazon brand goes beyond company self-interest.	4.600	1.124
[ET4] Compared to other competitor's brand, Café Amazon brand raises awareness of important environmental issues and takes corresponding action.	4.910	1.156

Unconventional

[UN1] Compared to other competitor's brand, Café Amazon brand engages in unconventional behavior to achieve its goals.	4.650	1.039
[UN2] Compared to other competitor's brand, Café Amazon brand is outspoken.	4.730	1.033

[UN3] Compared to other competitor's brand, Café Amazon brand is achieving its goals by non-traditional means.	4.600	1.008
[UN4] Compared to other competitor's brand, Café Amazon brand is known for its provocative/controversial behavior.	3.940	1.338
[UN5] Compared to other competitor's brand, Café Amazon brand surprises customers.	4.370	1.165
[UN6] Compared to other competitor's brand, Café Amazon brand is fearless and daring.	4.390	1.238

Trusted

[TR1] Compared to other competitor's brand, Café Amazon brand is more reliable.	5.120	0.914
[TR2] Compared to other competitor's brand, Café Amazon brand is highly trusted one.	5.140	0.958
[TR3] Compared to other competitor's brand, Café Amazon brand is honest.	5.140	0.903
[TR4] Compared to other competitor's brand, Café Amazon brand is sincere.	5.200	0.917

Admired

[AD1] Compared to other competitor's brand, Café Amazon brand attracts great admiration.	4.940	0.961
[AD2] Compared to other competitor's brand, Café Amazon brand easily grabs/attracts my attention.	4.990	0.940
[AD3] Compared to other competitor's brand, Café Amazon brand has significant positive influence on other people.	4.990	1.026
[AD4] Compared to other competitor's brand, Café Amazon brand is inspirational.	4.700	1.113
[AD5] Compared to other competitor's brand, Café Amazon brand has my respect.	4.670	1.106
[AD6] Compared to other competitor's brand, Café Amazon brand is passionate.	4.660	1.120
[AD7] Compared to other competitor's brand, Café Amazon brand is highly talked about by others.	4.870	1.085
[AD8] Compared to other competitor's brand, Café Amazon brand is a role model.	4.750	1.115
[AD9] Compared to other competitor's brand, Café Amazon brand is influential.	5.060	0.951

Attractive

ATT1 Compared to other competitor's brand, Café Amazon brand is magnetically attractive.	4.810	0.934
ATT2 Compared to other competitor's brand, Café Amazon brand is charming.	4.770	0.999
ATT3 Compared to other competitor's brand, Café Amazon brand is very appealing.	4.840	0.981
ATT4 Compared to other competitor's brand, Café Amazon brand is beautiful.	4.820	0.990
ATT5 Compared to other competitor's brand, Café Amazon brand stands out.	4.750	1.078

ATT6 Compared to other competitor's brand, Café Amazon brand attracts but is not ostentatious.	4.640	1.114

Powerful and Dominant

[POD1] Compared to other competitor's brand, Café Amazon brand is bold.	4.620	0.987
[POD2] Compared to other competitor's brand, Café Amazon brand is strong.	4.740	1.065
[POD3] Compared to other competitor's brand, Café Amazon brand is controlling.	4.920	0.933
[POD4] Compared to other competitor's brand, Café Amazon brand exuberates power.	4.820	0.960
[POD5] Compared to other competitor's brand, Café Amazon brand displays confidence.	4.820	0.999
[POD6] Compared to other competitor's brand, Café Amazon brand is a market leader.	5.080	0.991
[POD7] Compared to other competitor's brand, Café Amazon brand is assertive.	4.800	0.996
[POD8] Compared to other competitor's brand, Café Amazon brand is not a follower.	4.840	1.052

Sophisticated

[SO1] Café Amazon brand is elegant.	4.290	1.116
[SO2] Café Amazon brand is classy.	4.260	1.049
[SO3] Café Amazon brand is trendy.	5.160	1.021
[SO4] Café Amazon brand is sophisticated.	4.150	1.151
[SO5] Café Amazon brand has style.	4.320	1.247

Magical and Artistic

[MA1] Café Amazon brand is magical.	4.310	1.107
[MA2] Café Amazon brand is exciting.	4.350	1.116
[MA3] Café Amazon brand connects and delights.	4.460	1.096
[MA4] Café Amazon brand has something special.	4.390	1.132
[MA5] Café Amazon brand is known for collaborating with artists.	3.060	1.691
[MA6] The products of Café Amazon brand represent everlasting pieces of art.	2.930	1.795
[MA7] Café Amazon brand loves and appreciates art.	2.920	1.792
[MA8] Café Amazon brand is spell-binding.	2.830	1.654

Research Construct: Brand Resonance

Salience

[SA1] I can recognize the Cafe Amazon's brand better than other Café brand.	5.730	1.117
[SA2] I can easily remember the brand and logo of Cafe Amazon.	6.110	0.948
[SA3] The Cafe Amazon brand is easy to be recognized.	6.060	0.987

Performance

[PE1] Comparing to the same category Cafe in Thailand, Cafe Amazon offers the best services.	5.190	0.957
[PE2] Comparing to the same category Cafe in Thailand, Cafe Amazon meets my expectations.	5.260	0.888

[PE3] Comparing to the same category Cafe in Thailand, Cafe Amazon services are efficient.	5.270	0.830
[PE4] Comparing to the same category Cafe in Thailand, Cafe Amazon supplies my basic needs as a customer.	5.270	0.849

Image

[IM1] Cafe Amazon brand appearance is attractive.	5.390	0.865
[IM2] Cafe Amazon brand has a good image.	5.200	0.905
[IM3] People have a positive image of the Cafe Amazon brand.	5.330	0.874

Judgment

[JU1] My overall opinion about Cafe Amazon is good.	5.310	0.924
[JU2] I am pleased to be a customer of Cafe Amazon.	5.290	0.956
[JU3] Cafe Amazon is superior in comparison with others café brand by the same category in Thailand.	5.230	0.977
[JU4] Cafe Amazon quality is good.	5.320	0.847

Feeling

[FE1] I feel good when I go to Cafe Amazon.	5.260	0.800
[FE2] Cafe Amazon makes me happy.	5.210	0.864
[FE3] Visiting to Cafe Amazon is a pleasure.	5.190	0.831

Resonance

[RE1] Even though there is another cheaper Cafe in Thailand, I prefer to go to Cafe Amazon.	5.130	0.919
[RE2] When I travel in Thailand, I intent to visit at Cafe Amazon.	5.170	1.060
[RE3] I am loyal to the Cafe Amazon. when I need to go to somewhere.	5.220	0.950
[RE4] In Thailand Cafe Amazon is my first option.	5.120	1.021

Research Construct: Perceived Value

[PVE1] I feel happy every time when I make a purchase Café Amazon brand.	5.120	0.969
[PVE2] I am excited when I decide to buy Café Amazon brand.	5.090	1.005
[PVE3] I feel satisfied when I decide to buy Café Amazon brand.	5.120	0.952
[PVE4] Overall, I have a good feeling for purchasing Café Amazon brand.	5.280	0.902

Research Construct: Bandwagon Effect

[BE1] Café Amazon is currently a very popular Cafe that everyone would approve of its choice.	5.570	0.943
[BE2] Cafe Amazon is recognized by many people.	6.090	1.042
[BE3] Cafe Amazon is chosen by most people as a symbol of achievement.	5.780	1.036

Research Construct: Purchase Intention

[PI1] I am likely to purchase the Amazon brand in the near future.	5.090	0.959
[PI2] I intend to buy Amazon brand's product in the next month.	4.930	0.975
[PI3] I am seriously considering buying the Amazon café.	3.250	1.850
[PI4] If given the opportunity, I would purchase Amazon brand's product.	3.060	1.667
[PI5] I am likely to recommend Amazon café to others.	3.530	1.574

4.3 Factor analysis and reliability test

SPSS software was used in this study to perform factor loading analysis and reliability testing. According to Hair et al. (2012), Kaiser-Meyer-Olkin Measure (KMO) should be greater than 0.5, Bartlett p-value should be less than 0.05, the generated values must meet the following requirements: Eigenvalue larger than one, factor loading greater than 0.6, explanation of more than 60% of variance, item-to-total correlation greater than 0.5, Cronbach's alpha greater than 0.7. If a variable fails to meet the required requirements, it will be eliminated from further consideration. The detailed results Tables 4-3 to 4-8 provide the entire findings of the factor analysis and reliability test.

4.3.1 Marketing mix

This study conducted marketing mix factor analysis for these four factors independently: Product, Price, Place and Promotion. Table 4-3 shows that, factors loading of all items are greater than 0.6 and the greatest factor loading is PM3 (0.928) and the lowest is PM5 (0.668) and the Item-to total correlations of each item are ranged from 0.549 to 0.881.

For Product, the Eigenvalue is 3.478, cumulative explained variance is 69.559%, Cronbach's alpha is 0.890 and KMO = 0.815 > 0.5, Bartlett p-value is less than 0.05. For Price, the Eigenvalue is 3.210, cumulative explained variance is 64.208%, Cronbach's alpha is 0.859 and KMO = 0.798 > 0.5, Bartlett p-value less is than 0.05. For Place, the Eigenvalue is 3.498, cumulative explained variance is 69.951%, Cronbach's alpha is 0.892 and KMO = 0.868 > 0.5, Bartlett p-value less is than 0.05. For Promotion, the Eigenvalue is 3.555, cumulative explained variance is 71.099%, Cronbach's alpha is 0.895 and KMO = 0.780 > 0.5, Bartlett p-value less is than 0.05.

Table 4 - 3 Results of factor analysis and reliability test for Marketing Mix

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance (%)	Item-to total correlation	Cronbach's alpha
Product (KMO= 0.815, Bartlett= 0.000)					
PD5	0.879	3.478	69.559	0.797	0.890
PD2	0.86			0.771	
PD4	0.848			0.751	
PD3	0.814			0.706	
PD1	0.764			0.633	
Price (KMO= 0.798, Bartlett= 0.000)					
PR4	0.880	3.210	64.208	0.788	0.859
PR5	0.814			0.687	
PR1	0.804			0.682	
PR2	0.781			0.650	
PR3	0.718			0.577	
Place (KMO= 0.868, Bartlett= 0.000)					
PL1	0.866	3.498	69.951	0.774	0.892
PL5	0.864			0.777	
PL2	0.855			0.761	
PL3	0.809			0.700	
PL4	0.785			0.670	
Promotion (KMO= 0.780, Bartlett= 0.000)					
PM3	0.928	3.555	71.099	0.881	0.895
PM4	0.908			0.852	
PM2	0.860			0.758	

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance (%)	Item-to total correlation	Cronbach's alpha
PM1	0.827			0.721	
PM5	0.668			0.549	

Source: This study.

4.3.2 Brand charisma

This study conducted brand charisma factor analysis for these ten factors independently: Visionary, Articulate, Ethical, Unconventional, Trusted, Admired, Attractive, Powerful and Dominant, Sophisticated, Magical and Artistic. Table 4-4 shows that, factor loading of all items are greater than 0.6 and the greatest factor loading is AR3 (0.946) and the lowest is UN4 (0.672) and the Item-to total correlations of each item are ranged from 0.578 to 0.913.

For Visionary, the Eigenvalue is 5.726, cumulative explained variance is 71.580%, Cronbach's alpha is 0.943 and KMO = 0.932 > 0.5, Bartlett p-value is less than 0.05. For Articulate, the Eigenvalue is 4.201, cumulative explained variance is 84.069%, Cronbach's alpha is 0.952 and KMO = 0.885 > 0.5, Bartlett p-value less is than 0.05. For Ethical, the Eigenvalue is 3.169, cumulative explained variance is 79.221%, Cronbach's alpha is 0.911 and KMO = 0.811 > 0.5, Bartlett p-value less is than 0.05. For Unconventional, the Eigenvalue is 4.325, cumulative explained variance is 72.098%, Cronbach's alpha is 0.920 and KMO = 0.872 > 0.5, Bartlett p-value less is than 0.05 For Trusted, the Eigenvalue is 3.130, cumulative explained variance is 78.267%, Cronbach's alpha is 0.907 and KMO = 0.838 > 0.5, Bartlett p-value less is than 0.05 For Admired, the Eigenvalue is 6.712, cumulative explained variance is 74.561%, Cronbach's alpha is 0.957 and KMO = 0.929 > 0.5, Bartlett p-value less is than 0.05 For Attractive, the Eigenvalue is 4.640, cumulative explained

variance is 77.356%, Cronbach's alpha is 0.941 and KMO = 0.875 > 0.5, Bartlett p-value less is than 0.05. For Powerful and Dominant, the Eigenvalue is 5.733, cumulative explained variance is 71.638%, Cronbach's alpha is 0.943 and KMO = 0.925 > 0.5, Bartlett p-value less is than 0.05. For Sophisticated, the Eigenvalue is 3.689, cumulative explained variance is 73.762%, Cronbach's alpha is 0.907 and KMO = 0.877 > 0.5, Bartlett p-value less is than 0.05. For Magical and Artistic, the Eigenvalue is 6.140, cumulative explained variance is 76.712%, Cronbach's alpha is 0.956 and KMO = 0.901 > 0.5, Bartlett p-value less is than 0.05.

Table 4 - 4 Results of factor analysis and reliability test for Brand Charisma

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance (%)	Item-to total correlation	Cronbach's alpha
Visionary (KMO= 0.932, Bartlett= 0.000)					
VS3	0.888	5.726	71.580	0.845	0.943
VS7	0.878			0.837	
VS2	0.875			0.831	
VS6	0.869			0.827	
VS1	0.863			0.814	
VS4	0.851			0.797	
VS8	0.782			0.720	
VS5	0.752			0.674	
Articulate (KMO= 0.885, Bartlett= 0.000)					
AR3	0.946	4.201	84.069	0.913	0.952
AR5	0.929			0.887	
AR4	0.922			0.877	

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance (%)	Item-to total correlation	Cronbach's alpha
AR2	0.902			0.846	
AR1	0.883			0.819	
Ethical (KMO= 0.811, Bartlett= 0.000)					
ET1	0.937	3.169	79.221	0.869	0.911
ET2	0.929			0.852	
ET3	0.901			0.813	
ET4	0.785			0.656	
Unconventional (KMO= 0.872, Bartlett= 0.000)					
UN6	0.925	4.325	72.098	0.886	0.920
UN2	0.879			0.804	
UN5	0.877			0.819	
UN3	0.861			0.773	
UN1	0.857			0.768	
UN4	0.672			0.578	
Trusted (KMO= 0.838, Bartlett= 0.000)					
TR1	0.907	3.130	78.267	0.826	0.907
TR2	0.888			0.795	
TR3	0.877			0.779	
TR4	0.866			0.763	
Admired (KMO= 0.929, Bartlett= 0.000)					
AD8	0.918	6.712	74.561	0.893	0.957
AD6	0.885			0.854	
AD3	0.877			0.838	
AD7	0.875			0.837	

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance (%)	Item-to total correlation	Cronbach's alpha
AD4	0.862			0.826	
AD1	0.859			0.817	
AD5	0.843			0.803	
AD2	0.833			0.786	
AD9	0.816			0.766	
Attractive (KMO= 0.875, Bartlett= 0.000)					
ATT1	0.9	4.640	77.356	0.847	0.941
ATT3	0.891			0.836	
ATT5	0.89			0.840	
ATT4	0.883			0.828	
ATT2	0.874			0.812	
ATT6	0.837			0.771	
Powerful and Dominant (KMO= 0.925, Bartlett= 0.000)					
POD7	0.89	5.733	71.638	0.849	0.943
POD5	0.887			0.845	
POD4	0.871			0.827	
POD2	0.86			0.810	
POD8	0.852			0.801	
POD3	0.833			0.780	
POD1	0.806			0.744	
POD6	0.766			0.700	
Sophisticated (KMO= 0.877, Bartlett= 0.000)					
SO2	0.912	3.689	73.762	0.846	0.907
SO4	0.910			0.841	

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance (%)	Item-to total correlation	Cronbach's alpha
SO5	0.896			0.826	
SO1	0.889			0.808	
SO3	0.660			0.541	
Magical and Artistic (KMO= 0.901, Bartlett= 0.000)					
MA6	0.927	6.140	76.712	0.923	0.956
MA8	0.922			0.917	
MA7	0.916			0.907	
MA5	0.893			0.878	
MA3	0.856			0.790	
MA2	0.845			0.777	
MA4	0.835			0.768	
MA1	0.806			0.725	

Source: This study.

4.3.3 Brand resonance

This study conducted brand resonance factor analysis for these six factors independently: Salience, Performance, Image, Judgment, Feeling, Resonance. Table 4-5 shows that, factor loading of all items are greater than 0.6 and the greatest factor loading is SA2 (0.939) and the lowest is PE2 (0.806) and the Item-to total correlations of each item are ranged from 0.665 to 0.858.

For Salience, the Eigenvalue is 2.604, cumulative explained variance is 86.834%, Cronbach's alpha is 0.924 and KMO = 0.760 > 0.5, Bartlett p-value is less than 0.05. For Performance, the Eigenvalue is 2.883, cumulative explained variance is 72.056%, Cronbach's alpha is 0.870 and KMO = 0.751 > 0.5, Bartlett p-value less is than 0.05. For Image, the Eigenvalue is 2.482,

cumulative explained variance is 82.821%, Cronbach's alpha is 0.896 and KMO = 0.752 > 0.5, Bartlett p-value less is than 0.05. For Judgment, the Eigenvalue is 3.251, cumulative explained variance is 81.262%, Cronbach's alpha is 0.923 and KMO = 0.851 > 0.5, Bartlett p-value less is than 0.05. For Feeling, the Eigenvalue is 2.467, cumulative explained variance is 82.251%, Cronbach's alpha is 0.891 and KMO = 0.708 > 0.5, Bartlett p-value less is than 0.05. For Resonance, the Eigenvalue is 3.146, cumulative explained variance is 78.684%, Cronbach's alpha is 0.909 and KMO = 0.841 > 0.5, Bartlett p-value less is than 0.05.

Table 4 - 5 Results of factor analysis and reliability test for Brand Resonance

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance (%)	Item-to total correlation	Cronbach's alpha
Salience (KMO= 0.760, Bartlett= 0.000)					
SA2	0.939	2.604	86.834	0.858	0.924
SA3	0.936			0.851	
SA1	0.92			0.823	
Performance (KMO= 0.751, Bartlett= 0.000)					
PE3	0.897	2.883	72.056	0.798	0.870
PE4	0.857			0.729	
PE1	0.833			0.696	
PE2	0.806			0.665	
Image (KMO= 0.752, Bartlett= 0.000)					
IM3	0.912	2.482	82.821	0.800	0.896
IM2	0.91			0.796	
IM1	0.907			0.790	

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance (%)	Item-to total correlation	Cronbach's alpha
Judgment (KMO= 0.851, Bartlett= 0.000)					
JU1	0.917	3.251	81.262	0.848	0.923
JU2	0.902			0.821	
JU3	0.898			0.817	
JU4	0.889			0.801	
Feeling (KMO= 0.708, Bartlett= 0.000)					
FE1	0.936	2.467	82.251	0.841	0.891
FE3	0.928			0.821	
FE2	0.854			0.698	
Resonance (KMO= 0.841, Bartlett= 0.000)					
RE3	0.918	3.146	78.684	0.845	0.909
RE4	0.894			0.807	
RE2	0.883			0.789	
RE1	0.851			0.739	

Source: This study.

4.3.4 Perceived value

Table 4-6 shows that, factor loading of all items are greater than 0.6 and the greatest factor loading is PVE3 (0.923) and the lowest is PVE4 (0.840) and the Item-to total correlations of each item are ranged from 0.724 to 0.854. The Eigenvalue is 3.133, cumulative explained variance is 78.306%, Cronbach's alpha is 0.907 and KMO = 0.843 > 0.5, Bartlett p-value is less than 0.05.

Table 4 - 6 Results of factor analysis and reliability test for Perceived Value

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance (%)	Item-to total correlation	Cronbach's alpha
Perceived Value (KMO= 0.843, Bartlett= 0.000)					
PVE3	0.923	3.133	78.306	0.854	0.907
PVE1	0.891			0.799	
PVE2	0.884			0.788	
PVE4	0.840			0.724	

Source: This study.

4.3.5 Bandwagon effect

Table 4-7 shows that, factor loading of all items are greater than 0.6 and the greatest factor loading is BE1 (0.885) and the lowest is BE3 (0.868)   and the Item-to total correlations of each item are ranged from 0.704 to 0.734. The Eigenvalue is 2.320, cumulative explained variance is 77.308%, Cronbach's alpha is 0.853 and KMO = 0.732 > 0.5, Bartlett p-value is less than 0.05.

Table 4 - 7 Results of factor analysis and reliability test for Bandwagon Effect

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance (%)	Item-to total correlation	Cronbach's alpha
Bandwagon Effect (KMO= 0.732, Bartlett= 0.000)					
BE1	0.885	2.320	77.308	0.734	0.853
BE2	0.885			0.733	
BE3	0.868			0.704	

Source: This study.

4.3.6 Purchase intention

Table 4-8 shows that, factor loading of all items are greater than 0.6, the greatest factor loading is PI3 (0.893) and the lowest is PI2 (0.702) and the Item-to total correlations of each item are ranged from 0.550 to 0.829. For Purchase Intention, the Eigenvalue is 3.334, cumulative explained variance is 66.66%, Cronbach's alpha is 0.872 and KMO = 0.788 > 0.5, Bartlett p-value is less than 0.05.

Table 4 - 8 Results of factor analysis and reliability test for Purchase Intention

Research Items	Factor loading	Eigenvalue	Cumulative Explained Variance (%)	Item-to total correlation	Cronbach's alpha
Purchase Intention (KMO= 0.788, Bartlett= 0.000)					
PI3	0.893	3.334	66.66	0.829	0.872
PI4	0.886			0.831	
PI5	0.873			0.798	
PI1	0.705			0.556	
PI2	0.702			0.550	

Source: This study.

4.4 Cross-tabulations

Cross-tabulations were used to show the relationship or not between some of the variables. Table 4-9 to 11 shows cross-tabulations for each of the research variables from 318 respondents. The first question is about the gender of the sample. The results are the following: The majority of the sample is female respondents, making the 234 of the sample, while the 84 of the sample size are male respondents. Customers like to go to Café Amazon 1-2 times per

month, for 52.50%. Customers are mostly spending 50–100 baht per person at Café Amazon, with 68.20%. Customers usually go to Café Amazon on Monday–Friday, with 75.50. Customers like to go to Café Amazon around 9.01–12.00 o'clock, with 49.40%. Customers are making use of the Café Amazon service by themselves with, 82.70. Lastly, customers prefer using the service by takeaway 62.30%.

4.4.1 Gender cross-tabulations

The majority of the sample is female respondents, making the 234 of the sample, while the 84 of the sample size are male respondents. For female like to go to Café Amazon 1-2 times per month with 54.3%, while male 47.6%. For female mostly spend 101-150 baht per one time in Café Amazon with 74.80% while male 50.00%. For female usually go to Café Amazon on Monday – Friday with 78.20% while male 67.90%. For female like to go to Café Amazon around 9.01-12.00 o'clock with 47.00% while male 56.00%. In decision-making to use the Café Amazon service by themself, for female is 81.20% while male 86.90%. For female like to using the service by takeaway with 62.40% while male 61.90%.

Table 4 - 9 Results of crosstabulation test for gender

Gender Crosstabulation					
Questions			**Gender**		**Total**
			Male	**Female**	
How often you like to go to Café Amazon per month?	I like to go to Café Amazon 1-2 times per month.	Count	40	127	167
		% within Gender	47.60%	54.30%	52.50%
	I like to go to Café Amazon 3-4 times per month.	Count	38	64	102
		% within Gender	45.20%	27.40%	32.10%
	I like to go to Café Amazon 5-6 times per month.	Count	6	24	30
		% within Gender	7.10%	10.30%	9.40%
	I like to go to Café Amazon equal or more than 7 times per month.	Count	0	19	19
		% within Gender	0.00%	8.10%	6.00%
Total		Count	84	234	318
		% within Gender	100.00%	100.00%	100.00%

Questions			Gender		Total
			Male	**Female**	
Expenses per time of using the service.	I mostly spend 50-100 baht per one time in Café Amazon	% within Gender	4.80%	3.40%	3.80%
		Count	42	175	217
	I mostly spend 101-150 baht per one time in Café Amazon	% within Gender	50.00%	74.80%	68.20%
		Count	34	45	79
		% within Gender	40.50%	19.20%	24.80%
	I mostly spend 151 baht or more per one time in Café Amazon	Count	4	6	10
		% within Gender	4.80%	2.60%	3.10%
	Total	Count	84	234	318
		% within Gender	100.00%	100.00%	100.00%
Dates that are usually go to Café Amazon	I usually go to Café Amazon on Monday – Friday	Count	57	183	240
		% within Gender	67.90%	78.20%	75.50%
	I usually go to Café Amazon on Saturday – Sunday	Count	27	51	78
		% within Gender	32.10%	21.80%	24.50%
	Total	Count	84	234	318
		% within Gender	100.00%	100.00%	100.00%
Popular time to use the Café Amazon service.	I like to go to Café Amazon around 7.00-9.00 o'clock.	Count	8	49	57
		% within Gender	9.50%	20.90%	17.90%
	I like to go to Café Amazon around 9.01-12.00 o'clock	Count	47	110	157
		% within Gender	56.00%	47.00%	49.40%
	I like to go to Café Amazon around 12.01-15.00 o'clock.	Count	23	57	80
		% within Gender	27.40%	24.40%	25.20%
	I like to go to Café Amazon around 15.01-18.00 o'clock.	Count	6	14	20
		% within Gender	7.10%	6.00%	6.30%
	I like to go to Café Amazon around 18.01-21.00 o'clock.	Count	0	4	4
		% within Gender	0.00%	1.70%	1.30%
	Total	Count	84	234	318
		% within Gender	100.00%	100.00%	100.00%
Participants in decision-making to use the Café Amazon service.	Myself	Count	73	190	263
		% within Gender	86.90%	81.20%	82.70%
	My family members	Count	4	11	15
		% within Gender	4.80%	4.70%	4.70%
	My friends	Count	5	28	33
		% within Gender	6.00%	12.00%	10.40%
	My colleague.	Count	2	5	7
		% within Gender	2.40%	2.10%	2.20%
	Total	Count	84	234	318
		% within Gender	100.00%	100.00%	100.00%

Questions				Gender		Total
				Male	Female	
Characteristic to using the service.	Visit at the store.	Count		30	86	116
		% within Gender		35.70%	36.80%	36.50%
	Takeaway	Count		52	146	198
		% within Gender		61.90%	62.40%	62.30%
	Delivery service	Count		2	2	4
		% within Gender		2.40%	0.90%	1.30%
Total		Count		84	234	318
		% within Gender		100.00%	100.00%	100.00%

Source: This study.

4.4.2 Age cross-tabulations

The majority of the age sample is between 26 and 35 years old, with 145 respondents. They like to go to Café Amazon 1-2 times per month, for 52.50%; first between ages 16–25 is 72.30%; following ages 26–35 is 42.80%. They are mostly spending 50–100 baht per person at Café Amazon, with 68.20%; first between ages 16–25 is 89.90%; following 26–35 is 64.10%. They usually go to Café Amazon on Monday–Friday with 75.50%, first between ages 16–25 with 79.80%, followed by 36–45 with 78.00%. They like to go to Café Amazon around 9.01–12.00 o'clock with 49.40%; first between age 36–45 is 58.00%; following 26–35 is 53.80%. They are making use of the Café Amazon service by themselves with 82.70%; first between ages more than 45 is 100.00%; following 36–45 is 94.00%. They prefer using the service by takeaway 62.30%, first between ages 36 and 45 (66.00%), followed by ages 26–35 64.80%.

Table 4 - 10 Results of crosstabulation test for age

Age Crosstabulation							
Questios			Age				**Total**
			16-25	26-35	36-45	> 45	
How often you like to go to Café	I like to go to Café Amazon 1-2 times per month.	Count	86	62	15	4	167
		% within Age	72.30%	42.80%	30.00%	100.00%	52.50%

Questions			Age				Total
			16-25	26-35	36-45	> 45	
	I like to go to Café Amazon 3-4 times per month.	Count	21	55	26	0	102
		% within Age	17.60%	37.90%	52.00%	0.00%	32.10%
	I like to go to Café Amazon 5-6 times per month.	Count	9	19	2	0	30
		% within Age	7.60%	13.10%	4.00%	0.00%	9.40%
	I like to go to Café Amazon equal or more than 7 times per month.	Count	3	9	7	0	19
		% within Age	2.50%	6.20%	14.00%	0.00%	6.00%
	Total	Count	119	145	50	4	318
		% within Age	100.00%	100.00%	100.00%	100.00%	100.00%
Expenses per time of using the service.	I mostly spend less than 50 baht per one time in Café Amazon	Count	6	4	0	2	12
		% within Age	5.00%	2.80%	0.00%	50.00%	3.80%
	I mostly spend 50-100 baht per one time in Café Amazon	Count	107	93	17	0	217
		% within Age	89.90%	64.10%	34.00%	0.00%	68.20%
	I mostly spend 101-150 baht per one time in Café Amazon	Count	4	42	31	2	79
		% within Age	3.40%	29.00%	62.00%	50.00%	24.80%
	I mostly spend 151 baht or more per one time in Café Amazon	Count	2	6	2	0	<u>10</u>
		% within Age	1.70%	4.10%	4.00%	0.00%	<u>3.10%</u>
	Total	Count	119	145	50	4	318
		% within Age	100.00%	100.00%	100.00%	100.00%	100.00%
Dates that are usually go to Café Amazon.	I usually go to Café Amazon on Monday – Friday	Count	95	104	39	2	240
		% within Age	79.80%	71.70%	78.00%	50.00%	75.50%
	I usually go to Café Amazon on Saturday – Sunday	Count	24	41	11	2	78
		% within Age	20.20%	28.30%	22.00%	50.00%	24.50%
	Total	Count	119	145	50	4	318
		% within Age	100.00%	100.00%	100.00%	100.00%	100.00%
Popular time to use the Café Amazon service.	I like to go to Café Amazon around 7.00-9.00 o'clock.	Count	17	32	6	2	57
		% within Age	14.30%	22.10%	12.00%	50.00%	17.90%
	I like to go to Café Amazon around 9.01-12.00 o'clock	Count	50	78	29	0	157
		% within Age	42.00%	53.80%	58.00%	0.00%	49.40%
	I like to go to Café Amazon around 12.01-15.00 o'clock.	Count	42	26	12	0	80
		% within Age	35.30%	17.90%	24.00%	0.00%	25.20%
	I like to go to Café Amazon around 15.01-18.00 o'clock.	Count	6	9	3	2	20
		% within Age	5.00%	6.20%	6.00%	50.00%	6.30%
	I like to go to Café Amazon around 18.01-21.00 o'clock.	Count	4	0	0	0	4
		% within Age	3.40%	0.00%	0.00%	0.00%	1.30%

Questions			Age				Total
			16-25	26-35	36-45	> 45	
Participants in decision-making to use the Café Amazon service.	Myself	Count	91	121	47	4	263
		% within Age	76.50%	83.40%	94.00%	100.00%	82.70%
	My family members	Count	9	6	0	0	15
		% within Age	7.60%	4.10%	0.00%	0.00%	4.70%
	My friends	Count	17	13	3	0	33
		% within Age	14.30%	9.00%	6.00%	0.00%	10.40%
	My colleague.	Count	2	5	0	0	7
		% within Age	1.70%	3.40%	0.00%	0.00%	2.20%
	Total	Count	119	145	50	4	318
		% within Age	100.00%	100.00%	100.00%	100.00%	100.00%
Characteristic to using the service.	Visit at the store.	Count	48	49	17	2	116
		% within Age	40.30%	33.80%	34.00%	50.00%	36.50%
	Takeaway	Count	69	94	33	2	198
		% within Age	58.00%	64.80%	66.00%	50.00%	62.30%
	Delivery service	Count	2	2	0	0	4
		% within Age	1.70%	1.40%	0.00%	0.00%	1.30%
	Total	Count	119	145	50	4	318
		% within Age	100.00%	100.00%	100.00%	100.00%	100.00%

Source: This study.

4.4.3 Educations cross-tabulations

The majority of the age sample has a bachelor's degree, with 258 respondents. They like to go to Café Amazon 1-2 times per month. For 52.50%, the first less than a bachelor's degree is 68.60%, followed by a master's degree or PhD is 56.00%. They are mostly spending 50–100 baht per person at Café Amazon, with 68.20%; the first less than Bachelor's degree is 88.60%; the following Bachelor's degree is 66.70%. They usually go to Café Amazon on Monday–Friday with 75.50%; the first less than Bachelor's degree is 88.60%, followed by Bachelor's degree is 74.00%. They like to go to Café Amazon around 9.01–12.00 o'clock with 49.40%; the first less than Bachelor's degree is 54.30%; the following Bachelor's degree is 50.40%. They are making use of

the Café Amazon service by themselves with 82.70%; the first bachelor's degree is 83.70%, followed by a master's degree or PhD with 80.00%. They prefer using the service by takeaway (62.30%), first less than a bachelor's degree (71.40%), followed by a master's degree or PhD (64.00%).

Table 4 - 11 Results of crosstabulation test for educations

Educations Crosstabulation						
Questions			**Educations**			**Total**
			< Bachelor's degree	**Bachelor's degree**	**Master's degree/ PhD**	
How often you like to go to Café Amazon per month?	I like to go to Café Amazon 1-2 times per month.	Count	24	129	14	167
		% within Educations	68.60%	50.00%	56.00%	52.50%
	I like to go to Café Amazon 3-4 times per month.	Count	6	91	5	102
		% within Educations	17.10%	35.30%	20.00%	32.10%
	I like to go to Café Amazon 5-6 times per month.	Count	2	24	4	30
		% within Educations	5.70%	9.30%	16.00%	9.40%
	I like to go to Café Amazon equal or more than 7 times per month.	Count	3	14	2	19
		% within Educations	8.60%	5.40%	8.00%	6.00%
	Total	Count	35	258	25	318
		% within Educations	100.00%	100.00%	100.00%	100.00%
Expenses per time of using the service.	I mostly spend less than 50 baht per one time in Café Amazon	Count	0	10	2	12
		% within Educations	0.00%	3.90%	8.00%	3.80%
	I mostly spend 50-100 baht per one time in Café Amazon	Count	31	172	14	217
		% within Educations	88.60%	66.70%	56.00%	68.20%
	I mostly spend 101-150 baht per one time in Café Amazon	Count	0	70	9	79
		% within Educations	0.00%	27.10%	36.00%	24.80%
	I mostly spend 151 baht or more per one time in Café Amazon	Count	4	6	0	10
		% within Educations	11.40%	2.30%	0.00%	3.10%
	Total	Count	35	258	25	318
		% within Educations	100.00%	100.00%	100.00%	100.00%
Dates that are usually go to Café Amazon.	I usually go to Café Amazon on Monday – Friday	Count	31	191	18	240
		% within Educations	88.60%	74.00%	72.00%	75.50%
	I usually go to Café Amazon on Saturday – Sunday	Count	4	67	7	78
		% within Educations	11.40%	26.00%	28.00%	24.50%
	Total	Count	35	258	25	318
		% within Educations	100.00%	100.00%	100.00%	100.00%

Questions			Educations			Total
			< Bachelor's degree	Bachelor's degree	Master's degree/ PhD	
Popular time to use the Café Amazon service.	I like to go to Café Amazon around 7.00-9.00 o'clock.	Count	2	44	11	57
		% within Educations	5.70%	17.10%	44.00%	17.90%
	I like to go to Café Amazon around 9.01-12.00 o'clock	Count	19	130	8	157
		% within Educations	54.30%	50.40%	32.00%	49.40%
	I like to go to Café Amazon around 12.01-15.00 o'clock.	Count	10	68	2	80
		% within Educations	28.60%	26.40%	8.00%	25.20%
	I like to go to Café Amazon around 15.01-18.00 o'clock.	Count	2	16	2	20
		% within Educations	5.70%	6.20%	8.00%	6.30%
	I like to go to Café Amazon around 18.01-21.00 o'clock.	Count	2	0	2	4
		% within Educations	5.70%	0.00%	8.00%	1.30%
	Total	Count	35	258	25	318
		% within Educations	100.00%	100.00%	100.00%	100.00%
Participants in decision-making to use the Café Amazon service.	Myself	Count	27	216	20	263
		% within Educations	77.10%	83.70%	80.00%	82.70%
	My family members	Count	2	11	2	15
		% within Educations	5.70%	4.30%	8.00%	4.70%
	My friends	Count	6	24	3	33
		% within Educations	17.10%	9.30%	12.00%	10.40%
	My colleague.	Count	0	7	0	7
		% within Educations	0.00%	2.70%	0.00%	2.20%
	Total	Count	35	258	25	318
		% within Educations	100.00%	100.00%	100.00%	100.00%
Characteristic to using the service.	Visit at the store.	Count	8	99	9	116
		% within Educations	22.90%	38.40%	36.00%	36.50%
	Takeaway	Count	25	157	16	198
		% within Educations	71.40%	60.90%	64.00%	62.30%
	Delivery service	Count	2	2	0	4
		% within Educations	5.70%	0.80%	0.00%	1.30%
	Total	Count	35	258	25	318
		% within Educations	100.00%	100.00%	100.00%	100.00%

Source: This study.

4.5 Independent sample T-test

In this study, an independent sample t-test was utilized to assess means for gender from the 24 categories: Product, Price, Place, Promotion, Visionary, Articulate, Ethical, Unconventional, Trusted, Admired, Attractive, Powerful and Dominant, Sophisticated, Magical, and Artistic, Salience, Performance,

Image, Judgment, Feeling, Resonance, Perceived value, Bandwagon Effect, and Purchase intention. If the p-value is less than 0.05 and the absolute t-value is more than 1.96, the difference is considered significant.

4.5.1 Gender

The results of the independent sample t-test are presented in Tables 4–12 below. It showed that there is no significant difference between males and females in all factors.

Table 4 - 12 Results of the difference between group of gender

Factors	Name	Male	Female	t-value	P value
PD	Product	4.7286	4.6043	0.999	0.318
PR	Price	4.5762	4.6205	-0.423	0.672
PL	Place	5.4167	5.4786	-0.577	0.564
PM	Promotion	3.9643	4.0632	-0.589	0.556
VS	Visionary	4.7515	4.7703	-0.166	0.868
AR	Articulate	4.6238	4.6231	0.006	0.996
ET	Ethical	4.8185	4.6389	1.451	0.148
UN	Unconventional	4.5099	4.4252	0.695	0.488
TR	Trusted	5.2530	5.1122	1.265	0.208
AD	Admired	4.8241	4.8585	-0.299	0.765
ATT	Attractive	4.7659	4.7735	-0.067	0.947
POD	Powerful and Dominant	4.9167	4.8002	1.085	0.279
SO	Sophisticated	4.4762	4.4162	0.492	0.623
MA	Magical and Artistic	3.7188	3.6335	0.510	0.611
SA	Salience	5.9087	5.9843	-0.627	0.531

Factors	Name	Male	Female	t-value	P value
PE	Performance	5.1815	5.2703	-0.935	0.351
IM	Image	5.3492	5.2906	0.574	0.567
JU	Judgment	5.3661	5.2639	0.962	0.337
FE	Feeling	5.3016	5.1895	1.171	0.242
RE	Resonance	5.2024	5.1432	0.531	0.596
PVE	Perceived value	4.9673	5.2190	-2.182	0.031
BE	Bandwagon Effect	5.7063	5.8533	-1.133	0.259
PI	Purchase Intention	3.7524	4.0479	-1.985	0.048

Source: This study.

4.6 One-way analysis of variance (ANOVA)

In this study, one-way ANOVA was used to assess if there was a significant difference between two or more groups of respondents in terms of age and education based on the mean score of each item in each factor. The one-way ANOVA approach produces a one-way analysis of the variance of a quantitative dependent variable by a single independent variable.

4.6.1 Age

A one-way ANOVA was performed to compare the effect of respondent's age on Product, Price, Place, Promotion, Visionary, Articulate, Ethical, Unconventional, Trusted, Admired, Attractive, Powerful and Dominant, Sophisticated, Magical, and Artistic, Salience, Performance, Image, Judgment, Feeling, Resonance, Perceived value, Bandwagon Effect, and Purchase intention.

A one-way ANOVA as shown in Table 4-13 revealed that there was a statistical difference in Product, Price, Place, Promotion, Visionary, Articulate, Ethical, Unconventional, Trusted, Admired, Attractive, Sophisticated, Magical,

and Artistic, Salience, Performance, Image, Judgment, Feeling, Resonance, Perceived value, Bandwagon Effect and Purchase intention since the p- value < 0.01. A one-way ANOVA also revealed that there was not a statistical difference in Powerful and Dominant, Performance between respondent's age with an F-value of 9.479, 9.323 and a P-value of 5.180, 6.378.

According to the Table below, we can infer that age plays a significant role in shaping customer perceptions and attitudes towards these marketing factors. Higher age levels are associated with different preferences, values, and behaviors that impact how customers perceive and evaluate products, pricing, distribution channels, promotional strategies, brand characteristics, perceived value, the influence of social trends (bandwagon effect), and their intention to make a purchase.

Table 4 - 13 Results of the difference between group of age

Age							
Research Construct:	**(16-25) N = 119**	**(26-35) N = 145**	**(36-45) N = 50**	**(> 45) N = 4**	**F value**	**P value**	**Duncan**
Marketing Mix							
PD	4.605	4.644	4.848	2.700	6.358	0.000	(4,123)
PR	4.568	4.641	4.732	3.100	5.240	0.002	(4,123)
PL	5.355	5.530	5.640	4.000	5.981	0.001	(4,123)
PM	4.440	3.932	3.536	2.100	10.100	0.000	(4,321)
Brand Charisma							
VS	4.859	4.791	4.610	3.000	6.571	0.000	(4,321)
AR	4.869	4.595	4.260	2.900	8.450	0.000	(4,321)
ET	4.952	4.583	4.470	3.250	7.656	0.000	(4,321)
UN	4.667	4.416	4.127	3.083	7.086	0.000	(4,321)
TR	5.309	5.117	4.945	4.125	4.907	0.002	(4,321)
AD	5.036	4.865	4.480	3.333	8.849	0.000	(4,321)
ATT	4.966	4.762	4.443	3.417	7.677	0.000	(4,321)
POD	5.013	4.825	4.548	3.188	9.479	5.180	n.s.
SO	4.654	4.353	4.240	3.100	5.974	0.001	(4,321)

Research Construct:	(16-25) N = 119	(26-35) N = 145	(36-45) N = 50	(> 45) N = 4	F value	P value	Duncan
MA	4.035	3.555	3.160	2.250	8.731	0.000	(4,321)
Brand Resonance							
SA	5.908	5.979	6.200	4.167	6.282	0.000	(4,123)
PE	5.237	5.283	5.315	3.375	9.323	6.378	n.s.
IM	5.367	5.303	5.287	3.833	4.908	0.002	(4,321)
JU	5.282	5.305	5.435	3.250	9.130	0.000	(4,123)
FE	5.221	5.287	5.180	3.167	11.363	0.000	(4,312)
RE	5.141	5.212	5.180	3.500	5.184	0.002	(4,132)
Perceived Value							
PVE	5.120	5.195	5.240	3.500	5.672	0.001	(4,123)
Bandwagon Effect							
BE	5.728	5.841	6.100	3.833	9.544	0.000	(4,123)
Purchase Intention							
PI	4.269	3.963	3.420	2.200	10.026	0.000	(4,321)

Note: $p <$ ***0.001, <** 0.01 < *0.05

Source: This study.

4.6.2 Educations

A one-way ANOVA was performed to compare the effect of respondent's educations on Product, Price, Place, Promotion, Visionary, Articulate, Ethical, Unconventional, Trusted, Admired, Attractive, Powerful and Dominant, Sophisticated, Magical, and Artistic, Salience, Performance, Image, Judgment, Feeling, Resonance, Perceived value, Bandwagon Effect, and Purchase Intention.

A one-way ANOVA as shown in Table 4-14 revealed that there was a statistical difference in Product, Articulate, Unconventional, Trusted, Attractive, Sophisticated, Magical, and Artistic, Salience, Performance, Image, Judgment, Feeling, Resonance, Perceived value, Bandwagon Effect since the p- value < 0.05. A one-way ANOVA also revealed that among different education group there was not a statistical difference in Price, Place, Promotion, Visionary, Ethical, Admired, Powerful and Dominant, and the reasons to use

90

Café Amazon between respondent's educations with an F-value of 0.208, 0.116, 1.99, 0.849, 2.021, 0.193, 2.943, 0.264 and the P-value is >0.05.

According to the Table below, we can infer that the level of education plays a significant role in shaping customer perceptions and attitudes towards these marketing factors. Different levels of education can lead to variations in knowledge, cognitive abilities, and critical thinking skills, which can influence how customers perceive and evaluate product attributes, brand characteristics, the appeal of marketing messages, perceived value, and the influence of social trends (bandwagon effect).

Table 4 - 14 Results of the difference between group of educations

	Educations					
Research Constructs:	Cluster 1 N = 35	Cluster 2 N = 258	Cluster 3 N = 25	F value	P value	Duncan
Marketing Mix						
PD	4.200	4.704	4.560	4.261	0.015	(13,32)
PR	4.537	4.612	4.672	0.208	0.812	n.s.
PL	5.491	5.452	5.528	0.116	0.891	n.s.
PM	3.686	4.054	4.352	1.99	0.138	(12,23)
Brand Charisma						
VS	4.600	4.776	4.885	0.849	0.429	n.s.
AR	4.274	4.633	5.016	3.806	0.023	(12,23)
ET	4.629	4.658	5.060	2.021	0.134	n.s.
UN	3.886	4.497	4.727	7.735	0.001	(1,23)
TR	5.064	5.120	5.570	3.737	0.025	(12,3)
AD	4.791	4.849	4.938	0.193	0.825	n.s.
ATT	4.443	4.795	4.987	3.235	0.041	(12,23)
POD	4.514	4.862	4.955	2.943	0.054	n.s.
SO	3.909	4.490	4.568	6.146	0.002	(1,23)

Research Constructs:	Cluster 1 N = 35	Cluster 2 N = 258	Cluster 3 N = 25	F value	P value	Duncan
MA	3.150	3.682	4.100	4.527	0.012	(12,23)
Brand Resonance						
SA	6.029	6.004	5.467	3.819	0.023	(3,21)
PE	4.943	5.309	5.030	4.977	0.007	(13,32)
IM	4.914	5.380	5.093	6.352	0.002	(13,32)
JU	4.907	5.356	5.160	4.894	0.008	(13,32)
FE	4.714	5.306	5.027	11.069	0.000	(13,32)
RE	4.886	5.228	4.830	4.351	0.014	(31,12)
Perceived Value						
PVE	5.043	5.207	4.740	3.867	0.022	(31,12)
Bandwagon Effect						
BE	5.629	5.911	5.080	11.634	0.000	(3,12)
Purchase Intention						
PI	3.834	3.988	3.968	0.264	0.769	n.s.

Note: Note: $p < ***0.001, <** 0.01 < *0.05$; Cluster 1= Lower than Bachelor's degree; Cluster 2= Bachelor's degree; Cluster 3= Master's degree/ PhD.

Source: This study.

4.7 Reliability and convergent validity

Table 4-15 displays the results of the model's construct reliability and validity assessment using (Hair et al., 2011, Hair et al., 2016) criteria. Cronbach's alpha values (0.799 - 0.967) were exceeded the recommended value of 0.7. Furthermore, each structure had a CR higher than 0.6 (0.878 - 0.972). This demonstrates that the measurement scale has high internal consistency and reliability. Additionally, indicator reliability should be (rho_A) greater than 0.7 to show the higher consistency of the scores. It was shown that all the (rho_A) values were greater than 0.7 (0.799 - 0.979). The AVE must be greater than 0.5

to achieve convergent validity. As a result of these findings, all AVE (0.645 - 0.832) have met the required criteria, which represented a higher level of explained variance. These results confirm that the reliability for most of the research constructs has been fulfilled

Table 4 - 15 Reliability and constructs validity of the research constructs

Constructs	Average Variance Extracted (AVE)	Composite Reliability (CR)	Cronbach's Alpha	Composite Reliability (rho_A)
Marketing Mix	0.645	0.878	0.813	0.827
Brand Charisma	0.775	0.972	0.967	0.970
Brand Resonance	0.686	0.927	0.903	0.937
Perceived Value	0.783	0.935	0.907	0.909
Bandwagon Effect	0.762	0.906	0.853	0.979
Purchase Intention	0.832	0.908	0.799	0.799

Source: This study.

4.8 Discriminant validity

Hair et al. (2010) argued that discriminant validity referred to "The variate is formed to create scores for each observation that maximally differentiate between groups of observations". Fornell and Larcker claimed in the discriminant analysis that the square root of AVE should be greater than its greatest correlation with any study construct.

The second technique, given by Henseler et al. (2015), stated that the discriminant validity of the formative model should be evaluated using the correlation's heterotrait-monotrait ratio (HTMT). These HTMT ratios should be less than 0.85 for correlations between conceptually similar constructs, and less than 0.90 for correlations between conceptually different constructs.

Table 4-16 showed the discriminant validity for the research constructs based on the Fornell-Larcker criteria. As shown in the diagonal (0.803-0.912) were higher than the highest correlate on with other research constructs as shown below the diagonal. Thus, these results have fulfilled the criteria as suggested by Fornell-Larcker (1981), and the discriminant validity for each research construct has been confirmed.

Table 4 - 16 Discriminant validity of the research constructs

Constructs	1	2	3	4	5	6
Bandwagon Effect	0.873					
Brand Charisma	0.324	0.881				
Brand Resonance	0.639	0.727	0.828			
Purchase Intention	0.366	0.786	0.626	0.912		
Marketing Mix	0.561	0.776	0.712	0.698	0.803	
Perceived Value	0.670	0.607	0.750	0.625	0.679	0.885

Noted: The figure shown in the diagonal are square root of AVE, while the coefficients below diagonal are the correlation coefficient between research contracts.

This study also adopted Henseler et al.'s (2015) HTMT criteria to identify the discriminant of the research constructs. Table 4-17 shown the HTMT ratio, all HTMT were lower than 0.9. Thus, the discriminant validity of the research constructs was confirmed.

Table 4 - 17 HTMT Discriminant validity of the research constructs

Constructs	1	2	3	4	5	6
Bandwagon Effect	-					
Brand Charisma	0.331	-				
Brand Resonance	0.759	0.743	-			
Purchase Intention	0.401	0.889	0.698	-		
Marketing Mix	0.664	0.857	0.828	0.848	-	
Perceived Value	0.733	0.643	0.817	0.733	0.790	-

Source: This study.

4.9 Evaluation of the structural model

4.9.1 Model fit

The importance of each route coefficient for hypothesis testing was evaluated using the PLS-SEM technique to run the structural equation models. A sample of 318 respondents was obtained from the survey. By adopting SmartPLS 3 with a non-parametric bootstrapping procedure using 5000 sub-samples, the research hypotheses could be verified. Before verifying the study hypotheses, the structural model's model fit had to be checked. Hair et al. (2016) proposed that four factors be evaluated.

(1) VIF (Variance of inflation Factor): VIF is the tolerance coefficient's inverse. If we set the tolerance coefficient to be greater than 0.2, then VIF should be lower than 5. This study used VIF less than 5 (VIF<5) as the maximum cut-off to guarantee that the collinearity between latent exogeneous constructs could keep lower.

(2) Effect size (f^2): The effect size of the influence of the latent exogeneous construct explained by endogenous constructs was measured using f^2. This study used the Cohen (1988) and Hair et al. (2016) criteria, as well as

f^2 values of 0.02, 0.15, and 0.35 as small, medium, and large effect size, respectively.

(3) Determination coefficient R^2: R^2 was the variance explained by latent exogenous constructs of a latent endogenous construct. This study used Hair et al.'s (2013) criteria and rated R^2 values more than 0.65 as vital, 0.33 as moderate, and 0.19 as weak.

(4) GoF (Goodness of fit): In PLS-SEM, GoF referred to the degree to which the structural model fit the observed data. R^2 and AVE are used to determine GoF. A greater GoF showed a better fit between the model and the data, implying that the model provided the good representation of the underlying relationship as shown in the structure model. This study followed Vinzi et al., (2010) and classified GoFs more than 0.36 as large, 0.25 as medium, and 0.10 as small.

The VIF between research constructs was shown in Table 4-18. Because all VIFs were less than 5, (1.000-4.021), the findings indicated that intercorrelations between latent exogeneous constructs were not significant. This study concluded that multi-collinearity concerns among latent exogeneous did not exist.

Table 4 - 18 Collinearity Statistics: Variance of inflation factor (VIF)

Constructs	1	2	3	4	5	6
Bandwagon Effect				2.508		
Brand Charisma			2.510	2.744		2.973
Brand Resonance				4.021		2.402
Purchase Intention						
Marketing Mix		1.000	2.510			2.842
Perceived Value				2.870		

Source: This study.

Table 4-19 showed R^2 and adjusted R^2 value for all latent exogeneous constructs, including brand charisma, brand resonance, purchase intention and perceived value. The findings indicated that the exogeneous constructs of purchase intention got the highest explained variance ($R^2= 0.668$), followed by perceived value ($R^2= 0.605$), brand charisma ($R^2= 0.602$), and brand resonance ($R^2= 0.584$). These R^2 were between vital and moderate.

Table 4 - 19 The assessment of R^2

Constructs	R Square	R Square Adjusted
Brand Charisma	0.602	0.600
Brand Resonance	0.584	0.581
Purchase Intention	0.668	0.662
Perceived Value	0.605	0.602

Source: This study.

Table 4-20 showed GoF referred to the degree to which the structural model fit the observed data. R^2 and AVE are used to determine GoF. The findings indicated that GoF was classified as large (0.678), which implying that

the model provided the good representation of the underlying relationship as shown in the structure model.

Table 4 - 20 The assessment of GoF

Constructs	(AVE)	R Square
Marketing Mix	0.645	
Brand Charisma	0.775	0.602
Brand Resonance	0.686	0.584
Perceived Value	0.783	0.605
Bandwagon Effect	0.762	
Purchase Intention	0.832	0.668
Average	0.747	0.615
GoF = 0.678		

Source: This study.

Table 4-21 showed the assessment of effect size f^2 for the influence of latent exogeneous constructs. It was illustrated that for the influence of perceived value, its links to purchase intention with 0.074 which, higher than 0.02. For marketing mix, the links to brand charisma (1.510), brand resonance (0.132) and perceived value (0.089) were all higher than 0.02. However, for brand resonance, the links to purchase intention (0.001) and for brand charisma, the links to perceived value (0.002) were all lower than 0.02, which suggested to neglectable effect size. Bandwagon effect seemed to have lower effect size on purchase intention (0.008). Other than that, for brand charisma links to brand resonance (0.184) and purchase intention (0.413) all showed significant effect size from latent exogeneous constructs to exogeneous constructs.

Table 4 - 21 The assessment of Effect size f²

Constructs	1	2	3	4	5	6
1. Bandwagon Effect				0.008		
2. Brand Charisma			0.184	0.413		0.002
3. Brand Resonance				0.000		0.326
4. Purchase Intention						
5.Marketing Mix		1.510	0.132			0.089
6.Perceived Value				0.074		

Source: This study.

4.9.2 Direct effect (Hypotheses testing)

Table 4-22 Showed the results of direct effect which aims to do hypotheses testing, the path coefficients (β), p-value and t-value for each of the research hypotheses as developed in this study. For the marketing mix, the results indicated that, marketing mix have a significant impact on brand charisma (β = 0.776, t-value = 18.708 and p-value < 0.001), perceived value (β = 0.316, t-value = 2.786 and p-value = 0.005) and brand resonance (β = 0.372, t-value = 5.356 and p-value < 0.001). Thus, H1, H2, H3 were supported. These findings might imply that the marketing mix, which includes product, price, place, and promotion, could be a crucial driver in enhancing brand charisma, perceived value, and brand resonance. It may be necessary to concentrate on these marketing mix components in order to promote these brand-related constructs and perceived value.

For the brand charisma, the results indicated that, brand charisma have a significant impact on brand resonance (β = 0.439, t-value = 6.763 and p-value < 0.001). However, the influence of brand charisma on perceived value (β = -0.043, t-value = 0.403 and p-value = 0.687) was unexpectedly not significant. Thus, H4 was supported and H5 was not supported. Although, brand charisma

did not show a significant related to perceived value. Other factors such as marketing mix and brand resonance were found to have stronger associations with perceived value. Brand charisma may not directly impact perceived value. Marketers should consider a holistic approach by incorporating other influential factors into their marketing strategies to enhance perceived value and overall brand appeal.

For the brand resonance, the results indicated that, brand resonance have a significant impact on perceived value ($\beta = 0.556$, t-value = 6.305 and p-value < 0.001). Thus, H6 was supported. These findings might imply that the brand resonance, which includes salience, performance, image, judgment, feeling, resonance, could be a crucial driver in enhancing perceived value. It may be necessary to concentrate on brand resonance in order to promote perceived value. Marketers should focus on building a strong brand resonance by strategically managing these components to enhance perceived value and gain a competitive edge in the market.

For the perceived value, the results indicated that, perceived value have a significant impact on purchase intention ($\beta = 0.265$, t-value = 3.156 and p-value = 0.002). Thus, H7 was supported. These findings might imply that the perceived value could be a crucial driver in enhancing purchase intention. It may be necessary to concentrate on perceived value in order to promote purchase intention. Perceived value plays a crucial role in influencing consumers' intentions to make a purchase a product or service. Factors such as product quality, pricing, customer service, and brand reputation contribute to perceived value, which, in turn, influences purchase intentions. Marketers should focus on enhancing perceived value by strategically managing these factors to drive customer loyalty and encourage repeat purchases.

For the moderating effect of bandwagon effect on the relationship between perceived value and purchase intention, the results indicated that, the moderating effect of bandwagon effect for the influence of perceived value on purchase intention have a significant (β = 0.076, t-value = 2.972 and p-value = 0.003). Thus, H9 was supported. This finding might imply that the moderating effect of bandwagon effect could be a crucial driver in enhancing the relationship between perceived value and purchase intention. It may be necessary to concentrate on bandwagon effect in order to promote purchase intention. Perceived value positively influences purchase intention, and this relationship is strengthened when the bandwagon effect is present. Marketers should consider leveraging the bandwagon effect in their strategies to enhance perceived value and encourage purchase intention.

Table 4 - 22 Direct effect (Hypothesis testing)

Hypo.	Path	Path Coefficients (β)	t-value	p-values
H1	Marketing Mix -> Brand Charisma	0.776	18.708	0.000
H2	Marketing Mix -> Perceived Value	0.316	2.786	0.005
H3	Marketing Mix -> Brand Resonance	0.372	5.356	0.000
H4	Brand Charisma -> Brand Resonance	0.439	6.763	0.000
H5	Brand Charisma -> Perceived Value	-0.043	0.403	0.687
H6	Brand Resonance -> Perceived Value	0.556	6.305	0.000
H7	Perceived Value -> Purchase Intention	0.265	3.156	0.002
H9	BExPV -> Purchase Intention	0.076	2.972	0.003

Note: 1. BExPV = Bandwagon Effect and Perceived Value

2. p < ***0.001, <** 0.01 < *0.05

Source: This study.

Table 4-23 showed the results of mediation testing. As a results, perceived value insignificantly mediated the relationship between brand charisma and purchase intention with indirect effects, the path coefficients of M114 (β= -0.011, t= 0.392, p = 0.695). For the effect of brand charisma on perceived value which was insignificant, the path coefficients of M111 (β = -0.043, t = 0.403, p = 0.687). Since both direct effect and indirect effect were not significant, thus, no partial mediation was justified.

Besides that, perceived value significantly mediated the relationship between marketing mix and purchase intention with indirect effects, the path coefficients of M124 (β= 0.083, t= 1.965, p = 0.049). For the effect of marketing mix on perceived value which was significant, the path coefficients of M121 (β = 0.316, t = 2.786, p< 0.01). For the direct effect of marketing mix on purchase intention was significant, the path coefficients of M123 (β = 0.656, t = 18.546, p <0.001) which was significant. The results also showed that the effect of perceived value on purchase intention was significant, the path coefficients of M122 (β = 0.265, t = 3.156, p = 0.002). Thus, we can conclude that perceived value has partial mediation for the relationship between marketing mix and purchase intention.

Moreover, for the effect of brand resonance on purchase intention, the path coefficients of M134 (β= 0.146, t= 2.903, p = 0.004) which was significant. For the effect of brand resonance on perceived value, the path coefficients of M131 (β = 0.556, t = 6.305, p< 0.001) which was significant. The direct effect of brand resonance on purchase intention was insignificant with, the path coefficients of M133 (β = -0.010, t = 0.102, p = 0.919). The results also showed that the effect of perceived value on purchase intention was significant with, the path coefficients of M132 (β = 0.265, t = 3.156, p<0.01). Thus, we can

conclude that perceived value has full mediation the relationship between brand resonance and purchase intention.

Table 4 - 23 Mediators effects

Hypo.	Path	Path Coefficients	t-value	p-values
M111	Brand Charisma -> Perceived Value	-0.043	0.403	0.687
M112	Perceived Value -> PI	0.265	3.156	0.002
M113	Brand Charisma -> PI	0.614	10.447	0.000
M114	Brand Charisma -> Perceived Value -> PI	-0.011	0.392	0.695
M121	Marketing Mix -> Perceived Value	0.316	2.786	0.005
M122	Perceived Value -> PI	0.265	3.156	0.002
M123	Marketing Mix -> PI	0.656	18.546	0.000
M124	Marketing Mix -> Perceived Value -> PI	0.083	1.965	0.049
M131	Brand Resonance -> Perceived Value	0.556	6.305	0.000
M132	Perceived Value -> PI	0.265	3.156	0.002
M133	Brand Resonance -> PI	-0.010	0.102	0.919
M134	Brand Resonance -> Perceived Value -> PI	0.146	2.903	0.004

Note: 1. PI = Purchase Intention 2. Note: Note: p < ***0.001, <** 0.01 < *0.05

Source: This study.

4.10 The moderating effects

This research intends to verify the moderating effect of demographic consumption status for the impacts perceived value on purchase intention. To evaluate the moderating effects of demographic consumption status as the moderator, this study divided the respondents into four (4) groups using perceived value and the moderator as the clustering variables. Later, an analysis

of variance was conducted to verify whether the differences in the dependent variables were significant among these four groups of respondents.

4.10.1 Moderating role of gender

In the study of using demographic consumption status (gender) as the moderator, the respondents were divided into four groups using gender and perceived value as the two-categorizing variable. As a result, the respondents were divided into four groups as follows: (1) Low PV/Male, (2) Low PV/Female, (3) High PV/Male, and (4) High PV/Female.

The ANOVA results showed that gender has a significant moderating effect for the relationship between perceived value and purchase intention ($p < 0.001$). Therefore, H8a is supported.

Figure 4-1 indicated that respondents of female ($\bar{x} = 5.581$) which high level perceived value tended to result in higher purchase the product. Additionally, the respondents of male with the lowest level of perceived value ($\bar{x} = 3.178$) tended to have lower levels of intention to purchase the product. The Duncan in Table 4-24 showed that cluster 1 and 2 are significant, while cluster 3 and 4 are not significant, which means that males and females can serve as a significant moderator for the effect of perceived value on purchase intention.

Table 4 - 24 The results of gender moderators on demographic consumption status

Factor	Low Perceived value		High perceived value		P value	Duncan
	1.Low/ Male (n = 63)	2.High /Female (n = 170)	3.Low/ Male (n = 21)	4.High/ Female (n = 64)		
Purchase Intention	3.178	3.471	5.476	5.581	0.000	1,2,34
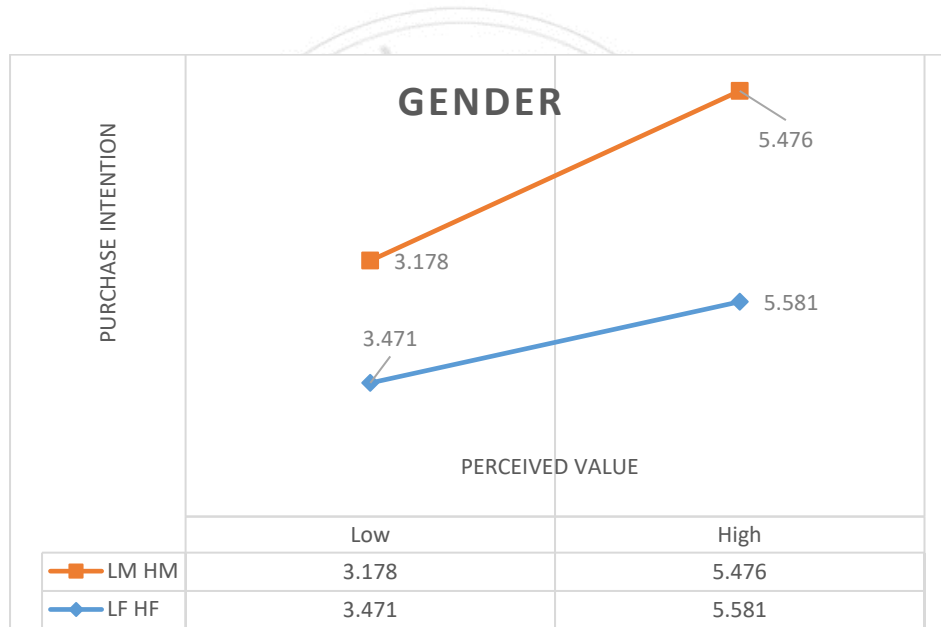
Figure 4 - 1 The role of Gender moderator

Source: This study

4.10.2 Moderating role of age

In the study of using demographic consumption status (age) as the moderator, the respondents were divided into four groups using age and perceived value as the two-categorizing variable. As a result, the respondents

were divided into four groups as follows: (1) Low PV/Low age, (2) Low PV/High age, (3) High PV/Low age, and (4) High PV/High age.

The ANOVA results showed that age has a significant moderating effect of the relationship between perceived value and purchase intention (p<0.001). Therefore, H8b is supported.

Figure 4-2 indicated that respondents having an age between 16 to 35 ($\bar{x}$ =5.576) with higher level of perceived value tended to result in higher purchase the product. Additionally, respondents having an age more than 35 with the lowest level of perceived value ($\bar{x}$=3.231) tended to have lower levels of intention to purchase the product. The Duncan in Table 4-25 showed that clusters 1 and 2 are not significant, while cluster 3 and 4 are significant. As predicted, that customers who have higher level of perceived value will be more likely to purchase a product than those with lower level of perceived value.

Table 4 - 25 The results of age moderators on demographic consumption status

Factor	Low Perceived value		High perceived value		P value	Duncan
	1. >35 (n = 51)	2. 16-35 (n = 182)	3. > 35 (n = 3)	4. 16-35 (n = 82)		
Purchase Intention	3.231	3.436	5.000	5.576	0.000	12,3,4
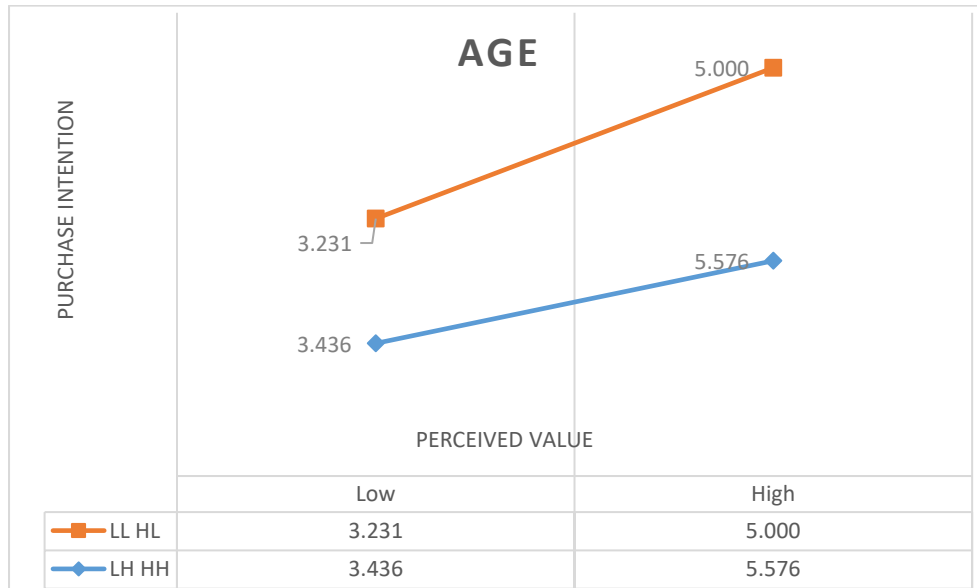
Figure 4 - 2 The role of Age moderator

Source: This study

4.10.3 Moderating role of education

In the study of using demographic consumption status (education) as the moderator, the respondents were divided into four groups using education and perceived value as the two-categorizing variable. As a result, the respondents were divided into four groups as follows: (1) Low PV/Low education, (2) Low PV/High education, (3) High PV/Low education, and (4) High PV/High education.

The ANOVA results showed education has a significant moderating effect of the relationship between perceived value and purchase intention (p<0.001. Therefore, H8c is supported.

Figure 4-2 indicated that respondents equal or higher than Bachelor's degree education levels with higher level of perceived value can result in higher level of intention to purchase the product ($\bar{x}$ =5.574). Additionally, respondents having an education level of M.S.& PhD, with lower level of perceived value

tended to have lower levels of intention to purchase the product ($\bar{x}$ =3.163). The Duncan in Table 4-26 showed that cluster 1 and 2 are not significant while cluster 3 and 4 are also not significant.

Table 4 - 26 The results of education moderators on demographic consumption status

Factor	Low Perceived value		High perceived value		P value	Duncan
	1.M.S.& PhD (n = 16)	2. ≤ BA (n = 217)	3. M.S.& PhD (n = 9)	4. ≤ BA (n = 76)		
Purchase Intention	3.163	3.408	5.400	5.574	0.000	12,34
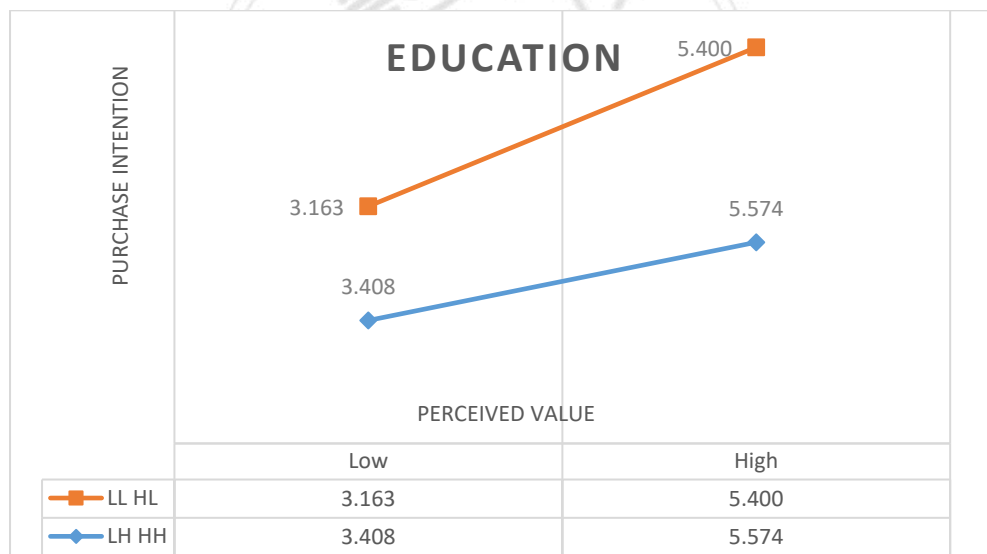
Figure 4 - 3 The role of Education moderator

Source: This study

4.11 Regression Analysis

The analysis is a more advanced version of traditional regression analysis, and it is the most usually used in research. The primary purpose of regression is to investigate the correlations between continuous or categorical independent variables and dependent variables in greater depth. Three steps are taken to calculate the results of this regression analysis. The first is the result of the F-value, which is used to measure the fitness of the model. The R^2 is used to obtain the model's explanatory ability. Finally, the data required to compute the regression coefficient, whether it is significant, and if the coefficient had a positive or negative impact is provided. The findings of the regression analysis are shown in Tables 4 – 27. Table 4 - 27 showed the P-value of Model 1 to Model 10 are regression models that good fit for the data.
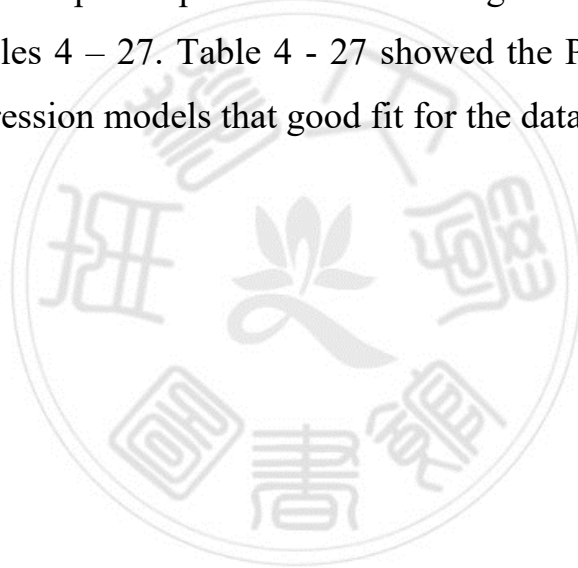
Table 4 - 27 Regression Analysis Results

Independent Variable	Dependent Variable PV	Dependent Variable PI	Dependent Variable PI	Dependent Variable PV	Dependent Variable PI	Dependent Variable PV	Dependent Variable PI	Dependent Variable PI	Dependent Variable PI	Dependent Variable PI
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8	Model 9	Model 10
	Beta	Beta	Beta	Beta	Beta	Beta	Beta	Beta	Beta	Beta
BC	0.599***		0.742***					0.666***		
PV		0.526***						0.127***	0.183***	0.421***
4P				0.668***	0.636***				0.514***	
BR						0.737***	0.453***			0.143***
R^2	0.359	0.277	0.551	0.446	0.404	0.543	0.205	0.561	0.423	0.286
Adj-R^2	0.357	0.274	0.550	0.445	0.402	0.542	0.203	0.558	0.419	0.281
F-value	176.882	120.794	387.763	254.707	214.484	376.208	81.540	201.491	115.356	63.045
P-value	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
D-W	1.688	1.281	1.755	1.714	1.644	1.926	1.298	1.728	1.587	1.276
VIF Range	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.560	1.806	2.191

Noted: 1. (*) $p < 0.05$, (**) $p < 0.01$, (***) $p < 0.001$

2. PV = Perceived Value, BC = Brand Charisma, 4P = Marketing mix, BR = Brand Resonance, PI = Purchase Intention

Source: This study

CHAPTER FIVE

CONCLUSION AND SUGGESTIONS

This chapter, the comprised of the research conclusion, managerial implication, limitation as well as recommendation for the further research directions were presented.

5.1 Research conclusion

Table 5-1 represents the summary results of each hypothesis testing that proposed in the research framework. The results can explain why each hypothesis was supported and each hypothesis was not supported. Nine hypotheses provide statistically significant results with all value exceeded the threshold such as p-value < 0.05, t-value >1.96, and β > 0.1, respectively

Table 5 - 1 Summary of the results of the hypotheses testing

Hypo.	Hypothesis statement	Results
H1	Marketing mix is positively related to brand charisma.	Significant β= 0.776, t=18.708, p<0.001
H2	Marketing mix is positively related to perceived value.	Significant β= 0.316, t=2.786, p<0.01
H3	Marketing mix is positively related to brand resonance.	Significant β= 0.372, t=5.356, p<0.001
H4	Brand charisma are positively related to brand resonance.	Significant β= 0.439, t=6.763, p<0.001

Hypo.	Hypothesis statement	Results
H5	Brand charisma are positively related to perceived value.	Insignificant $\beta= -0.043$, $t=0.403$, $p>0.05$
H6	Brand resonance are positively related to perceived value.	Significant $\beta= 0.556$, $t=6.305$, $p<0.001$
H7	Perceived value is positively related to purchase intention.	Significant $\beta= 0.265$, $t=3.156$, $p<0.01$
H8a	Gender moderates the relationship between Perceived Value and Purchase Intention.	Significant; $p<0.001$
H8b	Age moderates the relationship between Perceived Value and Purchase Intention.	Significant; $p<0.001$
H8c	Education moderates the relationship between Perceived Value and Purchase Intention.	Significant; $p<0.001$
H9	Bandwagon effect strengthens the positive relationship between perceived value and purchase intention.	Significant $\beta= 0.076$, $t=2.972$, $p<0.01$

Source: This study.

The major purposes of the current study are firstly to provide a comprehensive model to investigate the influence of marketing mix, brand resonance, brand charisma and perceived value on purchase intention. Furthermore, the moderating effects of demographic consumption status and bandwagon effect on the influence of perceived value and purchase intention

are also evaluated. Several conclusions could be drawn from the results of this study.

Firstly, marketing mix has direct impacts on brand charisma, perceived value, and brand resonance. This result is in line with those previous studies. Marketing mix directly influence brand charisma by shaping the brand's image, identity, and communication of values and personality. A well-designed product, strategic pricing, effective promotion, and thoughtful distribution all contribute to creating a strong and captivating brand charisma (Ruiz et al., 2018; Kotler and Keller, 2016). Moreover, marketing mix directly influence perceived value. The perceived value of a product was a critical determinant of customer satisfaction, loyalty and purchase intention (Dodds et al., 1991; Kotler et al., 2010; Han and Kim, 2011). Additionally, marketing mix has direct impacts on brand resonance. The model of brand resonance theory emphasizes that building a strong emotional connection with customers leads to brand loyalty, attachment, and engagement. The marketing mix play a crucial role in influencing brand resonance by shaping brand identity, image, and personality, and establishing a strong relationship with the target audience. Cho and Cheon (2019) argued that brand resonance had a positive effect on customer loyalty and word-of-mouth communication, as well as had a positive effect on customer loyalty and brand advocacy (Alam et al., 2020). Al-Dmour et al. (2021) found marketing mix had a significant impact on brand resonance. The study also showed that brand resonance has a positive effect on customer loyalty, brand trust, and purchase intention.

Secondly, brand charisma is positively related to brand resonance, which corresponds to Schepers et al. (2011), brand charisma positively influences brand resonance by enhancing brand personality and brand identity, which in turn increase consumers' emotional attachment to the brand, also consumers

who feel a strong emotional connection with a brand are more likely to recommend the brand to others, moreover, brand charisma and brand resonance are closely related, with brand charisma playing a crucial role in the development of brand resonance. Lee et al. (2021) showed that brand charisma significantly influences brand resonance through the mediating effect of brand image and brand personality. Although, brand charisma did not show a significant related to perceived value, other factors such as marketing mix and brand resonance were found to have stronger associations with perceived value. Brand charisma may not directly impact perceived value. Marketers should consider a holistic approach by incorporating other influential factors such as customer experience, product differentiation, effective communication, brand reputation, and continuous improvement into their marketing strategies. By addressing these areas, marketers can enhance perceived value, overall brand appeal, and ultimately strengthen customer relationships and loyalty. Moreover, perceived value theory suggested that brand charisma can influence perceived value by creating a perception of uniqueness, excellence, and differentiation that exceeds customers' expectations and justifies the price they pay for the product (Chen and Shih, 2018).

Thirdly, brand resonance has direct impacts on perceived value. This result was also supported by Kim et al. (2019) who suggested that brand resonance has a positive effect on perceived value through the mediating role of brand trust. When consumers feel a strong emotional connection with a brand, they are more likely to trust the brand and become loyal to the brand (Kim et al., 2019). Chen et al. (2019) also found that brand resonance who has a direct positive effect on perceived value, as consumers feel a strong emotional connection with a brand are more likely to perceive it as offering high value for its price.

Fourthly, perceived value has direct impacts on purchase intention. Consumers who perceive high value from a product or service are more likely to intend to purchase it. As consumers who perceive high value from a product or service are more likely to intend to purchase it in the future (Wu et al., 2018). According to Kumar et al. (2020) purchase intention has a positive effect on perceived value, as consumers who intend to purchase a product or service are more likely to perceive it as valuable and beneficial. Perceived value is based on the customer's perception of the benefits received from the product compared to the cost incurred (Wang and Liu, 2016).

Fifthly, the study explains the moderating role of gender relationship between perceived value and purchase intention, perceived value had a stronger effect on purchase intention for female. The results of this study also align with Chen and Chiu (2009), that investigated the moderating effects of gender on the relationship between perceived value and purchase intention. Moreover, the moderating role of age on the relationship between perceived value and purchase intention. The results showed age have impacts on perceived value and purchase intention. However, the results of this study are not aligned with Chen and Chiu, (2009) that perceived value had a stronger effect on intention for older consumers. It's essential to consider that individual preferences and attitudes can still vary greatly within the younger consumer segment. Factors such as income level, lifestyle choices, and personal experiences can also influence the relationship between perceived value and purchase intention. Lastly, the moderating role of education on the relationship between perceived value and purchase intention. The results showed that education have impacts on perceived value and purchase intention. However, the results of this study are not aligned with previous study, Wang et al. (2013) found that perceived value has a stronger effect on purchase intention for consumers with higher

education levels. It's important to recognize that consumer behavior is multifaceted, and individual preferences can vary greatly. Factors such as cultural background, income level, and personal experiences can also influence the relationship between perceived value and purchase intention.

Finally, this study explains the moderating role of bandwagon effect relationship between perceived value and purchase intention, bandwagon effect positively moderated the relationship between perceived value and purchase intention, consumers are more likely to purchase products or service when they perceive that other are also purchasing the product (Lee et al., 2015). Shen and Bissell (2016) suggested that consumers are more likely to purchase products when they perceive the product as having high value and when they perceive that other are also purchasing the product. According to bandwagon effect theory, consumers are more likely to adopt a product if they have a positive attitude towards it (Chang and Tseng, 2020). This effect can strengthen the positive relationship between perceived value and purchase intention, as high perceived value leads to more positive attitudes, which in turn creates a social pressure for consumers to conform and adopt the product or service, leading to increased purchase intentions (Lin and Liao, 2019).

5.2 Academic implications

Several academic implications can be drawn from the results of this study. This research provides one integrative model of the antecedent, mediating, moderating, and consequences of purchase intention. The academic implications of this study are significant.

This study integrated several theories to support the research, Self-congruity theory is used to explain consumers choose brands that reflect their self-image and values, and perceive these brands as congruent with their self-concept, leading to a positive attitude towards the brand and increased purchase

117

intention (Sirgy et al., 2006). Additionally, by using brand resonance theory to explain influence of marketing mix effect on the effect of brand resonance and brans charisma effect on brand resonance, the results confirm the importance of brand's abilities, motivations, and opportunities in contributing to perceived value (Hsieh and Chang, 2019; Jo et al., 2019). This is an integrating viewpoint that demonstrates why and how marketers, strategic marketing mix and brand charisma promote purchase intention. Moreover, by using bandwagon theory, this study explored the moderating effect of consumption status and bandwagon effect on the relationship between perceived value and purchase intention. Such insights can help marketers understand consumer behavior better and develop effective strategies to influence consumer decisions (Xie and Zhang, 2014; Nguyen, 2019). Finally, perceived value theory, provides a comprehensive framework to explain the relationships between various factors such as marketing mix, brand charisma, brand resonance, perceived value and purchase intention (Dodds et al.,1991; Chen and Shih, 2018; Khalifa and Liu, 2007).

The findings of this study have served as a significant reference for academics doing future empirical validations of brand-related research. Furthermore, understanding the bandwagon effect has considerable research and practice potential when applied to new venture contexts, because sparking excess demand and propagation of new technologies while embracing bandwagon tendencies may signal credibility and legitimacy (Lin and Liao, 2019). Emotional experiences can enhance perceived value by creating a deeper connection between the customer and the brand (Hsieh and Chang, 2019). Last but not least, this study sheds some light on two moderating variables: Demographic Consumption status and Bandwagon effect, both of which moderate the effects of purchase intention.

5.3 Managerial implications

According to the findings, marketers and managers could derive certain managerial implications from this study. The findings of this study have important implications for managers.

First, managers should understand the importance of brand charisma and brand resonance in creating a positive customer experience. Brand charisma refers to the compelling and attractive qualities of a brand that captivate and engage customers. Brand resonance, on the other hand, represents the emotional and psychological connection between customers and a brand. This study highlights the significance of these factors in shaping a positive customer experience. Managers should recognize that brand charisma and brand resonance play a crucial role in influencing customers' perceptions of value and their intentions to make a purchase. To leverage brand charisma and resonance, managers can focus on enhancing the distinctiveness and appeal of their brand. They can invest in creating a strong brand identity, developing unique brand messages, and delivering consistent brand experiences across various touchpoints. By doing so, managers can create a positive customer experience that resonates with customers, ultimately leading to increased purchase intentions.

Second, managers should consider the moderating effects of demographic consumption status and bandwagon effect when designing marketing strategies. Demographic consumption status refers to the varying consumption patterns and behaviors exhibited by different customer segments based on demographic factors such as age, income, and occupation. The bandwagon effect, on the other hand, refers to the tendency of individuals to adopt or follow trends based on the actions or preferences of others.

Managers need to understand how demographic consumption status and the bandwagon effect can moderate the relationship between perceived value and purchase intention. By recognizing these moderating effects, managers can tailor their marketing strategies to different customer segments. For example, if a particular demographic segment values social proof and tends to follow trends, managers can emphasize the popularity and social acceptance of their products or services to increase purchase intentions within that segment. On the other hand, for segments that prioritize individuality and uniqueness, managers can highlight the exclusivity and distinctiveness of their offerings.

Finally, managers should take into account the need to consider the heterogeneity of consumers in developing and implementing marketing strategies. Consumers are not a homogenous group, and their preferences, needs, and behaviors vary widely. Managers should take into account this heterogeneity when developing and implementing marketing strategies. By understanding the diverse characteristics and preferences of their target audience, managers can create more effective and targeted marketing campaigns.

To address consumer heterogeneity, managers can conduct market segmentation and develop buyer personas to gain insights into different customer segments. This information can help in tailoring product offerings, communication strategies, and promotional activities to specific segments, thereby maximizing the effectiveness of marketing efforts. Additionally, managers should continuously monitor and adapt their strategies based on changing consumer preferences and market dynamics to stay relevant and competitive. In general, these managerial implications highlight the importance of understanding the influence of brand charisma, brand resonance, demographic consumption status, the bandwagon effect, and consumer

heterogeneity on perceived value and purchase intention. By incorporating these insights into their decision-making processes, managers can develop more impactful marketing strategies that resonate with their target customers and drive higher purchase intentions.

5.4 Limitations and future research direction

To guarantee that a study's results are sound, researchers must evaluate the study's limits or flaws. No matter how large the study was, there are still some limits or defects might have impacted the findings derived from it. Some of these limits, on the other hand, might be considered as intriguing prospects for more research within the same topic. Some respondents got the questions straight quickly, while others needed further explanation. This might have affected the correctness of their responses. Because the questionnaire takes time to complete, some respondents may not pay close attention to it, resulting in responses that do not reflect their feelings or opinions. Moreover, the sample size of this study is limited to 318 Thailand consumers, which may not fully represent the entire population. This study only focuses on the Cafe Amazon brand in Thailand and may not be applicable to other brands or industries. Lastly, the study only examined the moderating role of two variables (demographic consumption status and bandwagon effect), and other variables may also play a significant role in the relationship between perceived value and purchase intention.

For the future research, can investigate the impact of different situational factors, such as the type of product or service, the context in which the purchase decision is made, and external factors such as the economic climate on the relationship between perceived value and purchase intention. Additional research can explore the role of other moderating variables, such as personality traits, cultural differences, and individual preferences, on the relationship

between perceived value and purchase intention. Further research can investigate the impact of emotional experiences on perceived value and purchase intention in different industries and brands, and also can explore the effectiveness of different marketing strategies, such as social media marketing and influencer marketing, in building brand resonance, charisma, and perceived value.

REFERENCSE

1. Aaker, D. A. (1996), Building strong brands, Free Press.

2. Aaker, J. L. (1997), Dimensions of brand personality, Journal of Marketing Research, Vol.34, No. 3, pp. 347-356.

3. Aaker, J.L., (1997), Dimensions of brand personality. J, Marketing Res, Vol. 34, No.3, pp. 347–356.

4. Abrahamson, E., & Rosenkopf, L. (1993), Institutional and competitive bandwagons: Using mathematical modeling as a tool to explore innovation diffusion, Academy of Management Review, Vol. 18, No. 3, pp. 487-517.

5. Abrahamson, E., & Rosenkopf, L. (1997), Social network effects on the extent of innovation diffusion: A computer simulation, Organization Science, Vol. 8, No. 3, pp. 289-309.

6. Andonova, V., Rodriguez, Y., & Sanchez, I. D. (2013), When waiting is strategic: Evidence from Colombian M&As 1995–2008, Journal of Business Research, Vol. 66, No. 10, pp. 1736-1742.

7. A. Mohamad, M. Rashid, and A. Yusoff. (2015), Cultural Differences in the Effectiveness of Marketing Mix Elements: A Study of Four Countries, International Journal of Marketing Studies, Vol. 12, No. 8, pp. 69-78.

8. Alam, M. N., Chowdhury, M. T. H., & Hassan, M. R. (2020), Impact of marketing mix on brand resonance: A study on pharmaceutical industry in Bangladesh, The Journal of Developing Areas, Vol. 54, No. 4, pp. 1-17.

9. Al-Dmour, H., Al-Manasrah, A., & Bhatti, I. (2021), The effect of marketing mix on brand resonance: Evidence from the hospitality industry, Journal of Hospitality and Tourism Management, Vol. 46, No. 2, pp. 101-111.

10. Berthon, P. R., Holbrook, M. B., & Hulbert, J. M. (2003), Understanding and managing the brand space, <u>MIT Sloan Management Review</u>, Vol. 44, No. 3, pp. 50-56.

11. Batra, R., & Ahtola, O. T. (1990), Measuring the hedonic and utilitarian sources of consumer attitudes, <u>Marketing Letters</u>, Vol. 2, No. 2, pp. 159-170.

12. Belk, R. W., Penaloza, L., & Giesler, M. (2019), <u>The Routledge Companion to Identity and Consumption</u>, Routledge.

13. Cabral, S., Quelin, B., & Maia, W. (2014), Outsourcing failure and reintegration: The influence of contractual and external factors, Long Range Planning: <u>International Journal of Strategic Management</u>, Vol. 47, No. 6, pp. 365-378.

14. Cai, F., & Wyer, R. S., Jr. (2015), The impact of mortality salience on the relative effectiveness of donation appeals. <u>Journal of Consumer Psychology</u>, Vol. 25, No. 1, pp. 101-112.

15. Cialdini, R. B. (2009), <u>Influence: Science and Practice</u> (5th ed.), Boston: Pearson Education.

16. Correia, A., & Kozak, M. (2012), Exploring prestige and status on domestic destinations: The case of Algarve, <u>Annals of Tourism Research</u>, Vol. 39, No. 4, pp. 1951-1967.

17. Cho, Y. H., & Cheon, H. J. (2019), The effect of marketing mix on brand resonance: Focused on luxury fashion brands, <u>Journal of Fashion Marketing and Management: An International Journal</u>, Vol. 23, No. 3, pp. 384-399.

18. Chen, H., Hu, X., & Wang, Z. (2021), The influence of brand charisma on perceived value in mobile payment services: The mediating role of brand trust, <u>Journal of Business Research</u>, Vol. 131, No.1, pp. 513-522.

19. Chen, Y. C., & Shih, C. Y. (2018), "How does brand charisma affect perceived value? The mediating role of brand love," <u>Journal of Business Research</u>, Vol. 91, No. 15, pp. 240-248.

20. Cunha, R., Sousa, C. M., & Fonseca, J. M. (2019), The impact of brand personality on perceived value in the fashion industry, <u>Journal of Retailing and Consumer Services</u>, Vol. 50, No. 4, pp. 77-86.

21. Chen, S. C., Cheng, M. Y., & Chen, Y. L. (2019), The influence of customer perceived value on customer loyalty: Moderating effect of brand resonance, <u>Journal of Business Research</u>, Vol. 100, No. 25, pp. 444-456.

22. Chang, C. C., & Tseng, Y. F. (2020), "Social influence and the bandwagon effect in the context of online reviews: An empirical investigation," <u>Electronic Commerce Research and Applications</u>, Vol. 40, No. 25, p. 100915.

23. Chang, H. H., & Liu, Y. M. (2016), "The impact of brand equity on brand resonance: The mediating role of customer value," <u>International Journal of Organizational Innovation</u>, Vol. 8, No. 2, pp. 179-187.

24. Chen, Y. H., & Chiu, Y. T. H. (2009), The moderating effects of gender and age on the relationship between perceived value and repurchase intention, <u>Asia Pacific Management Review</u>, Vol. 14, No.1, pp. 47-55.

25. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991), Effects of price, brand, and store information on buyers' product evaluations, <u>Journal of marketing research</u>, Vol. 28, No.3, pp. 307-319.

26. Emika and Campanat. (2020), <u>Factors of Perceived Value and Service Quality Toward Brand Prestige Case Study: Japanese Premium Restaurants in Khonkaen Province</u>, International and National Academic Conference on Business Administration and Accounting, Khonkaen,Thailand, pp. 179-189

27. Engel, J. F., Blackwell, R. D., & Kollat, D. T. (2001), <u>Consumer behavior</u>, New York: Holt, Rinehart, and Winston.

28. Escalas, J. E., & Bettman, J. R. (2005), Self-construal, reference groups, and brand meaning, <u>Journal of Consumer Research</u>, Vol. 32, No.3, pp. 378-389.

29. Fournier, S., & Alvarez, C. (2013), Brands as relationship partners: warmth, competence, and in-between, <u>Journal of Consumer Psychology</u>, Vol. 23, No. 2, pp. 177-185.

30. Go, E., Jung, E. H., & Wu, M. (2014), The effects of source cues on online news perception, <u>Computers in Human Behavior</u>, Vol. 38, September, pp. 358-367.

31. Grant McCracken (1986), The Role of Social Identity in the Formation of Consumer Brand Relationships, <u>Journal of Consumer Research</u>, Vol. 13, No. 1, pp. 71-84

32. Grohmann, B., Heitmann, M., & Lehmann-Waffenschmidt, M. (2016), The charismatic brand: The relationship between brand charisma and perceived value, <u>Journal of Product & Brand Management</u>, Vol. 25, No. 7, pp. 601-612.

33. Han, H., Kim, W., & Kim, Y. (2011), An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior, <u>International Journal of Hospitality Management</u>, Vol. 30, No. 2, pp. 345-357.

34. Han, X., Wang, C., & Chen, L. (2019), Brand charisma and perceived value: Exploring the relationship and its consequences, <u>Journal of Business Research</u>, Vol. 95, No. 8, pp. 186-194.

35. Han, S., Nunes, J. C., & Drèze, X. (2010), Signaling status with luxury goods: The role of brand prominence, <u>Journal of Marketing</u>, Vol. 74, No. 4, pp. 15-30.

36. Hatch, M. J., & Schultz, M. (2013), The dynamics of corporate brand charisma: Routinization and activation at Carlsberg IT, <u>Scandinavian Journal of Management</u>, Vol. 29, No. 2, pp. 147-162.

37. Heide, M., & Olsen, S.O. (2018), The use of food quality and prestige-based benefits for consumer segmentation, <u>British Food Journal</u>, Vol. 10, No. 120, pp. 2349-2363.

38. Hoeffler, S., & Keller, K. L. (2003), The marketing advantages of strong brands, <u>Journal of Brand Management</u>, Vol. 10, No.6, pp. 421-445.

39. Homburg, C., Wieseke, J., & Hoyer, W. D. (2009), Social identity and the service-profit chain, <u>Journal of Marketing</u>, Vol. 73, No. 2, pp. 38-54.

40. Holt, D. B. (2004), How brands become icons: <u>The principles of cultural branding</u>, Harvard Business Press.

41. Hoyer, W. D., & MacInnis, D. J. (2010), <u>Consumer behavior</u> (5th ed.), South-Western Cengage Learning.

42. Hsieh, C.-M., & Chang, Y.-C. (2019), Investigating the influence of marketing mix on brand equity in the hotel industry, <u>Journal of Travel & Tourism Marketing</u>, Vol. 36, No. 3, pp. 279-291.

43. Issaree Ananchokepatama. (2015), <u>Marketing Mix and Buying Decision on Line Giftshop</u>, Faculty of Commerce and Accountancy, Thammasat University, Bangkok, page 15-16.

44. Jo, M., Kim, J., & Kim, J. (2019), Impact of brand charisma on customer loyalty and brand identity in the hospitality industry, <u>Journal of Hospitality and Tourism Management</u>, Vol. 41, No. 1, pp. 131-139.

45. Katona, G. (1951), <u>Psychological analysis of economic behavior</u>, McGraw-Hill.

46. Keller, K. L. (1993), Conceptualizing, measuring, and managing customer-based brand equity, <u>Journal of Marketing</u>, Vol. 57, No. 1, pp. 1-22.

47. Keller, K.L. (2002), <u>Strategic brand management; building, measuring and managing brand equity</u>, Upper Saddle River, NJ: Prentice Hall.

48. Keller, K.L. (2003), <u>Strategic brand management: Building, measuring, and managing brand equity</u> (2nded.), Boston, MA: Pearson Education.

49. Keller, K.L. (2003), Brand synthesis: The multidimensionality of brand knowledge, <u>Journal of Consumer Research</u>, Vol. 29, No. 4, pp. 595-600.

50. Khalifa, A. S., & Liu, V. (2007). "Online consumer retention: contingent effects of online shopping habit and online shopping experience." <u>European Journal of Information Systems</u>, Vol. 16, No. 6, pp. 780-792.

51. Kim, J., & Gambino, A. (2016), Do we trust the crowd or information system? Effects of personalization and bandwagon cues on users' attitudes and behavioral intentions toward a restaurant recommendation website, <u>Computers in Human Behavior</u>, Vol. 65, December, pp. 369-379.

52. Kim, J. H., & Kim, S. S. (2020), Effects of customer satisfaction on purchase and repurchase intentions: A gender and age group comparison, <u>Journal of Hospitality Marketing & Management</u>, Vol. 29, No. 7, pp. 791-811.

53. Kim, J. H., & Ko, E. (2012), Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand, <u>Journal of Business Research</u>, Vol. 65, No. 10, pp. 1480-1486.

54. Kim, J., Han, H., & Lee, S. (2019), The effect of brand resonance on customer perceived value and loyalty: Examining the mediating role of brand trust, <u>Journal of Global Scholars of Marketing Science</u>, Vol. 29, No. 3, pp. 285-298.

55. Kim, J., Park, M., & Jeong, D. (2016), The moderating effect of occupation and salary on the relationship between perceived value and

repurchase intention: Focusing on middle-aged women, <u>Journal of Distribution Science</u>, Vol. 14, No. 8, pp. 5-12.

56. Kim, W. G., & Kim, Y. K. (2005), The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services, <u>Telecommunications Policy</u>, Vol. 29, No. 10-11, pp. 903-917.

57. Kim, Y., Kim, J., & An, J. (2019), Effect of Marketing Mix on Perceived Value and Customer Satisfaction in the Restaurant Industry, <u>Journal of Hospitality and Tourism Research</u>, Vol. 43, No. 2, pp. 276-298.

58. Kotler, P. and Armstrong, G. (2009), <u>Principles of Marketing</u>, 13th Edition, Pearson, Englewood Cliffs.

59. Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2010), <u>Marketing management</u>, Pearson Prentice Hall.

60. Keller, K. L. (2013), <u>Strategic brand management: Building, measuring, and managing brand equity</u> (4th ed.), Pearson.

61. Kotler, P., & Keller, K. L. (2016), <u>Marketing Management</u>, (15th Edition), Pearson.

62. Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., & Lee, D.-J. (2006), "Direct and indirect effects of self-image congruence on brand loyalty," <u>Journal of Business Research</u>, Vol. 59, No. 9, pp. 955-964.

63. Keller, K.L. (2003), Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands, working papers, <u>Marketing Science Institute</u>, No.1-107.

64. Lee, S.H., Workman, J.E., Jung, K. (2015), <u>Brand charisma: word-of-mouth and gender</u>, International Textile and Apparel Association (ITAA) Annual Conference Proceedings 58.

65. Lee, S. A., Kim, H., & Park, J. (2021), The effects of brand charisma on brand resonance: The mediating roles of brand image and brand personality in luxury fashion brands, <u>Sustainability</u>, Vol. 13, No. 2, pp. 665.

66. Lee, H., Lee, Y. K., & Kim, H. (2021), The impact of brand resonance on perceived value: A focus on luxury fashion brands, <u>Journal of Business Research</u>, Vol. 123, No.12, pp. 557-565.

67. Lee, J., Park, J., & Yoo, D. (2015), The moderating effect of the bandwagon effect on the relationship between perceived value and purchase intention: Focusing on fashion products, <u>Journal of Korean Society of Clothing and Textiles</u>, Vol. 39, No. 6, pp. 952-963.

68. Leibenstein, H. (1950), Bandwagon, Snob, and Veblen effects in the theory of consumers' demand, <u>Qarterly Journal of Economics</u>, Vol. 64, No. 2, pp. 183–207

69. Lin, C. P., & Liao, H. L. (2019), The relationship among perceived value, bandwagon effect, and purchase intention: The mediating role of bandwagon effect, <u>International Journal of Marketing Studies</u>, Vol. 11, No. 5, pp. 23-36.

70. Liu, H., He, X., & Gao, Y. (2021), The influence of brand image on purchase and repurchase intentions: A study of online consumer behavior, <u>Journal of Retailing and Consumer Services</u>, Vol. 59, No.22, p. 102390.

71. Lu, L. C., Chen, H. M., & Wu, W. Y. (2015), The effects of brand image and marketing mix on customer loyalty for the bicycle industry in Taiwan, <u>Journal of Brand Management</u>, Vol. 22, No. 1, pp. 38-62.

72. Lwin, Wirtz, and Williams (2007), <u>The Moderating Role of Bandwagon Effects in the Relationship Between Price and Perceived Value</u>, <u>Industrial Marketing Management</u>, Vol. 38, No.3, pp. 283-299.

73. Martínez-Ruiz, M. P., Jiménez-Zarco, A. I., & Izquierdo-Yusta, A. (2018), Effects of Marketing Mix on Brand Personality and Loyalty in the Automotive Sector, Journal of Business Research, Vol. 89, No. 1, pp. 33-44.

74. McCracken Koo, D., Kim, Y., & Lee, J. (2015), The moderating role of consumer demographics in the perceived value-intention to purchase relationship, Journal of Retailing and Consumer Services, Vol. 22, No.3, pp. 56-64.

75. McNamara, G. M., Haleblian, J. J., & Dykes, B. J. (2008), The performance implications of participating in an acquisition wave: Early mover advantages, bandwagon effects, and the moderating influence of industry characteristics and acquirer tactics, Academy of Management Journal, Vol. 51, No. 1, pp. 113-130.

76. Muniz, A. M. Jr., & O'Guinn, T. C. (2001), Brand community, Journal of Consumer Research, Vol. 27, No. 4, pp. 412-432.

77. Nicolai, A. T., Schulz, A.-C., & Thomas, T. W. (2010), What Wall Street Wants – Exploring the Role of Security Analysts in the Evolution and Spread of Management Concepts, Journal of Management Studies, Vol. 47, No. 1, pp. 162-189.

78. Nguyen, T. T. M., & Nguyen, T. T. H. (2019), The effect of perceived value on purchase intention: The moderating role of income, International Journal of Management and Sustainability, Vol. 8, No. 8, pp. 67-78.

79. Rindfleisch, A., Wong, N. & Burroughs, E.J. (2006), Seeking Certainty via Brands: An Examination of Materialism and Brand Resonance, Research Gate, pp.1-44.

80. Schiffman, G. and Kanuk, L. (2000), Consumer Behavior, Prentice Hall, Inc., Englewood Cliff.

81. Schepers, J., Lepmets, M., Wetzels, M., & de Ruyter, K. (2011), How brand personality, identification, and relationships influence the resonance of brand extensions, <u>Journal of Marketing Research</u>, Vol. 48, No. 4, pp. 702-712.

82. Sen, S., & Bhattacharya, C. B. (2001), Does doing good always lead to doing better? Consumer reactions to corporate social responsibility, <u>Journal of Marketing Research</u>, Vol. 38, No. 2, pp. 225-243.

83. Shen, Y., & Bissell, K. (2016), The moderating effect of the bandwagon effect on the relationship between perceived value and repurchase intention for luxury brands, <u>Journal of Fashion Marketing and Management</u>, Vol. 20, No. 2, pp. 224-236.

84. Sirgy, M. J. (1982), Self-concept in consumer behavior: A critical review, <u>Journal of consumer research</u>, Vol. 9, No. 3, pp. 287-300.

85. Siripa Kijpraprut, Kul. (2015), <u>Service Marketing Mix, Attitudes and Travel Motivations Influencing Travel Decision to Travel to Korea of Thai Male Tourists in Bangkok</u>, (Independent Research, Master of Business Administration), Bangkok: Bangkok University.

86. Sereerat, S. et al. (1998), <u>Business Research. Bangkok: Bright Diamond of the Business World, Mahidol University, Bangkok.</u>

87. Smothers, N. (1993), <u>Can products and brands have charisma? Brand Equity and Advertising: Advertising's role in building strong brands</u>, <u>Brand Equity and Advertising</u>, First Edition, Hillsdale, NJ: Lawrence Erlbaum Associates, pp. 97-111.

88. Song, H., & Schwarz, N. (2019), When conformity is driven by social pressure, not by beliefs about the group, <u>Journal of Personality and Social Psychology</u>, Vol. 116, No. 2, pp. 227-243.

89. Staw, B. M., & Epstein, L. D. (2000), What bandwagons bring: Effects of popular management techniques on corporate performance,

reputation, and CEO pay, <u>Administrative Science Quarterly</u>, Vol. 45, No. 3, pp. 523-556.

90. Sundar, S. S. (2008), <u>The MAIN model: A heuristic approach to understanding technology effects on credibility, Digital Media, Youth, and Credibility</u>, p. 73100.

91. Sun, X., Zhou, Z., & Chen, J. (2021), How the bandwagon effect affects consumers' perceived value and purchase intention in the context of online group buying, <u>Journal of Retailing and Consumer Services</u>, Vol. 61, August, p. 102548.

92. Sun, J., Zhang, Y., & Zhang, Y. (2019), How does brand popularity create bandwagon effect? The role of descriptive and injunctive norms, <u>Journal of Business Research</u>, Vol. 95, No.3, pp. 60-70.

93. Sweeney, J.C., & Soutar, G. (2001), Consumer Perceived Value: The Development of a Multiple Item Scale, <u>Journal of Retailing</u>, Vol. 77, No.2, pp. 203-220.

94. Swanson, E. B., & Ramiller, N. C. (2004), Innovating mindfully with information technology, <u>MIS Quarterly</u>, Vol. 28, No. 4, pp. 553-583.

95. T. Esfahani and M. Pourdehghan. (2017), Cross-Cultural Branding and Consumer Culture: Exploring the Role of Cultural Factors in Global Branding Strategies, <u>International Journal of Business and Management</u>, Vol. 14, No. 5, pp. 59-68.

96. Thechaporn Tatongjai, (2012), "<u>Factors Influencing Fresh Coffee and Bakery Consumption of Consumers in the Area of Mueang District, Chiang Rai Province</u>," Research Report of the Faculty of Economics, Chiang Mai University, Chiang Mai.

97. Towler, A. J. (2003), Effects of charismatic influence training on attitudes, behavior, and performance, <u>Personnel Psychology</u>, Vol. 56, No. 2, pp. 363-381.

98. Vargo, S. L., & Lusch, R. F. (2016), Institutions and axioms: An extension and update of service-dominant logic, <u>Journal of the Academy of Marketing Science</u>, Vol. 44, No. 1, pp. 5-23.

99. Wang, D., & Liu, Y. (2016), Perceived value, satisfaction, and repurchase intention in online group-buying context: Evidence from China, <u>International Journal of Information Management</u>, Vol. 36, No. 3, pp. 452-461.

100. Wang, Y. C., Hsieh, Y. C., & Chen, K. H. (2013), The moderating effects of education and social status on the relationship between perceived value and purchase intention, <u>Asia Pacific Journal of Marketing and Logistics</u>, Vol. 25, No. 3, pp. 415-429.

101. Xie, Y., & Zhang, J. (2014), "The effect of perceived value on purchase intention in online shopping: The moderating effect of demographic consumption status," <u>Asia Pacific Journal of Marketing and Logistics</u>, Vol. 26, No. 2, pp. 211-229.

102. Yoo, B., & Donthu, N. (2001), Developing and validating a multidimensional consumer-based brand equity scale, <u>Journal of Business Research</u>, Vol. 52, No. 1, pp. 1-14.

103. Zeithaml. (1988), Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence, <u>Journal of Marketing</u>, Vol. 52, No. 3, pp. 2-22.

APPENDIX
Appendix I Questionnaire (Thai version)

ผลกระทบของเสน่ห์ของแบรนด์และการสะท้อนของแบรนด์ที่มีต่อมูลค่าการรับรู้และความตั้งใจในการซื้อ:บทบาทการกลั่นกรองของสถานะการบริโภคและผลกระทบจากกลุ่มเกวียน

แบบสอบถามทางวิชาการนี้มีขึ้นเพื่อศึกษาเรื่อง"ผลกระทบของเสน่ห์ของแบรนด์และการสะท้อนของแบรนด์ที่มีต่อมูลค่าการรับรู้และความตั้งใจในการซื้อ: บทบาทการกลั่นกรองของสถานะการบริโภคและผลกระทบจากกลุ่มเกวียน"

หากคุณเป็นนักศึกษาระดับปริญญาตรีหรือสูงกว่าปริญญาตรีของมหาวิทยาลัยหรือพนักงานขององค์กรและรู้จักแบรนด์คาเฟอเมซอนในประเทศไทยผู้เขียนขอเชิญชวนให้คุณสละเวลาไม่เกิน10นาทีในการตอบคำถามด้านล่างนี้โปรดทราบว่าจะไม่มีการเปิดเผยข้อมูลส่วนบุคคลต่อสาธารณะคำตอบของคุณจะถูกเก็บเป็นความลับอย่างเคร่งครัดและจะรายงานเฉพาะผลลัพธ์โดยรวมเท่านั้นความช่วยเหลือของคุณมีความสำคัญต่อการวิจัยของเราและเพื่อความเข้าใจในประเด็นการวิจัยเหล่านี้ในอนาคตผู้เขียนขอขอบคุณสำหรับความร่วมมือที่ดีของคุณ.

ขอแสดงความนับถือ,

Wann-Yih Wu, Ph. D.   นรีญาณ์ รักทะเล

อธิการบดี คณบดีภาควิชา   นักศึกษาปริญญาเอก:

มหาวิทยาลัยไต้หวัน   คณะบริหารมหาวิทยาลัยหนานหัวไต้หวัน

		ระดับความพึงพอใจ						
โปรดดูส่วนประสมทางการตลาดต่อไปนี้ที่เกี่ยวข้องกับแบรนด์คาเฟ่อเมซอน จากนั้น วงกลมระดับข้อตกลงตามมุมมองของคุณในแต่ละรายการต่อไปนี้	ด้านราคาสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้างไม่เห็นด้วย	เฉยๆ	ค่อนข้างเห็นด้วย	เห็นด้วย	เห็นด้วยอย่างยิ่ง
ผลิตภัณฑ์								
รสชาติของกาแฟและเครื่องดื่มอื่นๆ ในด้านความหอม เข้มข้นของคาเฟ่อเมซอน ดีกว่าร้านอื่นๆ	PD1	1	2	3	4	5	6	7
ภาชนะและบรรจุภัณฑ์ที่ทันสมัยสะดุดตาของร้านนี้ดีกว่าร้านอื่นๆ	PD2	1	2	3	4	5	6	7
เบเกอรี่ที่ขายในร้านของเขาดีกว่าร้านอื่นๆ	PD3	1	2	3	4	5	6	7
ความสะอาดมีเครื่องหมายรับรองของร้านนี้ดีกว่าร้านอื่น	PD4	1	2	3	4	5	6	7
ร้านนี้สินค้าให้เลือกหลากหลายดีกว่าร้านอื่น	PD5	1	2	3	4	5	6	7

ราคา

		1	2	3	4	5	6	7
ราคาในร้านคาเฟ่ อเมซอน เหมาะสมกับสินค้ามากกว่าร้านอื่นๆ	PR1	1	2	3	4	5	6	7
ราคาต่ำกว่าเมื่อเทียบกับร้านอื่นๆ	PR2	1	2	3	4	5	6	7
ราคาในร้านคาเฟ่อเมซอนจะแพงกว่าเมื่อเทียบกับร้านอื่นๆ	PR3	1	2	3	4	5	6	7
มีป้ายราคาสินค้าชัดเจนกว่าร้านอื่น	PR4	1	2	3	4	5	6	7
มีหลายราคาตามขนาดห่อเมื่อเทียบกับร้านอื่นๆ	PR5	1	2	3	4	5	6	7

สถานที่

		1	2	3	4	5	6	7
ทำเลที่ตั้งของร้านกาแฟสะดวกกว่าร้านอื่นๆ	PL1	1	2	3	4	5	6	7
ที่จอดรถของร้านคาเฟ่อเมซอนมีเพียงพอและเพียงพอเมื่อเทียบกับร้านอื่นๆ	PL2	1	2	3	4	5	6	7

137

เวลาเปิด-ปิดของร้านคาเฟ่ อเมซอน เหมาะสมกว่าเมื่อเทียบกับร้านอื่นๆ	PL3	1	2	3	4	5	6	7
พื้นที่รอบร้าน Café Amazon มีความเป็นส่วนตัวมากกว่าร้านอื่นๆ	PL4	1	2	3	4	5	6	7
ที่ตั้งของร้านคาเฟ่ อเมซอน มีความปลอดภัยมากกว่าร้านอื่นๆ	PL5	1	2	3	4	5	6	7

การส่งเสริม

เมื่อเทียบกับร้านอื่นๆ แล้ว มีการโฆษณาประชาสัมพันธ์ผ่านสื่อต่างๆ ของคาเฟ่ อเมซอนมากกว่า	PM1	1	2	3	4	5	6	7
เมื่อเทียบกับร้านอื่นๆ ราคาส่วนลดใน Café Amazon นั้นน่าสนใจกว่า	PM2	1	2	3	4	5	6	7
คาเฟ่ อเมซอน จัดกิจกรรมแจกของฟรีมากมาย	PM3	1	2	3	4	5	6	7
เทียบกับร้านอื่นแล้วมีของพรีเมียมมากกว่า ในคาเฟ่ อเมซอนให้แลกซื้อ เช่น แก้วของอเมซอน	PM4	1	2	3	4	5	6	7
ในคาเฟ่ อเมซอน มีระบบสมาชิกและสะสมแต้ม (PTT Blue Card)	PM5	1	2	3	4	5	6	7

ส่วนที่ 2. คาริสม่าแบรนด์

โปรดดูรายการต่อไปนี้ของคาริสม่าแบรนด์ที่เกี่ยวข้องกับ แบรนด์คาเฟ่ อเมซอน จากนั้น วงกลมระดับข้อตกลงตามมุมมองของคุณในแต่ละรายการต่อไปนี้	รหัสข้อสำหรับการวิเคราะห์	ระดับความพึงพอใจ						
		ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้างไม่เห็นด้วย	เฉยๆ	ค่อนข้างเห็นด้วย	เห็นด้วย	เห็นด้วยอย่างยิ่ง
มีวิสัยทัศน์								
เมื่อเปรียบเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอนมีวิสัยทัศน์สำหรับอนาคต VS1		1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอนมีพลังบวกมากมาย VS2		1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอนสร้างแนวคิดใหม่ ๆ สำหรับอนาคตอย่างต่อเนื่อง VS3		1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอนมีพัฒนาไปอยู่เสมอแบบไม่หยุดนิ่ง	VS4	1	2	3	4	5	6	7

		1	2	3	4	5	6	7
เมื่อเปรียบเทียบกับแบรนด์คู่แข่งราย อื่นแล้ว แบรนด์คาเฟ่ อเมซอน นั้นมี ความเข้ากับคนอื่นได้ง่ายกว่า	VS5	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์คาเฟ่ อเมซอนมีนวัตกรรม มากกว่า	VS6	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์ Café Amazon มีความ ทะเยอทะยานมากกว่า	VS7	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์ คาเฟ่ อเมซอน เป็นผู้สร้าง กระแส	VS8	1	2	3	4	5	6	7

การสื่อสาร

		1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์คาเฟ่ อเมซอน แสดงออก ทางการสื่อสารได้ดีกว่า	AR1	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์คาเฟ่ อเมซอน มีความ กระตือรือร้นในการสื่อสารมากกว่า	AR2	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์คาเฟ่ อเมซอนมีความเชื่อมโยง อย่างต่อเนื่องกับลูกค้าในระดับ อารมณ์ความรู้สึก	AR3	1	2	3	4	5	6	7

		1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอนมีการสื่อสารในแง่ดีมากกว่า	AR4	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอน มีส่วนร่วมกับการสื่อสารมากกว่า	AR5	1	2	3	4	5	6	7
จริยธรรม								
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอน ยึดถือมาตรฐานทางจริยธรรม	ET1	1	2	3	4	5	6	7
เมื่อเปรียบเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอน คำนึงถึงคุณธรรม/จริยธรรม	ET2	1	2	3	4	5	6	7
เมื่อเปรียบเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอน ก้าวไปไกลกว่าผลประโยชน์ของบริษัท	ET3	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอน สร้างความตระหนักถึงปัญหาสิ่งแวดล้อมที่สำคัญและดำเนินการที่เกี่ยวข้อง	ET4	1	2	3	4	5	6	7
ความแตกต่าง								

		1	2	3	4	5	6	7
เมื่อเปรียบเทียบกับแบรนด์คู่แข่งราย อื่น แบรนด์คาเฟ่ อเมซอนมี พฤติกรรมที่แปลกใหม่เพื่อให้บรรลุ เป้าหมาย	UN1	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์ Café Amazon นั้น ตรงไปตรงมา	UN2	1	2	3	4	5	6	7
เมื่อเปรียบเทียบกับแบรนด์คู่แข่งราย อื่น แบรนด์คาเฟ่ อเมซอนกำลังบรรลุ เป้าหมายด้วยวิธีที่ไม่ใช่แบบดั้งเดิม	UN3	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์คาเฟ่ อเมซอน ขึ้นชื่อเรื่อง พฤติกรรมยั่วยุ/ขัดแย้ง	UN4	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์ คาเฟ่ อเมซอน สร้างความ ประหลาดใจให้กับลูกค้า	UN5	1	2	3	4	5	6	7
เมื่อเปรียบเทียบกับแบรนด์คู่แข่งราย อื่นๆ แล้ว แบรนด์คาเฟ่ อเมซอนนั้น ไม่เกรงกลัวและกล้าหาญ	UN6	1	2	3	4	5	6	7
ความน่าเชื่อถือ								

142

เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ Café Amazon มีความน่าเชื่อถือมากกว่า	TR1	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ คาเฟ่ อเมซอน ได้รับความไว้วางใจสูง	TR2	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ Café Amazon นั้นซื่อสัตย์.	TR3	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ Café Amazon มีความจริงใจ	TR4	1	2	3	4	5	6	7
ความน่าชื่นชม								
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ Café Amazon ได้รับความชื่นชมอย่างมาก	AD1	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ Café Amazon สามารถดึงดูด/ดึงดูดความสนใจของฉันได้อย่างง่ายดาย	AD2	1	2	3	4	5	6	7
เมื่อเปรียบเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอนมีอิทธิพลเชิงบวกอย่างมากต่อผู้อื่น	AD3	1	2	3	4	5	6	7

143

		1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอนเป็นแรงบันดาลใจ	AD4	1	2	3	4	5	6	7
เมื่อเปรียบเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ Café Amazon เป็นสิ่งที่เรานับถือ	AD5	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ Café Amazon มีความน่าหลงใหล	AD6	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ Café Amazon ได้รับการพูดถึงจากผู้อื่นเป็นอย่างมาก	AD7	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอนถือเป็นแบบอย่าง	AD8	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ Café Amazon มีอิทธิพล	AD9	1	2	3	4	5	6	7
ความน่าสนใจ								
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ Café Amazon มีเสน่ห์ดึงดูดใจ	ATT 1	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งแล้ว แบรนด์ Café Amazon มีเสน่ห์	ATT 2	1	2	3	4	5	6	7

เมื่อเทียบกับแบรนด์คู่แข่งรายอื่นแล้ว แบรนด์ Café Amazon มีความ น่าสนใจมาก	ATT 3	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์ Café Amazon นั้นสวยงาม	ATT 4	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์ Café Amazon มีความโดดเด่น	ATT 5	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์คาเฟ่ อเมซอนดึงดูดแต่ไม่โอ้ อวด	ATT 6	1	2	3	4	5	6	7
ความทรงพลังและโดดเด่น								
เทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ Café Amazon นั้นกล้าได้กล้าเสีย	POD 1	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์คาเฟ่ อเมซอนมีความแข็งแกร่ง	POD 2	1	2	3	4	5	6	7
เทียบกับคู่แข่งแบรนด์อื่นแล้ว แบรนด์ Café Amazon คุมอยู่	POD 3	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบ รนด์ Café Amazon นั้นเปี่ยมไปด้วย พลัง	POD 4	1	2	3	4	5	6	7

เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์คาเฟ่ อเมซอน แสดงความมั่นใจ	POD 5	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ คาเฟ่ อเมซอน เป็นผู้นำตลาด	POD 6	1	2	3	4	5	6	7
เมื่อเทียบกับแบรนด์คู่แข่งรายอื่น แบรนด์ Café Amazon มีความกล้าแสดงออก	POD 7	1	2	3	4	5	6	7
เมื่อเปรียบเทียบกับแบรนด์คู่แข่งรายอื่นแล้ว แบรนด์ Café Amazon ไม่ใช่ผู้ตาม	POD 8	1	2	3	4	5	6	7
ความเรียบหรู								
แบรนด์คาเฟ่ อเมซอน เรียบหรู	SO1	1	2	3	4	5	6	7
แบรนด์คาเฟ่อเมซอนมีระดับ	SO2	1	2	3	4	5	6	7
แบรนด์คาเฟ่อเมซอนกำลังเป็นที่นิยม	SO3	1	2	3	4	5	6	7
แบรนด์คาเฟ่ อเมซอน มีความประณีต หรูหรา	SO4	1	2	3	4	5	6	7

		1	2	3	4	5	6	7
แบรนด์คาเฟ่อเมซอนมีสไตล์	SO5	1	2	3	4	5	6	7

ความวิเศษและศิลปะ

แบรนด์คาเฟ่อเมซอนมีความวิเศษ มหัศจรรย์	MA1	1	2	3	4	5	6	7
แบรนด์คาเฟ่ อเมซอนเป็นแบรนด์ที่ น่าตื่นเต้น	MA2	1	2	3	4	5	6	7
แบรนด์คาเฟ่ อเมซอน เชื่อมโยงกับ เราและสร้างความสุข	MA3	1	2	3	4	5	6	7
แบรนด์คาเฟ่อเมซอนมีความพิเศษ	MA4	1	2	3	4	5	6	7
แบรนด์ Café Amazon เป็นที่รู้จัก จากการร่วมมือกับศิลปิน	MA5	1	2	3	4	5	6	7
ผลิตภัณฑ์ของแบรนด์คาเฟ่ อเมซอน เป็นตัวแทนของงานศิลปะที่ไม่มีวัน ตาย	MA6	1	2	3	4	5	6	7
แบรนด์คาเฟ่ อเมซอน รักและเทิดทูน งานศิลปะ	MA7	1	2	3	4	5	6	7

147

แบรนด์คาเฟ่อเมซอนต้องมนต์สะกด	MA8	1	2	3	4	5	6	7

ส่วนที่ 3. เสียงสะท้อนของแบรนด์

		ระดับความพึงพอใจ						
โปรดดูรายการต่อไปนี้ที่เกี่ยวข้องกับ **เสียงสะท้อนของแบรนด์**ของแบรนด์กับคาเฟ่ อเมซอนจากนั้นวงกลมระดับข้อตกลงตามมุมมองของคุณในแต่ละรายการต่อไปนี้	ตัวยอสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง	ตัวยอสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง	ตัวยอสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง	ตัวยอสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง
ความโดดเด่น								
ฉันจำแบรนด์ของคาเฟ่อเมซอนได้ดีกว่าแบรนด์คาเฟ่อื่นๆ	SA1	1	2	3	4	5	6	7
ฉันจำแบรนด์และโลโก้ของ Cafe Amazon ได้ง่าย	SA2	1	2	3	4	5	6	7
แบรนด์ Cafe Amazon เป็นที่รู้จักได้ง่าย	SA3	1	2	3	4	5	6	7
ผลงาน								

เมื่อเปรียบเทียบกับร้านประเภทเดียวกันในประเทศไทยแล้ว คาเฟ่ อเมซอน มีบริการที่ดีที่สุด	PE1	1	2	3	4	5	6	7
เมื่อเปรียบเทียบกับร้านประเภทเดียวกันในประเทศไทยแล้ว คาเฟ่ อเมซอนก็ตอบโจทย์เราได้ดี	PE2	1	2	3	4	5	6	7
เมื่อเทียบกับร้านประเภทเดียวกันในประเทศไทย บริการของ Cafe Amazon นั้นมีประสิทธิภาพ	PE3	1	2	3	4	5	6	7
เมื่อเปรียบเทียบกับร้านกาแฟประเภทเดียวกันในประเทศไทย คาเฟ่ อเมซอน ตอบสนองความต้องการพื้นฐานของฉันในฐานะลูกค้า	PE4	1	2	3	4	5	6	7
รูปลักษณ์								
รูปลักษณ์ของแบรนด์คาเฟ่ อเมซอน มีความน่าสนใจ	IM1	1	2	3	4	5	6	7
แบรนด์คาเฟ่อเมซอนมีภาพลักษณ์ที่ดี	IM2	1	2	3	4	5	6	7
ผู้คนมีภาพลักษณ์ที่ดีต่อแบรนด์คาเฟ่ อเมซอน	IM3	1	2	3	4	5	6	7

คำคิดเห็น								
ความคิดเห็นโดยรวมของฉันเกี่ยวกับ Cafe Amazon นั้นดี	JU1	1	2	3	4	5	6	7
ฉันดีใจที่ได้เป็นลูกค้าของ Cafe Amazon	JU2	1	2	3	4	5	6	7
คาเฟ่ อเมซอน เหนือกว่าเมื่อเทียบกับร้านกาแฟแบรนด์อื่นในประเภทเดียวกันในประเทศไทย	JU3	1	2	3	4	5	6	7
คาเฟ่อเมซอนมีคุณภาพที่ดี	JU4	1	2	3	4	5	6	7

ความรู้สึก								
รู้สึกดีเมื่อไปคาเฟ่อเมซอน	FE1	1	2	3	4	5	6	7
คาเฟ่ อเมซอน ทำให้ฉันมีความสุข	FE2	1	2	3	4	5	6	7
การเยี่ยมชม Cafe Amazon เป็นความสุข	FE3	1	2	3	4	5	6	7

สิ่งที่เรารู้สึกว่ามีการเชื่อมต่อกับ Brand								
แม้ว่าจะมีร้านอื่นที่ถูกกว่าในประเทศไทย แต่ฉันชอบไปร้านคาเฟ่อเมซอนมากกว่า	RE1	1	2	3	4	5	6	7

ท่องเที่ยวในไทย ตั้งใจจะไปคาเฟอเมซอน	RE2	1	2	3	4	5	6	7
ฉันภักดีต่อคาเฟอเมซอน เมื่อฉันต้องไปที่ไหนสักแห่ง	RE3	1	2	3	4	5	6	7
ในประเทศไทย Cafe Amazon เป็นตัวเลือกแรกของฉัน	RE4	1	2	3	4	5	6	7

ส่วนที่ 4. มูลค่าการรับรู้

		ระดับความพึงพอใจ						
โปรดดูรายการต่อไปนี้ที่เกี่ยวข้องกับมูลค่าการรับรู้ของ คาเฟ่ อเมซอน จากนั้นให้วงกลมระดับข้อตกลงตามมุมมองของคุณในแต่ละรายการต่อไปนี้	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้างไม่เห็นด้วย	ไม่เห็นด้วยหรือไม่เห็นด้วย	ค่อนข้างเห็นด้วย	เห็นด้วย	ค่อนข้างเห็นด้วย	เห็นด้วยอย่างยิ่ง
มูลค่าการรับรู้								
มีความสุขทุกครั้งเมื่อซื้อสินค้าแบรนด์คาเฟ่ อเมซอน	PVE 1	1	2	3	4	5	6	7
รู้สึกตื่นเต้นที่ตัดสินใจซื้อแบรนด์คาเฟ่ อเมซอน	PVE 2	1	2	3	4	5	6	7
รู้สึกอิ่มใจที่ตัดสินใจซื้อแบรนด์คาเฟ่ อเมซอน	PVE 3	1	2	3	4	5	6	7

151

โดยรวมแล้วมีความรู้สึกที่ดีในการซื้อแบรนด์คาเฟ่ อเมซอน	PVE 4	1	2	3	4	5	6	7

ส่วนที่ 5. ผลกระทบจากกลุ่มเกวียน

		ระดับความพึงพอใจ						
โปรดดูรายการต่อไปนี้ที่เกี่ยวข้องกับผลกระทบจากกลุ่มเกวียนของแบรนด์ คาเฟ่ อเมซอนจากนั้นวงกลมระดับข้อตกลงตามมุมมองของคุณในแต่ละรายการต่อไปนี้	ตัวย่อสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง	ตัวย่อสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง	ตัวย่อสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง	ตัวย่อสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง
ผลกระทบจากกลุ่มเกวียน								
ปัจจุบัน คาเฟ่ อเมซอน เป็นร้านคาเฟ่ยอดนิยมที่ใครต่อใครต่างก็ยอมรับเลือก	BE1	1	2	3	4	5	6	7
คาเฟ่ อเมซอน เป็นที่รู้จักของใครหลายคน	BE2	1	2	3	4	5	6	7
คนส่วนใหญ่เลือกคาเฟ่อเมซอนเป็นสัญลักษณ์แห่งความสำเร็จ	BE3	1	2	3	4	5	6	7

152

ส่วนที่ 6. ความตั้งใจในการซื้อ

		ระดับความพึงพอใจ						
โปรดดูรายการต่อไปนี้โดยสังเขปที่เกี่ยวข้องกับความตั้งใจในการซื้อที่มีต่อร้านคาเฟอเมซอนจากนั้นวงกลมระดับของข้อตกลงตามมุมมองของคุณในแต่ละรายการต่อไปนี้	ตัวอย่างสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง	ตัวอย่างสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง	ตัวอย่างสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง	ตัวอย่างสำหรับรายการ	ไม่เห็นด้วยอย่างยิ่ง
ความตั้งใจในการซื้อ								
ฉันมีแนวโน้มที่จะซื้อแบรนด์คาเฟอเมซอ ในอนาคตอันใกล้นี้	PI1	1	2	3	4	5	6	7
ฉันตั้งใจจะซื้อผลิตภัณฑ์ของแบรนด์คาเฟอเมซอในเดือนหน้า	PI2	1	2	3	4	5	6	7
ฉันกำลังพิจารณาอย่างจริงจังที่จะซื้อคาเฟอเมซอน	PI3	1	2	3	4	5	6	7
ถ้ามีโอกาส ฉันจะซื้อผลิตภัณฑ์ของแบรนด์คาอเมซอน	PI4	1	2	3	4	5	6	7
ฉันมีแนวโน้มที่จะแนะนำคาเฟอเมซอนให้กับผู้อื่น	PI5	1	2	3	4	5	6	7

คุณชอบไปคาเฟอเมซอนบ่อยแค่ไหนต่อเดือน?

☐ ฉันชอบไปคาเฟอ อเมซอน 1-2 ครั้งต่อเดือน

☐ ฉันชอบไปคาเฟ่ อเมซอน 3-4 ครั้งต่อเดือน

☐ ฉันชอบไปคาเฟ่อเมซอน 5-6 ครั้งต่อเดือน

☐ ฉันชอบไปคาเฟ่อเมซอนมากกว่า 7 ครั้งต่อเดือน

ค่าใช้จ่ายต่อครั้งที่ใช้บริการ

☐ ส่วนใหญ่ฉันใช้จ่ายน้อยกว่า 50 บาทต่อครั้งในการเข้าร้านคาเฟ่ อเมซอน

☐ ส่วนใหญ่ผมใช้จ่ายที่คาเฟ่อเมซอน 50-100 บาทต่อครั้ง

☐ ส่วนใหญ่ผมใช้จ่ายที่คาเฟ่อเมซอน 101-150 บาทต่อครั้ง

☐ ฉันใช้จ่าย 151 บาทขึ้นไปต่อ 1 ครั้งในคาเฟ่อเมซอนเป็นส่วนใหญ่

วันที่ไปคาเฟ่อเมซอนบ่อยๆ

☐ ฉันมักจะไปคาเฟ่อเมซอนในวันจันทร์-ศุกร์

☐ ฉันมักจะไปคาเฟ่อเมซอนในวันเสาร์-อาทิตย์

เวลาที่นิยมใช้บริการคาเฟ่อเมซอน

☐ ชอบไปคาเฟ่ อเมซอน 7.00-9.00 น.

☐ ชอบไปคาเฟ่อเมซอนช่วง 9.01-12.00 น.

☐ ฉันชอบไปคาเฟ่ อเมซอน ช่วงเวลา 12.01-15.00 น.

☐ ฉันชอบไปคาเฟ่ อเมซอน ช่วงเวลา 15.01-18.00 น.

☐ ฉันชอบไปคาเฟ่ อเมซอน ช่วงเวลา 18.01-21.00 น.

ผู้ร่วมตัดสินใจเลือกใช้บริการคาเฟ่ อเมซอน

☐ ตัวฉันเอง

☐ สมาชิกในครอบครัวของฉัน

☐ เพื่อนของฉัน

☐ เพื่อนร่วมงานของฉัน

ลักษณะการใช้บริการ

☐ แวะชมได้ที่ร้าน

☐ ซื้อกลับบ้าน

☐ บริการจัดส่ง.

ส่วนที่ 7. สถานะการบริโภคตามข้อมูลประชากร

เพศ	
	☐ ชาย ☐ หญิง
อายุ	☐ 15 หรือน้อยกว่า 15 ☐ 16-25 ☐ 26-35 ☐ 36-45 ☐ มากกว่า 45
ระดับการศึกษา	☐ ต่ำกว่าปริญญาตรี ☐ วุฒิปริญญาตรี ☐ ปริญญาโท/ปริญญาเอก

สถานะ	☐ โสด
	☐ แต่งงานแล้ว
	☐ อื่นๆ
อาชีพ	☐ พนักงานเอกชน
	☐ รัฐวิสาหกิจ/พนักงานราชการ
	☐ ธุรกิจส่วนตัว
	☐ นักเรียน
เงินเดือน (ต่อเดือน)	☐ น้อยกว่าหรือเท่ากับ 10,000 บาท
	☐ 10,001-20,000 บาท
	☐ 20,001-30,000 บาท
	☐ 30,001-40,000 บาท
	☐ 40,001-50,000 บาท
	☐ มากกว่า 50,000 บาท

Appendix II Questionnaire (English version)

APPENDIX

Dear respondents,

This academic questionnaire is to investigate "The Effect of Brand Charisma and Brand Resonance on Perceived Value and Purchase Intention: The Moderating Effect of Consumption and Bandwagon Effect Demographic: A Study of Cafe Amazon Brand "

If you are an undergraduate or a postgraduate student of a university or an employee of an organization and know about the brand of Café Amazon in Thailand. The author sincerely invite you to spend a maximum of 10 minutes answering the questionnaire below.

Please be advised that no personal information will be made public. Your answers will be kept in strict confidentiality, and only the aggregate results will be reported. Your help is crucial for our research and also for future understanding of these research issues. The authors deeply appreciate your kind cooperation.

Sincerely,

Wann-Yih Wu, Ph. D.

Chair Professor, Dean of Department

of Business Administration, Nanhua University,

University, Taiwan

M.B.A.: Nareeya Raktale

Department of Business

Administration, Nanhua

Taiwan

Researcher

Nareeya Raktale

E-mail: nareeyafw@gmail.com

Section 1. Marketing Mix

Please take a brief look at the following **Marketing Mix** related to Café Amazon brand and then **CIRCLE** the level of agreement based on your view on each of the following items.	Abbreviation for items	Levels of Agreement						
		Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or nor	Somewhat Agree	Agree	Strongly agree
Product								
The taste of coffee and other beverages in term of fragrant, intense in the Café Amazon is better than other stores.	PD1	1	2	3	4	5	6	7
Containers and packaging in term of modern, eye-catching in this shop is better than other stores.	PD2	1	2	3	4	5	6	7
The bakery for sale in their shop is better than other stores.	PD3	1	2	3	4	5	6	7

Cleanliness with a certification mark in this shop is better than other stores.	PD4	1	2	3	4	5	6	7
The variety of products to choose in this shop is better than other stores.	PD5	1	2	3	4	5	6	7

Price

The price in Café Amazon is more reasonable for the product compared to other stores.	PR1	1	2	3	4	5	6	7
The price is lower than compared to other stores.	PR2	1	2	3	4	5	6	7
The price is more expensive in Café Amazon compared to other stores.	PR3	1	2	3	4	5	6	7
There is more clearly labeled product price compared to other stores.	PR4	1	2	3	4	5	6	7
There are many prices according to the size of the package compared to other stores.	PR5	1	2	3	4	5	6	7

Place								
The location of the coffee shop is more convenience compared to other stores.	PL1	1	2	3	4	5	6	7
There is ample and sufficient parking space of Café Amazon shop compared to other stores.	PL2	1	2	3	4	5	6	7
The opening-closing time of the Café Amazon shop is more appropriate compared to other stores.	PL3	1	2	3	4	5	6	7
The area around the Café Amazon shop is more private compared to other stores.	PL4	1	2	3	4	5	6	7
The location of Café Amazon is more safe compared to other stores.	PL5	1	2	3	4	5	6	7
Promotion								

Compared to other stores there are more advertisements and, public relations through various media in Café Amazon.	PM1	1	2	3	4	5	6	7
Compared to other stores, the discount price in Café Amazon is more attractive.	PM2	1	2	3	4	5	6	7
Café Amazon has made a lot of activities to give away free gifts.	PM3	1	2	3	4	5	6	7
Compared to other stores there are more premium items, in Café Amazon to exchange for purchase such as the Amazon's glass.	PM4	1	2	3	4	5	6	7
In Café Amazon, there is a membership system and accumulate (PTT Blue Card)	PM5	1	2	3	4	5	6	7

Section 2. Brand Charisma

Please take a brief look at the following items of **Brand Charisma** related to Café Amazon and then **CIRCLE** the level of agreement based on your view on each of the following items.	Abbreviation for items	Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or nor Disagree	Somewhat Agree	Agree	Strongly agree
				Levels of Agreement				
Visionary								
Compared to other competitor's brand, Café Amazon brand has vision for the future.	VS1	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand has lots of positive energy.	VS2	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand consistently generates more new ideas for the future.	VS3	1	2	3	4	5	6	7

Compared to other competitor's brand, Café Amazon brand is more dynamic.	VS4	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is more outgoing.	VS5	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is more innovative.	VS6	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is more ambitious.	VS7	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is a creator of trends	VS8	1	2	3	4	5	6	7
Articulate								
Compared to other competitor's brand, Café Amazon brand is more expressive with its communication.	AR1	1	2	3	4	5	6	7

Compared to other competitor's brand, Café Amazon brand is more enthusiastic with its communication.	AR2	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is more continuously connected with its customers at an emotional level.	AR3	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is more optimistic with its communication.	AR4	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is more engaging with its communication.	AR5	1	2	3	4	5	6	7
Ethical								
Compared to other competitor's brand, Café Amazon brand models ethical standard.	ET1	1	2	3	4	5	6	7

164

Compared to other competitor's brand, Café Amazon brand considers what is moral/ethical.	ET2	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand goes beyond company self-interest.	ET3	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand raises awareness of important environmental issues and takes corresponding action.	ET4	1	2	3	4	5	6	7
Unconventional								
Compared to other competitor's brand, Café Amazon brand engages in unconventional behavior to achieve its goals.	UN1	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is outspoken.	UN2	1	2	3	4	5	6	7

Compared to other competitor's brand, Café Amazon brand is achieving its goals by non-traditional means.	UN3	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is known for its provocative/controversial behavior.	UN4	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand surprises customers.	UN5	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is fearless and daring.	UN6	1	2	3	4	5	6	7
Trusted								
Compared to other competitor's brand, Café Amazon brand is more reliable.	TR1	1	2	3	4	5	6	7

Compared to other competitor's brand, Café Amazon brand is highly trusted one.	TR2	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is honest.	TR3	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is sincere.	TR4	1	2	3	4	5	6	7
Admired								
Compared to other competitor's brand, Café Amazon brand attracts great admiration.	AD1	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand easily grabs/attracts my attention.	AD2	1	2	3	4	5	6	7

Compared to other competitor's brand, Café Amazon brand has significant positive influence on other people.	AD3	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is inspirational.	AD4	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand has my respect.	AD5	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is passionate.	AD6	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is highly talked about by others.	AD7	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is a role model.	AD8	1	2	3	4	5	6	7

Compared to other competitor's brand, Café Amazon brand is influential.	AD9	1	2	3	4	5	6	7

Attractive

Compared to other competitor's brand, Café Amazon brand is magnetically attractive.	ATT 1	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is charming.	ATT 2	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is very appealing.	ATT 3	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is beautiful.	ATT 4	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand stands out.	ATT 5	1	2	3	4	5	6	7

Compared to other competitor's brand, Café Amazon brand attracts but is not ostentatious.	ATT 6	1	2	3	4	5	6	7

Powerful and Dominant

Compared to other competitor's brand, Café Amazon brand is bold.	POD 1	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is strong.	POD 2	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is controlling.	POD 3	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand exuberates power.	POD 4	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand displays confidence.	POD 5	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is a market leader.	POD 6	1	2	3	4	5	6	7

Compared to other competitor's brand, Café Amazon brand is assertive.	POD 7	1	2	3	4	5	6	7
Compared to other competitor's brand, Café Amazon brand is not a follower.	POD 8	1	2	3	4	5	6	7
Sophisticated								
Café Amazon brand is elegant.	SO1	1	2	3	4	5	6	7
Café Amazon brand is classy.	SO2	1	2	3	4	5	6	7
Café Amazon brand is trendy.	SO3	1	2	3	4	5	6	7
Café Amazon brand is sophisticated.	SO4	1	2	3	4	5	6	7
Café Amazon brand has style.	SO5	1	2	3	4	5	6	7
Magical and Artistic								

Café Amazon brand is magical.	MA1	1	2	3	4	5	6	7
Café Amazon brand is exciting.	MA2	1	2	3	4	5	6	7
Café Amazon brand connects and delights.	MA3	1	2	3	4	5	6	7
Café Amazon brand has something special.	MA4	1	2	3	4	5	6	7
Café Amazon brand is known for collaborating with artists.	MA5	1	2	3	4	5	6	7
The products of Café Amazon brand represent everlasting pieces of art.	MA6	1	2	3	4	5	6	7
Café Amazon brand loves and appreciates art.	MA7	1	2	3	4	5	6	7
Café Amazon brand is spell-binding.	MA8	1	2	3	4	5	6	7

Section 3. Brand Resonance

Please take a brief look at the following items related to **Brand Resonance** of Café Amazon brand and then **CIRCLE** the level of agreement based on your view on each of the following items.	Abbreviation for items	Levels of Agreement						
		Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or nor	Somewhat Agree	Agree	Strongly agree
Salience								
I can recognize the Cafe Amazon's brand better than other Café brand.	SA1	1	2	3	4	5	6	7
I can easily remember the brand and logo of Cafe Amazon.	SA2	1	2	3	4	5	6	7
The Cafe Amazon brand is easy to be recognized.	SA3	1	2	3	4	5	6	7
Performance								
Comparing to the same category Cafe in Thailand, Cafe Amazon offers the best services.	PE1	1	2	3	4	5	6	7

Comparing to the same category Cafe in Thailand, Cafe Amazon meets my expectations.	PE2	1	2	3	4	5	6	7
Comparing to the same category Cafe in Thailand, Cafe Amazon services are efficient.	PE3	1	2	3	4	5	6	7
Comparing to the same category Cafe in Thailand, Cafe Amazon supply my basic needs as a customer.	PE4	1	2	3	4	5	6	7
Image								
Cafe Amazon brand appearance is attractive.	IM1	1	2	3	4	5	6	7
Cafe Amazon brand has a good image.	IM2	1	2	3	4	5	6	7
People have a positive image of the Cafe Amazon brand.	IM3	1	2	3	4	5	6	7
Judgment								
My overall opinion about Cafe Amazon is good.	JU1	1	2	3	4	5	6	7

I am pleased to be a customers of Cafe Amazon	JU2	1	2	3	4	5	6	7
Cafe Amazon is superior in comparison with others café brand by the same category in Thailand	JU3	1	2	3	4	5	6	7
Cafe Amazon quality is good.	JU4	1	2	3	4	5	6	7

Feeling

I feel good when I go to Cafe Amazon.	FE1	1	2	3	4	5	6	7
Cafe Amazon makes me happy.	FE2	1	2	3	4	5	6	7
Visiting to Cafe Amazon is a pleasure.	FE3	1	2	3	4	5	6	7

Resonance

Even though there is another cheaper Cafe in Thailand, I prefer to go to Cafe Amazon.	RE1	1	2	3	4	5	6	7
When I travel in Thailand, I intent to visit at Cafe Amazon.	RE2	1	2	3	4	5	6	7

I am loyal to the Cafe Amazon. when I need to go to somewhere.	RE3	1	2	3	4	5	6	7
In Thailand Cafe Amazon is my first option.	RE4	1	2	3	4	5	6	7

Section 4. Perceived Value

Please take a brief look at the following items related to **Perceived Value** of Café Amazon and then **CIRCLE** the level of agreement based on your view on each of the following items.	Abbreviation for items	Levels of Agreement						
		Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or nor Disagree	Somewhat Agree	Agree	Strongly agree
Perceived value: Emotional								
I feel happy every time when I make a purchase Café Amazon brand.	PVE 1	1	2	3	4	5	6	7
I am excited when I decide to buy Café Amazon brand.	PVE 2	1	2	3	4	5	6	7

176

		Levels of Agreement						
I feel satisfied when I decide to buy Café Amazon brand.	PVE 3	1	2	3	4	5	6	7
Overall, I have a good feeling for purchasing Café Amazon brand.	PVE 4	1	2	3	4	5	6	7

Section 5. Bandwagon Effect

	Abbreviation for items	Levels of Agreement						
Please take a brief look at the following items related to **Bandwagon Effect** of Café Amazon Brand and then **CIRCLE** the level of agreement based on your view on each of the following items.		Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or nor	Somewhat Agree	Agree	Strongly agree
Bandwagon Effect								
Café Amazon is currently a very popular Cafe that everyone would approve of its choice.	BE1	1	2	3	4	5	6	7
Cafe Amazon is recognized by many people.	BE2	1	2	3	4	5	6	7
Cafe Amazon is chosen by most people as a symbol of achievement.	BE3	1	2	3	4	5	6	7

Section 6. Purchase Intention

Please take a brief look at the following items related to **Purchase Intention** toward Café Amazon and then **CIRCLE** the level of agreement based on your view on each of the following items.	Abbreviation for items	Levels of Agreement						
		Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or nor Disagree	Somewhat Agree	Agree	Strongly agree
Purchase Intention								
I am likely to purchase the Amazon brand in the near future.	PI1	1	2	3	4	5	6	7
I intend to buy Amazon brand's product in the next month.	PI2	1	2	3	4	5	6	7
I am seriously considering buying the Amazon café.	PI3	1	2	3	4	5	6	7
If given the opportunity, I would purchase Amazon brand's product.	PI4	1	2	3	4	5	6	7
I am likely to recommend Amazon café to others.	PI5	1	2	3	4	5	6	7

How often you like to go to Café Amazon per month?

☐ I like to go to Café Amazon 1-2 times per month.

☐ I like to go to Café Amazon 3-4 times per month.

☐ I like to go to Café Amazon 5-6 times per month.

☐ I like to go to Café Amazon equal or more than 7 times per month.

Expenses per time of using the service.

☐ I mostly spend less than 50 baht per one time in Café Amazon.

☐ I mostly spend 50-100 baht per one time in Café Amazon.

☐ I mostly spend 101-150 baht per one time in Café Amazon.

☐ I mostly spend 151 baht or more per one time in Café Amazon.

Dates that are usually go to Café Amazon.

☐ I usually go to Café Amazon on Monday – Friday

☐ I usually go to Café Amazon on Saturday – Sunday

Popular time to use the Café Amazon service.

☐ I like to go to Café Amazon around 7.00-9.00 o'clock.

☐ I like to go to Café Amazon around 9.01-12.00 o'clock.

☐ I like to go to Café Amazon around 12.01-15.00 o'clock.

☐ I like to go to Café Amazon around 15.01-18.00 o'clock.

☐ I like to go to Café Amazon around 18.01-21.00 o'clock.

Participants in decision-making to use the Café Amazon service.

☐ Myself.

☐ My family members.

☐ My friends.

☐ My colleague.

Characteristic to using the service.

☐ Visit at the store.

☐ Takeaway.

☐ Delivery service.

Section 7. Demographic Consumption status.

Gender	
	☐ Male ☐ Female
Age	☐ 15 or less than 15 ☐ 16-25 ☐ 26-35 ☐ 36-45 ☐ More than 45
Education Level	☐ Lower than Bachelor's degree ☐ Bachelor's degree ☐ Master's degree/ PhD
Status	☐ Single

	☐ Married
	☐ Other
Occupation	☐ Private employees
	☐ State enterprises/government employees
	☐ Personal business
	☐ Students
Salary (Per month)	☐ Less than or equal to 10,000 bath
	☐ 10,001-20,000 bath
	☐ 20,001-30,000 bath
	☐ 30,001-40,000 bath
	☐ 40,001-50,000 bath
	☐ More than 50,000 bath