



**The Investigation of the Relationship among Perceived Quality, Perceived Price,
and Perceived Value toward Purchase Intention:
A Case Study of Wooden Kitchen Furniture**

Tharit Saorayangkoon

**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Business Administration (International Program)**

Prince of Songkla University

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I hereby certify that this work has not been accepted in substance for any degree,
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บทคัดย่อ

วิทยานิพนธ์ฉบับนี้มีวัตถุประสงค์เพื่อศึกษาความสัมพันธ์ระหว่างการรับรู้ด้านคุณภาพ การรับรู้ด้านราคา และการรับรู้ด้านคุณค่า รวมถึงผลกระทบต่อความตั้งใจซื้อผลิตภัณฑ์เฟอร์นิเจอร์ชุดครัวไม้จริงของลูกค้าบริษัทสยามโกลบอลเฮ้าส์ จำกัด (มหาชน) เพื่อหาข้อมูลเชิงลึกเกี่ยวกับการรับรู้และมุมมองจากลูกค้า ผู้วิจัยได้วิเคราะห์และรวบรวมข้อมูลจากลูกค้ากว่า 385 ราย จาก 55 สาขาทั่วประเทศ โดยใช้สถิติเชิงพรรณนา การวิเคราะห์ค่าสหสัมพันธ์เพียร์สัน และการวิเคราะห์การถดถอยพหุคูณเพื่อหาความสัมพันธ์ระหว่างตัวแปรต้นและตัวแปรตาม ในการวิเคราะห์ข้อมูลในงานวิจัยนี้

ผลการศึกษาพบว่ากลุ่มคนที่เข้าไปเยี่ยมชมสินค้าของ บริษัท สยามโกลบอลเฮ้าส์ จำกัด (มหาชน) มีความคิดเห็นเกี่ยวกับการรับรู้ด้านคุณภาพของสินค้าในเรื่องของ รูปลักษณะ คุณภาพเชิงเทคนิค และคุณสมบัติของผลิตภัณฑ์ในเชิงบวก สำหรับการรับรู้ด้านราคาของสินค้า ผู้เข้าร่วมตอบแบบสอบถามมีการรับรู้ด้านราคาในเชิงบวก สำหรับระดับการรับรู้ด้านคุณค่า กลุ่มคนที่เข้าไปเยี่ยมชมสินค้ามีความคิดเห็นเกี่ยวกับการรับรู้ด้านคุณค่าในระดับที่สูงในเรื่องการใช้งานและด้านราคา ผลการทดสอบพบว่า การรับรู้ด้านคุณภาพและด้านคุณค่า ทั้งสองด้านมีอิทธิพลทางบวกต่อความตั้งใจซื้อเฟอร์นิเจอร์ชุดครัวไม้จริงใน บริษัทสยามโกลบอลเฮ้าส์ จำกัด โดยการรับรู้ด้านคุณค่ามีผลต่อความตั้งใจซื้อมากที่สุด รองลงมาคือการรับรู้ด้านคุณภาพ อย่างไรก็ตามผลการศึกษาระบุว่าการรับรู้ด้านราคาไม่มีผลต่อความตั้งใจซื้อ

คำสำคัญ: การรับรู้คุณภาพ การรับรู้ราคา การรับรู้คุณค่า ความตั้งใจซื้อ

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ABSTRACT

This thesis aims to study the relationship among perceived quality, perceived price, and perceived value and their effect toward purchase intention of wooden kitchen furniture of Siam Global Customers. The researcher has collected information from 385 customers of Siam Global House from 55 stores all over Thailand. Furthermore, descriptive statistic, Pearson correlation, and multiple regression analysis have been applied for data analysis process.

The findings of this study revealed that the respondents who visit Siam Global House have high perceived quality in case of appearance, technical quality, and product attribute. In addition, the respondents are likely to have positive perceived price. Also, they tend to have high perceived value in functional value, and price value. Moreover the findings indicate that perceived quality and perceived price have positive effect on perceived value. Furthermore, both perceived quality and perceived value has a positive effect on purchase intention. According to the finding of this study, the purchase intention of wooden kitchen furniture of respondents is high when perceived quality and perceived value is high. Perceived quality is one of the main variables which have a positive effect on customer purchase intention. Also perceived value is an essential factor to indicate the level of customer purchase intention. However, the result shows that perceived price tends to have insignificant influence on purchase intention.

Keywords: Perceived Quality, Perceived Price, Perceived Value, Purchase Intention

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List of Abbreviations

| | | |
|-----|---|----------------------------|
| DV | = | Dependent Variable |
| IV | = | Independent Variable |
| PI | = | Purchase intention |
| PP | = | Perceived Price |
| PQ | = | Perceived Quality |
| PV | = | Perceived value |
| PEV | = | Perceived Emotional Value |
| PFV | = | Perceived Functional Value |
| PPV | = | Perceived Price Value |
| PSV | = | Perceived Social Value |
| S.D | = | Standard Deviation |

CHAPTER 1

INTRODUCTION

1.1 Statement of problem

Nowadays, the competition in the business world is very complex and dynamic (Dyer & Ha-Brookshire, 2008). To develop the performance and increase the net operating income of the organization, businesses have to gain more market share as much as they could (Buzzell, Gale, & Sultan, 1975). Especially, MJ Parawood, the company which operates their business as a wooden kitchen furniture manufacturer under the brand MJ. The main products of the company are cupboards, sink doors, base units, and rims for both concrete and built-in kitchen. Additionally, the kitchen furniture is produced from rubber wood. Furthermore, the company distributes the products to their dealers all over Thailand. Currently, the firm has more than 100 distributors/agents to sell MJ's products (MJ Parawood, 2016).

In order to develop the market, the firm makes a large amount of investment. These include building a warehouse, creating showrooms to display the products in the Global House stores, and employing product consultants to sell their products. Currently, the firm offers its product through over 50 branches of Global House Public Company Limited which is one of the largest modern-trade selling house constructions, ceramic and tiles, and house decoration in Thailand (Global House, 2017). According to the interview to the CEO of the company in June 2016, the company spends approximately 300,000 baht to build a showroom in each branch of Global House Plc. and gain some money back from selling the inventory. However, an agreement and condition forces the company to gain the sales approximately 100,000 Baht monthly from each branch. If the sales per month is less than the average cost of stock in the inventory for 3 months, Global House is going to restrain to pay money temporarily until the sales increases at the point Global House expects due to the agreement and condition.

To prevent that situation, the company mainly expects to receive the sales from a store 100,000 Bath per month. In fact, the result does not come out as the company expects. The firm gains revenues more than 100,000 Baht in some stores but less than 50,000 Baht in many stores. Furthermore, the firm cannot sell its products for a whole month for some stores (MJ Parawood, 2016). According to Thai Government Saving Bank (2017), the furniture industry is projected to encounter a down trend in 2017 due to the recession in the property market. The recession in the real estate market started since the financial institutions in Thailand enforced stricter measures in offering the mortgage loans due to the rising household debt and high cost of living. Consequently, this leads to the decrease in demand for household furniture. Therefore, wooden product distribution index has declined by -13.37% Year over Year. Also, other factors that influence the purchase intention of MJ's products might be the quality of the products, the number of competitors, advertisement, values, services quality, or pricing (Bower & Landreth, 2000; Chi, Yeh, & Huang, 2009; Giovanis, Tomaras, & Zondiros, 2013; Laffery & Goldsmith, 1999; Ohanian, 1990, 1991). Previous researchers have found that to enhance the sales, the product quality should be evaluated through consumer perceived quality (Brucks, Zeithaml, & Naylor, 2000, Garvin, 1984, 1987; Matzler, Bailom, Hinterhuber, Renzl, & Pichler, 2004; Qualls & Rosa, 1995; Stone-Romero & Stone, 1997).

Also, the quality may be the most influential factor to indicate the success or failure of the products and firms (Fortune 1998; New York Times 2003; Wall Street Journal 2004b). However, quality cannot cause the success or failure of the firm but perceived quality can influence consumers' preference, sales and profitability (Aaker & Jacobson, 1994; Anderson & Sullivan, 1993; Anderson, Fornell, & Lehman, 1994; Bolton & Drew, 1991b; Rust, Anthony, & Timothy, 1988; Zeithaml, 1988). Perceived quality is an important factor to increase sales, develop the marketing strategies or product quality, and can assist the company in positioning their products in the market (Tsiotsou, 2005). Perceived quality can differentiate the company's product from their competitors (Zeithaml, 1988). From this perspective, MJ positions itself in high quality product with high price (MJ Parawood, 2017). Therefore, measuring how the customers perceived the quality of MJ product is important to the company.

Basically, price is a factor which can affect consumer's decision directly. Price can be separated into objective price and perceived price. Objective price is the actual price of the product while perceived price is the price encoded by consumer (Jacoby & Olson, 1977). Consumers are able to see the same object price but they will have different perceived price which is based on their meaning and value. Some consumers use price to judge a quality standard. They perceive that lower price leads to lower perceived quality while higher price means higher quality (Dodds, Monroe, & Grewal, 1991). In contrast, price is less important for some consumers, they will consider other elements such as quality, and material of the products (Gardner, 1971). However, it cannot be rejected that price is one of the influential factors affecting consumer purchase intention, and it has both positive and negative effects on the purchase intention (Nguyen & Gizaw, 2014). Hence, it is very important to know about the perceived price to identify if the product "is it too expensive or too cheap" in customer's perception. According to the current competition in kitchen section in Global House stores, MJ positions its product to be more expensive than competitors. For example, MJ's double sink doors is priced approximately 4,200 Baht per unit while a competitor's double sink doors is priced approximately 2,000 Baht per unit (Global House, 2017) These prices are according to the price tag in Siam Global House stores. Therefore, it is very important for company to understand their target consumer and set prices which they will be willing to pay (Blackwell, Miniard & Engel, 2006).

Moreover, perceived value is an important factor to influence consumers purchasing intention (Dodds & Monroe, 1985). Higher perceived value will enhance higher purchase intention. Perceive value is also one of important factors to sustain the company advantages (Wang, Po, Chi, & Yang, 2004). According to Dickson and Sawyer (1990), purchase intention will be increased when consumers can perceive more benefit than how much they pay for the products or services. A company has to offer consumers a value to drive their purchase intention by creating and delivering good experience (Yang & Peterson, 2004). Superior value is important for a company to retain its competitive advantages with consumers in long term (Ivanauskiene, Auruskeviciene, Skudiene, & Nedzinskas, 2012). Zeithaml (1988, p13) stated that

“consumer will perceive the value when price is low, value is created when consumers want the product, value can be the quality or benefit they receive from the products, and value is what consumers receive when they give.” Consumers will consider the quality, price, and value of the product before deciding to purchase the products (Dodds & Monroe, 1985). Therefore, it is very important to understand how consumers perceive the value of MJ’s product.

According to Morgan (1985), there is the quality perception gap between manufacturers and consumers. When the study measured perceived quality from both the manufacturing managers and consumers’ perspectives, managers selected workmanship and performance as important dimensions whereas consumers actually listed different components which include appearance, ease of cleaning, and durability. Therefore, customers might perceive the quality differently to the company. Additionally, they might not be able to differentiate the quality of MJ’s products and its competitors’. Therefore, customers can accept a lower quality product at lower price if they cannot differentiate the quality. Also, the price may not be reasonable. So, the company should ensure that they actually set the right price for the market. Different people have different perceived value (Zeithaml, 1988). Even if the price of a product is high and has a positive relation to its value, the perceived value will be high or low for some consumers (Monika, Nancy, & Kent, 2012). More so, the value is low when the price is unacceptable and higher than the price range from their perception (Dodds, Monroe, & Dhruv, 1991). This leads to the question about customer’s perceived quality, price, and value of MJ product. Therefore, this study is going to investigate the relationship among perceived quality, perceived price, perceived value and consumers’ purchase intentions in case of kitchen furniture.

1.2 Research Question

1.2.1 What are the relationship among customer’s perceived price, perceived quality, and perceived value in MJ’s products?

1.2.2 What are the effects of perceived price, perceived quality, and perceived value toward the customer’s purchase intention of MJ’s product?

1.3 Purpose of the Study

1.3.1 To examine the consumer's perceived quality, perceived price, and perceived value of MJ product.

1.3.2 To investigate the impacts of customer's perceived quality and perceived price towards perceived value.

1.3.3 To investigate the impacts of customer's perceived quality, perceived price, and perceived value towards customer's purchase intention to buy MJ's kitchen furniture products.

CHAPTER 2

LITURATURE REVIEW

This chapter reviews the previous studies which are related to this research study. This part reviews the relationship among perceived price, perceived quality, and perceived value impacting towards purchase intention. It consists of the definition of perceived quality, perceived price, perceived value and purchase intention and their effects toward purchase intention. Additionally, this chapter reviews the literature on the result of previous studies including the framework of this study, how these variables are related.

2.1 Perceived product quality

2.1.1 The definition of perceived quality

The universally accepted definition for product quality is difficult to identify (Sebastianelli & Tamimi, 2002). There are several approaches to identify product quality. These, approaches can be classified into at least five categories which are transcendent, product-based, customer-based, manufacturing-based and value-based (Kozak & Maness, 2001; Sebastianelli & Tamimi, 2002). These approaches had been developed for different contexts and objectives. Many researchers gave their definition of perceived quality. For instance, Mitra and Golder (2006) stated that perceived quality was about customer perception. Zeithaml (1988) defined perceived quality as the consumer's judgment regarding to a product's overall performance or superiority and it is different from objective quality. Also, perceived quality could be defined as the consumer's perception of products performance and advantages compared to their expectation, knowledge and feeling. It was defined as the whole benefits of a products or services which have ability to satisfy consumer needs (Kotler, Armstrong, Saunders, & Wong, 2002). According to Collins (2003), a customer judge about the overall excellence or superiority of a product from the satisfaction they gain from that product (Jiang & Wang, 2006). Aaker (2009) presented that perceived quality was perception by customers to judge about overall

quality of product or services and it was different from the actual objective quality which was measured by Garvin's product quality elements, as follows: performance, feature, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. Due to the nature of perception, there is a quality gap between product quality and perceived quality thought from several environment factors (Wankhade & Dabade, 2006). Therefore, perceived quality is not the actual quality of the products or services. It is an assessment how consumers judge the quality of those products (Zeithamel, 1988).

2.1.2 The effect of perceived quality on purchase intention

Theoretically, Behavioral theories of consumer choices support the concept that purchase intention is affected by the product attribute which assessed from the customer's perspective. Thus, this product attribute creates intention to buy (or not to buy) a product (Oskamp 1991).

The previous studies found that product quality was a key factor that impacted purchase intention (Tariq, Butt, & Nawaz, 2013). According to Chi, Yeh, and Huang (2008), customers would probably have higher purchase intention if a product has a better quality. Also, their research figured out that a quality product would have a positive impact on customer purchase intention. Aaker (1991) explained that perceived quality is one of the key factors which influence purchase intention directly. Other authors also found that there was a direct positive impact of perceived product quality towards purchase intentions (Boulding, Karla, Staelin, & Zeithaml, 1993; Carman, 1990; Parasuraman, Zeithaml, & Berry, 1996). Jalilvand, Samiei, and Mahdavinia (2011) studied the effect of product quality on purchase intention. They obtained data by creating 242 questionnaires. As a consequence, they found that product quality had a significantly positive effect on purchase intention. Also, the perceived product quality had both direct and indirect effect on purchase intention (Tsiotsou, 2006). Tsiotsou (2005, 2006) also stated that higher quality product had effects on purchase intention than lower quality one. At the same time, perceived quality had a scope in post purchase framework (Holbrook & Corfman, 1985; Roest & Pieters, 1997). However, some researchers supported the idea that perceived quality

was able to be obtained from both pre and post-purchase customer (Rust & Oliver, 1994). Therefore, whether it is a direct and/or indirect effect from perceived product quality to purchase intentions, a relationship between these two constructs actually exist. As a result, according to the above discussions, the first hypothesis is:

H₁: Perceived quality has a significant impact on consumer's purchase intention

2.1.3 The argument and development of previous studies about perceived quality

Previously, there were some argument about quality and perceived quality measurement. Some researchers said quality cannot measure. According to Maynes (1979), quality cannot be objectively measured and it is rather subjective. However, there were researchers who disagreed and argued that quality could be evaluated. Objective quality can be the reference and description of the actual capability or the excellence of the products. In addition, objective quality can be used to measure the superiority on the products (Curry & Faulds, 1986). According to the objective of quality measurement, it purposed to increase sales or higher price so, quality had to be measured from customer perception (Brucks et al. 2000; Garvin 1984, 1987; Matzler et al., 2004; Qualls & Rosa 1995; Stone-Romero & Stone 1997). This product quality measurement would be able to help customer to determine what the most important element in their perspective is. Due to the fact, product quality is the multidimensional construct, Gavin (1984) developed the framework to measure the product quality by divided it into eight dimensions to identify which dimension(s) is (are) most important in customers perception. These dimensions of quality were able to measure the perceived quality of customers. It was developed by David Garvin of the Harvard Business School (1984) which included eight elements which were performance, features, conformance, reliability, durability, serviceability, aesthetics, and perceived quality. This assessment was able to measure both objective and subjective quality. Also, it presented importance of the various dimensions, overall product quality, and customer quality perception. However, researchers were not necessarily applying every single dimension to measure the perceived quality in all

contexts because each dimension should be related to a product attribute (Sebastianelli & Tamimi 2002). Also, there was a model by Brucks, Zeithaml, and Naylor (2000) which included six elements which are ease of use, versatility, durability, performance, serviceability and prestige to measure the perceived quality. According to Toivonen (2012), perceived quality can be categorized widely into two dimensional construct e.g. tangible and intangible dimensions from consumer perspective (Toivonen, 2012). This researcher presented that perceived quality can be measured by the tangible component such as appearance, durability and functionality, use of properties, and ease of use while she also defined that the intangible component which are image and reliability of suppliers, brand name, service, warranty, environmental soundness and domestic design were able to extend their need (Toivonen, 2012). It is beneficial to measure perceived quality in various dimensions, which may also include intangible elements (Garvin 1984, 1987; Snöj, Pisnik, & Mumel, 2004; Stone-Romero & Stone, 1997). According to Lutz (1986), the perceived quality assessment could be more accurate for durable goods e.g. wooden furniture if the products could be assessed in the pre-purchase period. Although, perceived quality is general customer perception about the products, perceived quality measurement would be effective based on key dimension of that product attribute (Aker, 1991).

2.1.4 Perceived quality researches on wood products

In last 20 years, there have been many researches regarding perceived quality of wooden products and/or furniture which used different measurement method and instrument such as Hansen & Bush, (1996, 1999); Jonasson (2004); Järvinen, Toivonen, & Enroth (2001); Kozak & Maness (2001); Lautamäki (2000), Pakarinen, 1998; Pakarinen and Asikainen, 2001; Roos & Nyrud (2008); Sinclair, Hansen, & Fern (1993); Toivonen & Hansen (2003); Wagner & Hansen (2004). Their researches presented about the quality dimensions and its attributes in relation to supplier and product characteristics for example, sales personnel behaviour, service, product price, design, style, durability, technical performance, and packaging. The results showed that the quality dimensions were important to reflect the perceived quality in case of

wooden products but some had a different result because of variety of methods. Furthermore, there were studies related to the perceived quality of wood products which were conducted by Toivonen (2012); Toppinen, Toivonen, Valkeapää, and Rämö, (2013).

2.1.5 The perceived quality measurement

This research used a measurement which adopted from Toivonen (2012) to measure the perceived quality. This scale consisted of thirteen items which were reliability of the supplier, reputation of the supplier, serviceability of the sales personnel, service (related to the product), warranty (for the products), payment and delivery term, availability of product information, availability of information about the producer, environmental friendliness (of the product), appearance, ease of care/maintain the surfaces, use properties and technical quality by using a five-point scale measuring from (5 = Strongly important, 4 = very important, 3 = neutral, 2 = slightly important, 1 = not important at all). This method was used originally to measure the perceived quality about wooden panels, flooring materials, and wooden furniture.

Table 1: The measurement items of product quality

| Factors | Items |
|--|--|
| Product quality (importance of quality) | Reliability of the supplier Reputation of the supplier Serviceability of the sales personnel Service (related to the product) Warranty (for the products) Payment and delivery terms Availability of product information Availability of information about the producer Environmental friendliness (of the product) Appearance Ease of care/maintain the surface |

Table 1: The measurement items of product quality (continue)

| Factors | Items |
|--|-------------------------------------|
| Product quality (importance of quality) | Use properties Technical quality |

Source: Toivonen, (2012, p163)

2.2 Perceived price

2.2.1 The definition of price and perceived price

Price is the amount of money which consumers paid in exchange for the products (Zeithaml, 1988). Price can be classified to be objective price and perceived price (Lichtenstein & Burton, 1989). Also, Donald, Lichtenstein, and Scot (1989) concluded that objective price is the actual price of that product whereas perceived price was price encoded by consumer's perception which is related to the quality of the product. Zeithaml (1988, p10) defined that

“consumers do not always remember actual prices of products or services but they encode prices in ways which are meaningful to them and remember the price only as cheap or expensive”. For example, \$39.00 for business calculator may be encoded as expensive for some consumers and cheap for others.” Perceived price is derived from a consumer's perceptions of price which had some meaning to them (Jacoby & Olson, 1977). Chang and Wildt (1994) gave the definition of perceived price as the consumer's subjective perception of the product price. Those product or service prices are meaningful to customer when they are able to perceive and interpret those prices (Oh, 2000).

Perceived price is an individual belief. It is different and has positive and negative impact on buying behaviour (Lichtenstein & Burton, 1989). According to Bei and Chiao (2001), perceived price is more meaningful than objective price for consumers to make decision. Perceived price is a major factor for making a purchase decision, not the actual product price (Du Plessis & Rousseau, 2007; Monroe, 2012). Therefore, customer's perceived price in this study is defined as the encoded price of

the product which is subjective and based on individual customer's belief and may be different from the actual price the product.

2.2.2 Price is the quality indicator and the effect to purchase intention

Price is a factor to judge the product quality. A higher price might indicate the higher quality of the product and a higher price would be accepted when customers see the value in high quality (Kirchler, Fischer, & Hölzl, 2010). The level of quality could be indicated by the price. Higher prices lead to higher perceived quality. Also, the higher perceived quality enhances a degree of purchase intention consequently (Dodds et al., 1991). Meanwhile, higher price represents the monetary measure that must be compensated to obtain the goods, which can reduce the degree of purchase intention (Dodds et al., 1991). In contrast, some consumers might accept the low price with lower quality (Bao, & sheng, 2011). Consumers use price to judge the quality of the product when the product has not much different quality compared to other products in the same category so, the cheaper products would be preferred by customers (Zeithaml, 1998). Zeithaml (1998) also mentioned the cheaper products attracts some consumers and reaches high value in some situation. For the price-quality relationship, consumers intend to purchase lower quality product in lower price and higher price for a high quality product (Richardson, Jain, & Dick, 1996). This created the price-quality relationship. Also, when price has a positive role, it is the positive relationship between price and perceived value and intention (Monika et al., 2012).

Some studies illustrated that price was an important factor to drive customer purchase intention and it also affected significantly on customer satisfaction because consumer satisfaction is affected by perceived price directly and affected by price fairness indirectly (Herrmann, Xia, Monroe, & Huber, 2007).

According to Hoch & Banerji (1993), price had impact on buying behavior, some people thought price was the signal of the quality, the higher price comes along with higher quality and low price came with low quality (Bao, & sheng 2011). Some people encoded the same price of the same product as expensive or cheap depending

on their perspective. So, price was able to indicate the need to purchase the product (Cooper, 1969b). Basically, consumers have a range of price which they consider affordable. They would not like to purchase a product or service if the price is too high (Cooper, 1969). Customers evaluate the actual price of a product with what benefit they gained from a product to determine the perceived price in order to make a purchase decision (Du Plessis & Rousseau, 2007; Monroe, 2012). Consumers are able to make a buying decision from perceived price if they could perceive a fairness and worthwhile of that product price after they have evaluated the actual price to determine purchase intention (Du Plessis & Rousseau, 2007; Monroe, 2012).

Perceived price influences consumer's purchase intention directly (Schiffman, Kanuk & Hansen, 2012). Also, when perceived price is unfair, perceived value and purchase intention toward the product suffers (Schiffman, et al., 2012). The degree of purchase intention can be affected by price consciousness (East, Wright & Vanhuele, 2013). When consumer's income decreased during the economic recession, they would become price conscious and consume lower price products. Consumers would pay less to buy a minimum product quality which they can accept (Richardson, Jain, & Dick, 1996). On the other hand, people would like to consume high quality product when the economic situation become better. Thus, those perceived price dimensions can affect the purchase intention. The second research hypothesis is

H₂: Perceived price has a significant impact on customers' purchase intention.

2.2.3 The argument of perceived price and perceived quality relationship

Due to price-quality relationship, price is an indicator and has an effect on the perceived quality of consumers (Dawar & Parker, 1994), so the relationship between price and quality existed. In past 30 years, there were many studies about price and quality relationship. Price is a general variable to identify the quality in some buyers (Lambert, 1972; Shapiro, 1668, 1973). Olson (1977) also concluded that price and perceived quality had relationship. Monroe and Krishman (1985) also concluded that this relationship is always positive even when there are differences in the important statistic of the research. However, there were also some arguments from the previous

studies. Peterson and Wilson (1985) argued that the result of this relationship may not always come out with positive relation.

2.2.4 The measurement of perceived price

This study used a three items scale to find the perceived price by following the previous studies. This study followed and adopted a seven-point scale Likert scale from the research by Herrmann et al., (2007) to measure the perceived price which was originally ranging from “strongly agree” to “strongly disagree. The scale consisted of three items showed in the Table 2. For example, the price of the product is appropriate relative to its performance. This measurement was developed to measure perceived price in automobile industry (Herrmann et al., 2007). Later, Kaura (2012), had adopted Herrmann et al., 2007’s measurement by using seven points Likert scale to measure perceived price in her study.

Table 2: The measurement items of perceived price

| Factors | Items |
|------------------------|--|
| Perceived Price | The price of the product is appropriate relative to its performance The price of the product meets my expectations The price of the product is good value for money comparing to other brand |

Source: Herrmann *et al.*, (2007, p54)

2.3 Perceived value

2.3.1 The definition of perceived value

Zeithaml (1988, p.14) gave the definition of perceived value as “*a customer’s overall evaluation of the utility of a product based on their perception of what is the benefit received and what is sacrificed.*” Perceived value is customer cognitive assessment which is based on perceived benefit (prestige, reputation, and service performance) and perceived cost. Also, perceived cost can be defined as monetary cost (money paid by customers) and nonmonetary cost (time consuming)

before, during, or after the consumption of goods or services (Zeithaml, 1988; Holbrook & Corfman, 1985, in Kim, Xu, & Gupta 2011). Perceived value is a trade-off between the quality of the product consumer received and the price customer paid (Monroe, 1990).

Zeithaml (1988) suggested that consumers' perception of value is individualistic. Some customers would perceive value when the price is low but others would perceive when they find the balance between quality and price. Thus, different consumers have a different view of value. Furthermore, she found that some consumers viewed value from both benefit and cost components, according to her definition of perceived value.

However, other researchers argued that it was too simple to think value was only a trade-off between quality and price (Schechter, 1984; Bolton & Drew, 1991). They suggested that in order to assess perceived value more effectively, they should increase more dimension to measure because only price and quality are too narrow. Therefore, in 2001, Sweeney and Soutar (2001) developed perceived value which consisted of four constructs. Those dimensions are emotional perceptions, social perceptions, quality/performance perceptions and price/value for money. Therefore, this study adopt the definition by Sweeney and Soutar (2001) and defined customer's perceived value in a product as the subjective assessment of the emotional, social, and functional benefits derived from the product in relation to cost of the product.

Table 3: Perceived value dimension

| Perceived value dimension | The definition |
|---|--|
| Emotional value | the utility derived from the feelings or affective states that a product generates |
| Social value (enhancement of social self-concept) | the utility derived from the product's ability to enhance social self-concept |
| Functional value (performance/ quality) | the utility derived from the perceived quality and expected performance of the product |

Table 3: Perceived value dimension (continue)

| | |
|--|---|
| Functional value (price/value for money) | the utility derived from the product due to the reduction of its perceived short term and longer term costs |
|--|---|

Source: Sweeney & Soutar, (2001, p211).

2.3.2 The effect of multi-dimension of perceived value

Perceived value is a multidimensional construct (Sweeney & Soutar, 2001). Perceived value is different from each consumer perspective. It is dependent on what they value in those products or services. Each consumer compared the advantages and disadvantages of buying goods or services (Liu, Brock, Shi, Chu & Tseng, 2013). Normally, consumers select the highest value product regarding to what benefit or quality they received from the product performance based on limitations such as financial budget and information availability to fulfill their need or want (Gale, 1994; Kirchler, Fischer, & Hölzl, 2010; Valor, 2008). Thus, we are able to evaluate what quality dimension is of value and meaningful to consumers. Perceived value also is derived from a customer perception. It normally measured from the product quality and price which had the relationship among those constructs (Berry, Zeithaml, & Parasuraman, 1985; Chapman & Wahlers, 1999; Huber et al., 2001; Fornell et al. 1996; Shetty, 1987; Sweeney & Soutar 2001; Woodall, 2003).

Price is also involved in making decision (Menon et al., 2005). Perceived value can be affected by the price when consumers view the cost of purchasing is worthwhile compared to what advantages they are gaining (Blythe, 2013). In other words, they perceive the value from product worthiness compared to money being paid. Thus, perceived value is non-linear. When the price is less than the range, perceive value will be higher whereas it will decrease when the price is above the range (Szybillo & Jacoby, 1974, in Dodds, Monroe, & Grewal, 1991).

Peng and Liang (2013) described that not only price and quality do influence the perceived value, but emotional value and social value can be factors to drive the consumer perceived value. When people would like to enhance their social image,

consumption is a key to advertise their wealth or social status in the society (Dwyer, 2009). People will consume the “positional goods” which their virtue or characteristics allow them to position themselves with the respect from others in the society based on the concept of positional consumption (Hirsh, 1995). Therefore, these four dimensions will illustrate the different perceived value from different consumers (Peng & Liang, 2013). Not every product can increase the social status; the products are available and accepted from the majority when it is able to increase the social status (Hirsh, 1995, Jackson, 2005).

2.3.3 The effect of perceived value toward purchase intention

Sweeney and Soutar (2001) defined that only perceived product quality may not identify consumers buying behaviour. Consumers may not judge the product with only quality but they would think about the price and other cost based on a value-based approach (Sweeney & Soutar, 2001). Perceived value is an important antecedent to influence consumer behaviour. Nevertheless, the perceived value is diverse and difficult to capture because different perceived value would drive different buying behaviour (He & Mukherjee, 2007; Swait & Sweeney, 2000). Swait and Sweeney (2000) studied the effect of customer perceived value on their purchase intention in the retailing sector. They found that customers had different perceived value which caused them to behave differently. Dodds and Monroe (1985) mentioned that consumers purchase the product which they could highly perceive the value. Thus, perceived value is a significant factor to influence the purchase intention. Szybillo and Jacoby (1947) concluded that perceived value directly influenced purchase intention. According to Dickson and Sawyer (1990), the chance of purchasing the product increased when consumers were able to perceive the benefit they gained rather than the amount of money they spent to purchase. Zeithaml (1988) also said that when perceived value is higher, purchase intention will be higher. Thaler (1985) stated that perceived value is an important factor to impact purchase decision because it is the composition of transaction utility and acquisition utility. Thus, this study evaluates perceived value from functional dimension, emotional

dimension, and social aspects whether they have an effect on purchase intention or not. Therefore, the following hypothesis is proposed:

H₃: Perceived value has a significant impact on customer's purchase intention.

2.3.4 Perceived value measurement

Sweeney and Soutar (2001) developed the perceived value scale (PERVAL) to determine what values impacted buying behaviour. This measurement was originally developed to measure consumer's perceived value in the retail sector and industry which was an assessment before making a buying decision. The PERVAL scale consisted of four different constructs which are quality/performance and price/value for money, emotional, and social assessment of products before making a purchase decision. The 19 items PERVAL scale was developed to measure consumer perceived value in traditional retailer. This measurement scale originally used seven-point Likert scale to rate score from "1-Strongly Disagree" to "7-Strongly Agree." The PERVAL scale is shown in the table.

Table 4: PERVAL Scale

| PERVAL Factors | Items |
|---|---|
| <p>Quality/Performance (functional value): The utility derived from the perceived quality and expected performance of the product</p> | <p>has consistent quality is well made has an acceptable standard of quality has poor workmanship (*) would not last a long time (*) would perform consistently</p> |
| <p>Price/value for money (functional value): The utility derived from the product due to the reduction of its perceived short term and longer term costs</p> | <p>is reasonably priced offers value for money is a good product for the price would be economical</p> |

Table 4: PERVAL Scale (continue)

| | |
|--|---|
| <p>Social value (enhancement of social self-concept): The utility derived from the product's ability to enhance social self-concept</p> | <p>would help me to feel acceptable would improve the way I am impression on other people would give its owner social approval</p> |
| <p>Emotional value: The utility derived from the feelings or affective states that a product generates</p> | <p>is one that I would enjoy would make me want to use it is one that I would feel relaxed about using would make me feel good would give me pleasure</p> |

(*) reverse scored.

Source: Sweeney & Soutar, (2001, p212)

2.4 Purchase intention

2.4.1 The definition of purchase intention

Ghosh (1990) mentioned that purchase intention is an effective tool to predict buying behavior. Purchase intention is a tool to indicate purchase behavior after consumers evaluated a product from their perception (Grewal, Krishnan, Baker, & Borin, 1998). Purchase intention is a situation when consumers tend to buy a particular product in a certain condition (Morinez, 2007). Purchase intention is the behaviour in which consumers buy a particular product or services from their attitude, experience, preference, information, and alternative (Dodds et al., 1991; Schiffman & Kanuk, 2000; Yang, 2009; Zeithaml, 1988). Chang and Wildt (1994) stated that consumer purchase intention is affected by quality, price, and perceived value. Additionally, environmental factors (internal or external) probably impacted consumers during the purchasing process (Gogoi, 2013). Ajzen gave the definition of intentions as

“the motivational components of behaviour, that is, the degree of conscious effort that a person will exert in order to perform the behaviour” (Ajzen, 1991, p. 181). Long and Ching (2010) also defined purchase intention as what customers would buy in the

future. In other words, consumers possibly purchased certain products or services in the short-term buying decision (Wu, Yeh, & Hsiao, 2011). Therefore, purchase intention in this study is defined as a tool to predict to buy or not to buy a product after evaluating a product from their perception.

2.4.2 The effect of purchase intention

The purchase intention is presented as the possibility to buy a product by customers (Dodds, et al., 1991). Schiffman and Kanuk (2000) suggested that when the purchase intention is higher, the possibility to buy a product is also higher. In addition, Jean-Louse (2011) mentioned that purchase intention happened when customers thought a product has the right price and quality relationship. Furthermore, ByoungHo and Yong (2005) stated that customers who are satisfied with the price-quality relation of the product would have a positive attitude and tend to have more purchase intention. Therefore, the actual purchase would occur (ByoungHo & Yong, 2005). Consumers purchase the product if the price and quality of the product tended to satisfy their needs (Monroe, 2012; Schiffman & Kanuk, 2010). A consumer made a purchase in order to satisfy a perceived need with the expected value of that product (Snoj, Korda & Mumel, 2004). Therefore, the final decision to buy or not to buy is based on the purchase intention after they evaluate a product (Keller, 2001).

2.4.3 The measurement of intention

The purchase intention measurement scale for this study was adapted from Dodds et al., (1991) in Kim, Xu, and Gupta (2012). This measurement scale was originally used to study the effects of price, brand, and store information on buyers' perceptions of product quality and value, as well as their willingness to buy. Dodds et al., (1991) had developed the scale to measure perceived quality, perceived value, and willingness to buy. This original measurement consists of four items with seven points Likert Scale shown in a Table 5. Later, Kim, Xu, and Gupta (2012) also used seven-point Likert-Scale to measure purchase intention, which was adopted from Dodds et al., (1991).

Table 5: The purchase intention scale

| Factors | Items |
|---------------------------|--|
| Purchase intention | <p>The probability that I would consider buying this product from this store is high.</p> <p>If I were going to buy this product, I would consider buying at the price shown.</p> <p>The likelihood of my purchasing this product from this store is high.</p> <p>My willingness to purchase this product from this store is high.</p> |

Source: Dodds, Monroe, & Grewal, (1991, p318)

2.5 Result of previous research

2.5.1 The relationship among perceived quality, perceived price, and perceived value.

Dodds et al., (1991) studied buyers' perceptions of product quality and value, as well as their willingness to buy. They found that price had the positive relationship on perceived quality. Also, they found that when the price increased, the perceived value decreased. Similarly, when the price increased, purchase intention declined. Therefore, this result supported that the price has impact on perceived quality and perceived value as well as purchase intention.

Toivonen (2012) studied about the relationship between consumer perceived quality and value in case of wooden products. The researcher studied on both tangible and intangible quality dimensions. The product appearance and technical quality were represented as a tangible dimension whereas quality of supplier and sales person service were identified as intangible one. The study examined the consumer perceived quality on wooden panels and floors, and wooden furniture. With 147 consumers in Finland, the study was conducted in summer 2004 by accessing two different places which were building material home retailing centers and home construction fair. The consumers who visited those two places were asked to participate to achieve the study objectives. The interview method was applied to fill the questionnaires and received the gift after participation. The result found that the tangible quality was the most

important factor from consumer's point of view in case of wooden furniture and wooden panel. The product design and aesthetic and the technical quality were scored highly important by consumer. The product appearance and its characteristics were normally viewed as the strengths point of this material. Also, quality of supplier, sales person service, and information were important to the consumers. Therefore, respondents mentioned that both tangible and intangible dimensions were important for them.

There are others supporting the relationship between perceived price and perceived quality. A research conducted by Agarwal and Teas (2001) which studied regarding to perceived quality, perceived sacrifice, and perceived risk on customer perception of product value. The results found that perceived price had significantly positive effect on the perceived quality. Also, Chen and Dubinsky (2003) examined about the conceptual model of perceived customer value in a B2C business. Base on the result, perceived price had significantly positive effect on the perceived quality.

2.5.2 The effects of perceived quality, perceived price, and perceived value toward purchase intention.

Szybillo and Jacoby (1974) stated that hypothetically value for money would be more strongly related to perceived likelihood of purchase rather than perceived quality. Moreover, the perceived value would increase when the price increased within their acceptable price range. However, when price increased beyond their acceptable range, perceived value would decrease. Hence, the relationship between price and perceived value is non-linear.

Shaharudin, Mansor, Hassan, Omar, and Harun (2011) examined a research regarding to the relationship between product quality and purchase intention in case of Malaysia's national motorcycle/scooter manufacturer. They studied about the perceived product quality based on the 8 dimensions by Garvin (1984, 1987) to figure out the effect of perceived quality toward purchase intention which had eight hypotheses. This study applied the questionnaires from the 8 dimensions developed by Garvin (1984, 1987) in the survey method. The stratified random sampling was

used to gather data among users of MODENAS motorcycle and scooter at 10 towns in Kedah state. This study used descriptive analysis and regression to find the conclusion. In consequence, the result showed that generally, consumer perceived quality was positive. Although the result was positive, there was no effect on purchase intention of MODENAS motorcycle or scooter. It presented that the level of perceived quality had no effect significantly on the consumer purchase intention. Therefore, they summarized their study that the consumer perceived quality alone may not explain the intention to buy or not to buy a motorcycle or scooter. They found that there were other variables sufficiently impacting on their purchase intention apart from perceived quality (Marks, 1995).

Mirabi, Akbariyeh and Tahmasebifard (2015) studied about the factors affecting consumer purchase intention in a case of the Agencies of Bono Brand Tile in Tehran. This study examined about the perceived price, perceived quality, product packaging, brand name, and product advertising as independent variables affecting customers purchase intention. They set hypotheses for those variables as those five factors had significant impact on purchase intention. That study also applied the survey method with 25 questionnaires with five points Likert scale. Researchers used random sampling to select a total of 384 respondents to obtain data in this study. The findings revealed that there is a significant impact and positive relationship between product quality and purchase intention. They also mentioned that product quality was a key factor to drive the purchase intention. Pervious researches also supported this hypothesis in which those two variables had a positive relationship and product quality had a positive impact on purchase intention. (Bao et al., 2011; Chi et al., 2008; Dursun et al., 2011; Gogoi, 2013; Levy & Guterman, 2012; Jalilvand et al., 2011; Tariq et al., 2013; Tih & Lee, 2013). However, according to the hypothesis about perceived price, the result showed that product price had no significant impact on purchase intention and there was not significant relationship between these two variables from this study.

Oosthuizen, Spowart, and De Meyer-Heydenrych (2015) studied about the relationship between perceived price and consumer purchase intention in a case of

wine product in Johannesburg, South Africa. They concluded that the overall perceived relative price has the significant relationship with the overall perceived value of PLB wine. To accomplish study objective, researchers used survey method to gather data from respondents. The quantitative research was implemented with 6 statements based on constructs for customers to rate which were applied in the previous studies (Agarwal & Teas, 2001; Diallo, 2012; Olsen, Menichelli, Meyer, & Naes, 2011; Wu, Yeh, & Hsiao, 2011; Zhou, Su, & Bao, 2002). Convenience sampling method was applied to select participants to respond to these questionnaires. This study used descriptive analysis and regression to investigate the relationship between perceived price, perceived value and consumers purchase intentions. The conclusion of this research was that perceived price had a significant impact and positive relationship on perceived value and purchase intention for this kind of product. When consumers were satisfied with a product they bought, there was a chance for them to purchase the product again according to this case study.

Amoah, Dadzie, Bih, and Wiafe (2015) conducted the study about the consumer preference and purchase intention for rattan furniture. In this study, perceived value of rattan furniture was studied through the Holbrook's conceptual framework of perceived value (Holbrook, 1999, 2006) which viewed perceived value as multidimensional construct. They also examined about the social status which applied the questionnaires from Sweeney and Soutar (2001). They used a social status as one of all independents variable and purchase intention was a dependent variable. The participants who involved in this survey were 750 university staffs and students, polytechnics, and research institution in Ghana. This study used five points Likert scales to score the questionnaires. Descriptive analysis and multiple regressions were applied to analyze the result. The result showed that social status was positively correlated with purchase intention. In a case of social status, it was the most influential factor among other factors toward purchase intention for rattan cane furniture.

Chi, Yeh, and Tsai (2011) conducted the study about the influences of perceived value on consumer purchase intention: the moderating effect of advertising

endorser. The study aimed to find the impact of perceived value on purchase intention. The study used convenience sampling to find the respondents to accomplish the research. All measurement scale was adopted based on the previous study by using seven points Likert scale with 27 items in order to find the conclusion. The result showed that perceived value had a positively significant effect on purchase intention. The purchase intention is high when perceived value is high. Therefore, consumers will apply perceive value to evaluate the product or service and follow it to make the purchase behavior

2.6 Conceptual framework of the Study

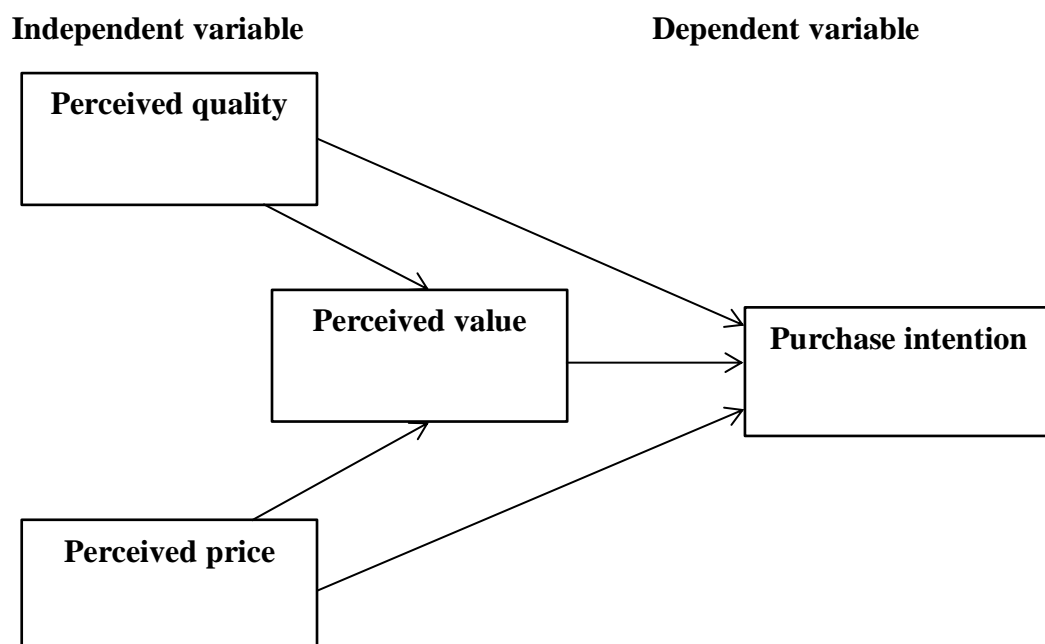


Figure 1: The conceptual framework of this research

According to the figure 1, the model is adapted from various previous studies which are Dodds et al., (1991), Kim, Xu, and Gupta, (2012), Hassan, Omar, and Harun (2011), Saleem, Ibrahim, Yousuf, and Ahmed (2015), Shaharudin, Mansor, Setiawan and Achyar (2012), Zeithaml (1988). However, this research focused only on four variables within the conceptual framework which consist of three independent

variables and one dependent variable. Perceived quality, perceived price, and perceived value were the independent variables whereas purchase intention was dependent variable.

CHAPTER 3

RESEARCH METHOD

This research was conducted at the retailers store (Siam Global House) in Thailand to accomplish the research objectives and find the effect of perceived quality, perceived price, and perceived value on purchase intention. This study was conducted with the secondary data to review information and draw the framework of the study. Also, primary data was used in quantitative method. The methodology processes consist of research design, population, sample and sampling, research procedure, research instrument, and data analysis.

3.1 Research design

This study used the quantitative research to collect the information by questionnaires. The questionnaires were taken from the literature review to study the perceived quality, perceived price, and perceived value influencing purchase intention. This study also tested the hypotheses to determine what variables impact on purchase intention. To gather the information, the survey method was conducted with all measurement scales following relative literature reviews to investigate about consumer's perception and behavior. The hard-copied questionnaires were delivered to every store of Siam Global Hose Branches.

Survey method was applied because this research aimed to study about people's knowledge, attitudes, or buying behavior and this approach was able to figure out the information with the wide range of participants (Mathiyazhagan & Nandan, 2010). So, the primary data was needed to gather information from the customers of Global House and used for the measurement. Personal contact method also was applied to interact to customers. Furthermore, Product consultants (PC) were used to assist the respondents in filling out the questionnaires.

3.2 Population, sample, and sampling

3.2.1 Population

The target population in this research was the customers of Siam Global House stores. However, this research study was not able to figure out the exact number of entire customer.

3.2.2 Sample size

According to this study, the researcher was not able to figure out the exact amount of customers who visited Siam Global Houses stores all over Thailand. Therefore, this research adopted the formula developed by Cochran (1963, 1975) to figure out the amount of respondents to participate in this study. The sample size could be estimated by the equation below:

$$n = \frac{P(1 - P)Z^2}{e^2}$$

Which n = sample size or respondents in this study

P = the estimated proportion of an attribute that is presented in the population,

Z = the abscissa of the normal curve that cuts off an area α at the tails

e = the desired level of precision

(95% of confidence level and 5% of precision levels were assumed)

Assume $p=0.5$ which is the maximum amount

The result is:

$$n = \frac{0.5(1 - 0.5)(1.96)^2}{(0.05)^2}$$

$$n = 384.16$$

$$n \approx 385$$

3.2.3 Sampling

This research study had the respondents of 385 persons to conduct the survey. The researcher used non-probability sampling technique that was the purposive sampling technique to find the respondents. Also, this sampling method had been used in previous study like Brown (2005). This sampling technique selected only pre-purchase customers because customer perception and behavioral intention can be measured from both pre and post purchase customers. The reason the researcher intentionally specified only pre-purchase customers was because once customers purchased this kind of product, re-purchase seldom happened for the kitchen decoration. So, the result was presented only from pre-purchase customers who were the sample in this study.

3.3 Research Procedure

Firstly, the researcher asked for the permission from Siam Global House in order to distribute total 385 of questionnaires to customers inside every branch of Siam Global House which are 55 stores. The researcher used a product consultant to be a research assistance in order to gather information and help the respondents to complete the questionnaires.

This research was conducted in Thailand by using the survey questionnaires to obtain the information from pre-purchase customers in the different Siam Global House branches. Also, the research assistants were required to distribute the questionnaire to the respondents in this survey. Those product consultants (PC) collected the data from respondents in different branches. Additionally, data collection was done on Monday to Sunday between 10 a.m. to 6 p.m. In addition, the researcher collected data from only Thai customers because the questionnaire was in Thai language. The respondents were requested to complete the questionnaire during

they were visiting to “MJ Booth” inside the stores. The process of this survey was divided into four parts, as follow

- First of all, the product consultant explained the purpose of this research, the benefit of this study, and information to respondents briefly.
- After that, the questionnaire was handed over to the respondent to answer. In this step, the product consultant was helping them if the respondent was not able to read and answer questions.
- Lastly, the questionnaires were collected from the respondent and analysis of the information was done.

The entire question might be spent about between 10 and 15 minutes to gather all the information from a respondent.

3.4 Research Instrument

First of all, the preliminary set of questionnaires used in the survey was translated into Thai language version by language experts. After that, this questionnaire was proved to find the validity and reliability before starting the initial data collection process. The questionnaire consisted of five main parts of question. The measured questions in the survey instrument were adopted from existing empirical studies. Also, this study applied the question to measure the respondent’s perception regarding the factors influencing their purchase intention.

The first part of questions asked about the personal information or demographic profile such as age, gender, income, place of resident. This part used the nominal scale to find data frequency and percentage of items such as gender, age and marital status because the researcher classified the respondent into groups. Also, this part also used nominal and ordinal scales to rank the consumer income.

The second part required customers to rate the quality attribute to find what dimensions were important to their perceived quality. The measurement scale was adapted from Toivonen (2012) using thirteen items. The original version used five

points Likert scale to measure which are ranged from “1 = Strongly Disagree” to “5 = Strongly Agree.” in this part. The Cronbach’s alpha for the original scale was 0.729 to 0.902. The research applied interval scale to find the mean and standard deviation where different value had different meaning. The original questions are shown in the table below.

Table 6: The perceived quality questionnaire

| Items | Source |
|---|-------------------------|
| 1. This supplier is reliable. 2. This supplier has good reputation. 3. There is a good serviceability of the sales personnel. 4. There is a good service (related to the product). 5. There is a good warranty (for the products) from this brand 6. Payment and delivery terms are acceptable. 7. There is enough availability of product information 8. There is sufficient information about the producer from this brand. 9. The products of this brand are environmental friendliness. 10. Appearance of product from this supplier is good. 11. The products from this brand are easy to take care. 12. The products from this brand have the good attribute. 13. The products from this brand have high technical quality. | Toivonen, (2012, p163). |

Source: Toivonen, (2012, p163)

Perceived price measurement was examined after perceived quality. This scale adopted three items measurement scale from Herrmann et al., (2007) to evaluate the perceived price. The original version used seven points Likert scale rating from strongly agree to strongly disagree. The Cronbach’s alpha of the original scale was 0.8 (Herrmann et al., 2007). Also, the third part used interval scale to show mean and standard deviation where meaning was different between values. The examples of the questions are shown in the table below.

Table 7: The perceived price questionnaire

| Items | Source |
|--|--------------------------------------|
| 1. The price of “the product” is appropriate relative to its performance. 2. The price of “the product” meets my expectations. 3. The price of “the product” is good value for money comparing to other brands | Herrmann <i>et al.</i> , (2007, p54) |

Source: Herrmann *et al.*, (2007, p54).

The measurement items of perceived value were adopted from the original study of Sweeney and Soutar (2001) by using PERVAL scale. The respondents were asked to score the fifteen items on seven points Likert-scale from “1 = Strongly Disagree” to “7 = Strongly Agree.” to complete this part. The Cronbach’s alpha of the original scale was 0.82-0.91. Also, the researcher adopted interval scale to describe the mean and standard deviation where a different value has a different meaning.

Table 8: The perceived value questionnaire

| Items | Source |
|--|---------------------------------|
| 1. The product has consistent quality. 2. The product is well made. 3. The product has an acceptable standard of quality. 4. The product has poor workmanship. 5. The product would not last a long time. 6. The product would perform consistently. 7. The product is reasonably priced. 8. The product offers value for money. 9. The product is a worth to purchase 10. The product would be economical. 11. The product would help me to feel acceptable. 12. The product would improve the way I am perceived. 13. The product would make a good impression on other people. 14. The product would give its owner social approval. | Sweeney & Soutar, (2001, p212). |

Table 8: The perceived value questionnaire (continue)

| Items | Source |
|--|---------------------------------|
| 15. The product is one that I would enjoy. 16. The product would make me want to use it. 17. The product is one that I would feel relaxed about. 18. Using this product would make me feel good. 19. The product would give me pleasure. | Sweeney & Soutar, (2001, p212). |

Source: Sweeney & Soutar, (2001, p212)

For the final part, purchase intention measurement was measured with four items which was originally adapted from the previous study from Dodds, Monroe, and Grewal, (1991) in Kim et al., (2012) with seven points Likert-scale from “1 = Strongly Disagree” to “7 = Strongly Agree.” to measure about their actual interest toward the product. The Cronbach’s alpha of the original scale was 0.95 according to Kim et al., (2012). Also, the researcher applied interval scale to find mean and standard deviation where meaning is different between values.

Table 9: The purchase intention questionnaire

| Items | Source |
|---|---------------------------------------|
| 1. The probability that I would consider buying MJ product from this store is high. 2. If I were going to buy MJ product, I would consider buying at the price shown. 3. The likelihood of my purchasing MJ product from this store is high. 4. My willingness to purchase MJ product from this store is high. | Dodds, Monroe, & Grewal, (1991, p318) |

Source: Dodds, Monroe, & Grewal, (1991, p318)

3.5 Validity and Reliability

3.5.1 Validity

The researcher also tested for the validity to determine the true value of the items in survey questionnaire. Zikmund et al. (2013) supported that the validity of

questionnaire have to be examined to assess how well an instrument represents the result and the research accurately. To determine the validity of the survey questionnaire, the researcher used index of item-objective congruence (IOC) as an assessment tool. This technique was developed by Rovinelli and Hambleton (1977) to test the content validity of questionnaires in the development stage. Therefore, IOC method was used and rated by three marketing experts of Prince of Songkla University. So, marketing experts were asked to rate items and check if they were appropriate for the research objectives or not. The rating are 1 = “item clearly taps objective, 0 = “unsure/unclear”, and -1 = “item does not tap objective”. Therefore, the result of this validity test is from +1 to -1. A value which is -1 can be defined that the item is wrong for the study objectives while +1 can be interpreted as the item is correct for objectives. Therefore, the result of this IOC test was 0.97 which showed a high validity of the survey question for this study. Also, the overall result is shown in the appendix.

3.5.2 Reliability

In order to examine the reliability of questionnaire, the 30 trial version of questionnaire (Pre-Test) was launched to determine the reliability. To receive the consistent results, the researcher used the Statistic Software Package to figure out Cronbach’s alpha which the minimum acceptable value should be equal or higher than 0.70 (Zikmund, Babin, Carr, & Griffin, 2013). Then, the researcher conducted the Pre-Test (n=30) on some branches of Siam Global House. Therefore, the researcher found that the Cronbach’s alpha value of perceived quality is 0.79 for 13 items. Also, the 3 items of perceived price had the Cronbach’s alpha value of 0.82. The set of perceived value items had the Cronbach’s alpha value of 0.94. Lastly, the value of Cronbach’s alpha of purchase intention was 0.86. Additionally, the researcher reversed some questions in perceived value to have the positive meaning for the respondents which are “quality has poor workmanship” and “would not last a long time”.

3.6 Data Analysis

After the researcher obtained information, the questionnaires were checked for completeness and the uncompleted questionnaires were removed. Then, the statistical analysis software was used to analyse the data to identify the relationships among the variables in term of descriptive statistics and inferential statistics which were correlation, test of differentiation, and multiple regressions.

3.6.1 Descriptive statistics

This statistics tool was used to describe the basic features of the large amount of information in this study such as demographic data (gender, age, ethnicity, monthly income, etc.) in order to see the overview of respondents (Mann, 1995). Also, the obtained information of these variables in this study were evaluated in term of mean, percentage, frequency, and standard deviation (S.D) to determine each score in each element of perceived quality, perceived price, perceived value, and purchase intention.

3.6.2 Class interval

Since five-point Likert scale had been used in the survey questionnaire to measure the perceived quality, the class interval was calculated in order to interpret their perception accurately which the class interval calculation as shown below.

3.6.2.1 Perceived Quality

$$\begin{aligned} \text{Class interval} &= \frac{\text{Highest value} - \text{lowest value}}{\text{Number of class}} \\ &= \frac{5 - 1}{5} \\ &= 0.8 \end{aligned}$$

The class interval of perceived quality can be arranged into five classes, which are 1) 1.00-1.80 is strongly disagree 2) 1.81-2.60 is disagree 3) 2.61-3.40 is neutral 4) 3.41-4.20 is agree 5) 4.21-5.00 is strongly agree.

3.6.2.2 Perceived Price, Perceived Value, and Purchase Intention

However, other parts of questionnaire (perceived price, perceived value, and purchase intention) used seven-point Likert scale, so the class of interval of those measurements can be seen below:

$$\begin{aligned} \text{Class interval} &= \frac{\text{Highest value} - \text{lowest value}}{\text{Number of class}} \\ &= \frac{7 - 1}{7} \\ &= 0.86 \end{aligned}$$

The class interval of perceived price, perceived value and purchase intention can be arranged into seven classes, which are 1) 1.00-1.86 is strongly disagree 2) 1.87-2.72 is disagree 3) 2.73-3.58 is slightly disagree 4) 3.59-4.44 is neutral 5) 4.45-5.3 is slightly agree 6) 5.31-6.16 is agree 7) 6.16-7.0 is strongly agree.

3.6.3 Inferential Statistics

Inferential Statistics was applied to test the hypothesis of this study by using correlation, test of differentiation, and multiple regressions.

3.6.3.1 Correlation

Pearson correlation coefficient was used to measure the strength of relationship between three variables, which were perceived quality, perceived price, and perceived value. According to Laerd statistics (2015), the correlation coefficient can take the range of values from +1 to -1, while zero means there is no relationship between two variables. A value which is greater than zero indicates a positive relationship. A value which is less than zero shows a negative relation. Also, the

strength of relationship of the two variables measure from the closer of +1 or -1 whether the relationship will be positive or negative.

3.6.3.2 Test of Differentiation

T-test was used to examine the mean of two groups which were statistically different. Also, T-value will be the positive if the mean of the first group is greater than the second one. In contrast, if the mean of the second group is higher than the first group, T-value will be negative (Trochim, 2006).

Analysis of variance (ANOVA) was used to compare when there are difference between two or more independent variable. This statistically technique can assess more than two groups and it can analyze more than one factor. Also, this can analyze information to show the interaction among those factors (Laerd statistics, 2015). Therefore, the researcher used one-way ANOVA to test the difference among demographic factors.

3.6.3.3 Multiple Regression

The multiple regression analysis was applied to analyze the relationship and the effects of independent variables toward a dependent variable. Therefore, the researcher applied multiple regression analysis to explore which several independent variables were associated with the dependent variable. Additionally, the value of dependent variable would be influenced based on the value of two or more independent variables. Furthermore, Zikmund et al. (2013) described that multiple regressions would allow the researcher to predict the value of dependent variables. Therefore, this technique allowed the researcher to understand about the influences of perceived quality and perceived price toward perceived value and the effects of these three variables toward the purchase intention of Siam Global House's customers. The equation of multiple regressions is below:

- 1) Perceived quality, perceived value and perceived value

$$\hat{Y}_{PV} = a + \beta_{PQ}X_{PQ} + \beta_{PP}X_{PP} + \dots + \beta_nX_n + e_i$$

Whereas:

\hat{Y}_{PV} = Perceived Value

a = Constant value

β = Unstandardized coefficient

X_{PQ} = Perceived Quality

X_{PP} = Perceived Price

2) Perceived quality, perceived price, perceived value and purchase intention

$$\hat{Y}_{PI} = a + \beta_{PQ}X_{PQ} + \beta_{PP}X_{PP} + \beta_{PV}X_{PV} + \dots + \beta_n X_n + e_i$$

Whereas:

\hat{Y}_{PI} = Purchase Intention

a = Constant value

β = Unstandardized coefficient

X_{PQ} = Perceived Quality

X_{PP} = Perceived Price

X_{PV} = Perceived value

CHAPTER 4

DATA ANALYSIS AND RESULT

This chapter shows the consequence of the relationship among factors which the researcher mentioned on the previous chapters. Additionally, this chapter presents the results of descriptive statistics, Pearson correlation, and multiple regression analysis respectively. Therefore, all of the results purpose to answer the research questions.

4.1 Descriptive statistic

4.1.1 Demographic and Background of participants

The demographic and background of the participants which are analysed in this part consist of gender, age, marital status, number of children, educational level, and income. This section reports descriptive statistics in terms of percentage, mean, and standard deviation. The data collection procedure was conducted in March 2018. Furthermore, the descriptive statistics present the data from the customers who visited the fifty five stores of Siam Global House selected.

Table 10: Demographic Data of Respondents

| Variables | Description | Frequency (n=385) | Percentage |
|-----------|-----------------|-------------------|------------|
| Gender | Male | 217 | 56.4 |
| | Female | 168 | 43.6 |
| | Total | 385 | 100.00 |
| Age | 22-30 Years Old | 175 | 45.5 |
| | 31-40 Years Old | 145 | 37.7 |
| | 41-50 Years Old | 48 | 12.5 |
| | 51-60 Years Old | 14 | 3.6 |
| | 60+ Years Old | 3 | 0.8 |

Table 10: Demographic Data of Respondents (continue)

| Variables | Description | Frequency (n=385) | Percentage |
|------------------|---------------------|--------------------------|-------------------|
| | Total | 385 | 100.00 |
| Marital Status | Married | 200 | 51.9 |
| | Divorce | 9 | 2.3 |
| | Single | 175 | 45.5 |
| | Other | 1 | 0.3 |
| | Total | 385 | 100.00 |
| Children | No Children | 201 | 52.2 |
| | 1 Children | 95 | 24.7 |
| | 2 Children | 60 | 15.6 |
| | 3 Children | 25 | 6.5 |
| | 4 Children | 4 | 1.0 |
| | Total | 385 | 100.00 |
| Educational | Primary School | 10 | 2.6 |
| | High School | 85 | 22.1 |
| | Bachelor's degree | 249 | 64.7 |
| | Master's degree | 17 | 4.4 |
| | Others | 24 | 6.2 |
| | Total | 385 | 100.00 |
| Income | 10,000 baht or less | 32 | 8.3 |
| | 10,001-20,000 baht | 189 | 49.1 |
| | 20,001-30,000 baht | 115 | 29.9 |
| | 30,001-40,000 baht | 29 | 7.5 |
| | 40,001-50,000 baht | 16 | 4.2 |
| | 50,001-60,000 baht | 3 | 0.8 |

Table 10: Demographic Data of Respondents (continue)

| Variables | Description | Frequency (n=385) | Percentage |
|------------------|---------------------|--------------------------|-------------------|
| | 90,001-100,000 baht | 1 | 0.3 |
| | Total | 385 | 100.00 |

According to Table 10, there are 385 participants of this study of which 56.4% are men and 43.6% are female. The majority of respondents were married (51.9%). The majority of the respondents (45.5%) were people in the age range of 22 to 30 years old. In addition, most participants have no children (52.2%). In terms of educational level, majority of the respondents (64.7%) holds Bachelor's degree. Most of respondents earn income between 10,001 to 20,000 Baht monthly (49.1%). However, further information is shown on the table above.

4.1.2 Perceived quality

This section analyses the descriptive statistic of perceived quality in term of mean, standard deviation, and class interval to explain perceived quality of respondents.

Table 11: The result of perceived quality (N = 385)

| Label | Statements | Mean | SD | Description |
|--------------|--|-------------|-----------|--------------------|
| PQ1 | This supplier is reliable. | 3.87 | 0.522 | Agree |
| PQ2 | This supplier has good reputation. | 3.64 | 0.619 | Agree |
| PQ3 | There is a good serviceability of the sales personnel. | 3.99 | 0.602 | Agree |
| PQ4 | There is a good service (related to the product). | 3.82 | 0.599 | Agree |
| PQ5 | There is a good warranty (for the product). | 3.88 | 0.613 | Agree |
| PQ6 | Payment and delivery terms are acceptable. | 3.89 | 0.611 | Agree |
| PQ7 | There is effective availability of product information from the sales personnel. | 3.99 | 0.582 | Agree |

Table 11: The result of perceived quality (N = 385) (continue)

| Label | Statements | Mean | SD | Description |
|---|---|-------------|-----------|--------------------|
| PQ8 | There is sufficient information about the producer. | 3.87 | 0.645 | Agree |
| PQ9 | The MJ products are environmental friendliness. | 3.44 | 0.802 | Agree |
| PQ10 | Appearance of MJ products is good. | 4.00 | 0.561 | Agree |
| PQ11 | The MJ products are easy to take care. | 3.86 | 0.607 | Agree |
| PQ12 | The MJ products have the good attribute. | 4.03 | 0.525 | Agree |
| PQ13 | The MJ products have high technical quality. | 4.00 | 0.593 | Agree |
| Average of all items of perceived quality | | 3.87 | 0.356 | Agree |

According to the table 11, PQ12 (the MJ products have the good attribute) has the highest average score in customer's perceived quality which is 4.03 and 0.525 of standard deviation. This can be interpreted that all participants *agree* with this statement. However, PQ9 (The MJ products are environmental friendliness) has the lowest average score of 3.44. Additionally, the other items have the average scores among 3.64 to 3.99 which can be interpreted as *agree* with those statements. All participants have the average score of all items of perceived quality of 3.87 which can be described as *agree* for their perceived quality. Therefore, this can be summarized that the respondents view the quality of this wooden kitchen furniture in term of reliable supplier, sufficient information about the producer, and how to maintain the product due to the average score of 3.87 in table 11.

4.1.3 Perceived price

This section analyzes the descriptive statistic of perceived price in terms of mean, standard deviation, and class interval to explain perceived price of respondents. The further information is presented on the table 12.

Table 12: The result of perceived price (N = 385)

| Label | Statements | Mean | SD | Description |
|---|---|------|--------|----------------|
| PP1 | The price of the product is appropriate relative to its performance. | 4.97 | 0.863 | Slightly Agree |
| PP2 | The price of the product meets my expectations. | 4.79 | 0.849 | Slightly Agree |
| PP3 | The price of the product is good value for money comparing to other brands. | 5.00 | 0.904 | Slightly Agree |
| Average of all items of perceived price | | 4.92 | 0.7578 | Slightly Agree |

According to the table 12, PP3 (the price of the product is good value for money comparing to other brands) has the highest average score of 5.00 in customer's perceived price .This can be described that all participants *slightly agree* with this statement .However, PP2 (The price of the product meets my expectations) has the lowest average score of 4.79 which all participants still *slightly agree* in their perception. Furthermore, another item has the average scores of 4.97 which also remain *slightly agree* with this statements .The average score of perceived price of Siam Global House's customer is 4.92 which can be described as *slightly agree* for their perceived price .Consequently, this can be described that the respondents can slightly perceive that the price of this wooden kitchen furniture product is appropriate relative to its performance of the product due to the average score of 4.92.

4.1.4 Perceived value

This section analyzes the descriptive statistic of perceived value in terms of mean, standard deviation, and class interval to explain perceived value of respondents. The result is presented in four dimensions which are functional value (PFV), price value (PPV), social value (PSV), and, emotional value (PEV).

Table 13: The result of perceived functional value (N = 385)

| Label | Statements | Mean | SD | Description |
|--|---|------|-------|----------------|
| PFV1 | The MJ product has consistent quality. | 5.17 | 0.735 | Slightly Agree |
| PFV2 | The MJ product is well made. | 5.21 | 0.744 | Slightly Agree |
| PFV3 | The MJ product has an acceptable standard of quality. | 5.07 | 0.729 | Slightly Agree |
| PFV4 | The MJ product has good workmanship. | 5.16 | 0.742 | Slightly Agree |
| PFV5 | The MJ product would last a long time. | 5.37 | 0.729 | Agree |
| PFV6 | The MJ product would perform consistently. | 5.29 | 0.732 | Slightly Agree |
| Average of all items of perceived functional value | | 5.12 | 0.735 | Slightly Agree |

According to the table 13, PFV5 (The MJ product would last a long time) has the highest average score of 5.37 in customer's perceived functional value. This can be interpreted that all participants *slightly agree* with this statement. Nevertheless, PFV3 (The MJ product has an acceptable standard of quality) has the lowest average score of 5.07 which all participants still *slightly agree* in their perception. Therefore, the average score of perceived functional value of respondents is 5.12 which can be described as *slightly agree*. Consequently, this can be described that the respondents can perceived the quality and functions of this wooden kitchen furniture. This dimension also has the highest mean on perceived value compared to other dimensions.

Table 14: The result of perceived price value (N=385)

| Label | Statements | Mean | SD | Description |
|-------|--|------|-------|----------------|
| PPV1 | The MJ product is reasonably priced | 5.14 | 0.808 | Slightly Agree |
| PPV2 | The MJ product offers value for money. | 5.13 | 0.867 | Slightly Agree |
| PPV3 | The MJ product is priced well | 4.91 | 0.878 | Slightly Agree |

Table 14: The result of perceived price value (N=385) (Continue)

| Label | Statements | Mean | SD | Description |
|---|-------------------------------------|-------------|-----------|--------------------|
| PPV4 | The MJ product would be economical. | 4.74 | 0.908 | Slightly Agree |
| Average of all items of perceived price value | | 4.98 | 0.865 | Slightly Agree |

According to the table 14, PPV1 has the highest average score in customer's perceived price value which is 5.14 and 0.808 of standard deviation. This can be interpreted that all participants *slight agree* with this statement. However, PPV3 has the lowest average score of 4.74. All participants have the average score of all items of perceived price value of 4.98 which can be described as *slightly agree* for their perceived price value. Therefore, this can be summarized that the respondents view the value for money of this wooden kitchen furniture as a good priced product due to the average score of 4.98 in table 14. This dimension also has the second highest mean on perceived value compared to other dimensions.

Table 15: The result of perceived social value (N=385)

| Label | Statements | Mean | SD | Description |
|--|--|-------------|-----------|--------------------|
| PSV1 | The MJ product would help me to feel an acceptable | 4.74 | 0.896 | Slightly Agree |
| PSV2 | The MJ product would improve the way I am perceived. | 4.77 | 0.915 | Slightly Agree |
| PSV3 | The MJ product would make a good impression on other people. | 4.59 | 0.908 | Slightly Agree |
| PSV4 | The MJ product would give its owner social approval. | 4.75 | 0.893 | Slightly Agree |
| Average of all items of perceived social value | | 4.71 | 0.903 | Slightly Agree |

According to the table 15, PSV2 (The MJ product would improve the way I am perceived) has the highest average score of 4.77 in customer's perceived social value. This can be interpreted that all participants *slightly agree* with this statement.

Nevertheless, PSV3 (The MJ product would make a good impression on other people) has the lowest average score of 4.59 which all participants still *slightly agree* in their perception. Therefore, the average score of perceived emotional value of respondents is 4.71 which can be described as *slightly agree*. Consequently, this dimension has the lowest mean on perceived value comparing to other dimensions.

Table 16: The result of perceived emotional value (N=385)

| Label | Statements | Mean | SD | Description |
|---|--|------|-------|----------------|
| PEV1 | The MJ product is one that I would enjoy. | 4.70 | 0.920 | Slightly Agree |
| PEV2 | The MJ product would make me want to use it. | 4.65 | 0.935 | Slightly Agree |
| PEV3 | The MJ product is one that I would feel relaxed about. | 4.44 | 0.903 | Neutral |
| PEV4 | The benefits of MJ product would make me feel good. | 5.06 | 0.841 | Slightly Agree |
| PEV5 | The benefits of MJ product would give me pleasure. | 5.32 | 0.861 | Agree |
| Average of all items of perceived emotional value | | 4.84 | 0.892 | Slightly Agree |

According to the table 16, PEV5 (The benefits of MJ product would give me pleasure) is selected as the highest average score of 5.32 in customer's perceived emotional value. This can be described that most participants *agree* that the product's benefit gives them pleasure. However, PEV3 (The MJ product is one that I would feel relaxed about) has the lowest average score of 4.44 which means that this statement is neutral for most of customer. Furthermore, the average score of all items of perceived value is 4.84 which mean that the customers slightly agree with all of statement in perceived emotional value. Consequently, this can be described that the respondents can slightly connect their feeling with this wooden kitchen furniture. This dimension also has the third highest mean on perceived value comparing to other dimensions.

Table 17: The result of perceived value (N=385)

| Label | Statements | Mean | SD | Description |
|---|----------------------------|------|-------|----------------|
| PV1 | perceived functional value | 5.12 | 0.735 | Slightly Agree |
| PV2 | perceived price value | 4.98 | 0.865 | Slightly Agree |
| PV3 | perceived social value | 4.71 | 0.903 | Slightly Agree |
| PV4 | perceived emotional value | 4.84 | 0.892 | Slightly Agree |
| Average of all items of perceived value | | 4.96 | 0.582 | Slightly Agree |

According to the table 17, PV1 (Perceived functional value) is selected as the highest average score of 5.12 in customer's perceived value. This can be described that most participants *slightly agree* that the product is durable. However, PV3 (perceived social value) has the lowest average score of 4.71 which means that this statement is *slightly agree* for most of customer. Furthermore, the average score of all items of perceived value is 4.96 which mean that the customers slightly agree with all of statement in perceived value. Consequently, this can be described that the respondents can slightly perceive the value of this wooden kitchen furniture in terms of the value for money.

4.1.5 Purchase intention

This section analyzes about the descriptive statistic of purchase intention in terms of mean, standard deviation, and class interval to explain purchase intention for wooden kitchen furniture of respondents.

Table 18: The result of purchase intention (N = 385)

| Label | Statements | Mean | SD | Description |
|-------|--|------|-------|----------------|
| PI1 | The probability that I would consider buying MJ product from this store is high. | 5.19 | 0.891 | Slightly Agree |

Table 18: The result of purchase intention (N = 385) (Continue)

| Label | Statements | Mean | SD | Description |
|--|--|------|-------|----------------|
| PI2 | If I were going to buy MJ product, I would consider buying at the price shown. | 5.01 | 0.897 | Slightly Agree |
| PI3 | The likelihood of my purchasing MJ product from this store is high. | 5.01 | 0.894 | Slightly Agree |
| PI4 | My willingness to purchase MJ product from this store is high. | 5.02 | 0.908 | Slightly Agree |
| Average of all items of purchase intention | | 5.06 | 0.805 | Slightly Agree |

According to the table 18, PI1 (the probability that I would consider buying MJ product from this store is high.) has the highest average score of 5.19 in purchase intention. It means that they slightly agree that the probability to consider purchasing from Siam Global House MJ product is high. However, both PI2 (if I were going to buy MJ product, I would consider buying at the price shown) and PI3 (The price of the product is good value for money comparing to other brands) have the lowest average score of 5.01 which means that most of customers still *slightly agree* about those statements. Furthermore, the averages score of all items of purchase intention is 5.06 which mean that the customers *slightly agree* with all of statement in purchase intention. Consequently, this can be described that the respondents have a chance to purchase MJ product from Siam Global House due to the average score.

4.2 Pearson correlation matrix

This section discusses the relationship among perceived quality and purchase intention, perceived price and purchase intention, and perceived value and purchase intention.

Table 19: Correlation between perceived quality, perceived price, perceived value and purchase intention (N = 385)

| Variable | PQ | PP | PV | PI |
|--------------------|---------|---------|---------|----|
| Perceived Quality | 1 | | | |
| Perceived Price | 0.486** | 1 | | |
| Perceived Value | 0.554** | 0.703** | 1 | |
| Purchase intention | 0.479** | 0.562** | 0.744** | 1 |

* $p < 0.05$, ** $p < 0.01$

Note: SD = Standard Deviation, PQ = Perceived Quality, PP = Perceived Price,

PV = Perceived Value, PI = Purchase Intention

According to Zikmund et al. (2013), correlation coefficient has the range of values from positive relation to negative relation, while zero is no relationship between two variables. Also, the strength of the relationship between the two variables can be divided into *little, low, moderate, high, and very high*. Firstly, the little relationship happens when r is from 0.00 to 0.25. Secondly, the low relationship occurs when r is from 0.26 to 0.49. Later, the strength of relationship will be moderate when r is ranged from 0.50 to 0.69. Furthermore, if r has a range from 0.70 to 0.89, the relationship of variables will be high. Lastly, the very high relationship will be determined when r is from 0.90 to 1.00.

This study applied the correlation matrix to determine relationship between independent variables and dependent variable. The four variables were analysed with correlation and the coefficients showed the positive relationship ranging from 0.479 to 0.744. According to the table 15, the strongest correlation is between perceived value and purchase intention ($r = 0.744$). The lowest correlation is the relationship between perceived quality and purchase intention which is determined as a low relationship ($r = 0.479$). Additionally, there is the moderate relationship between perceived price and purchase intention ($r = 0.562$). In consequence, the results showed that all factors have the positive relationship with purchase intention.

4.3 Test of differentiation

4.3.1 T-Test

To determine the difference between two groups which are male and female, the t-test is conducted to test differences between two average means and this will tell when there are statistically significant differences between each other.

Table 20: The test of differentiation in gender toward purchase intention

| Variable | Mean (male) | Mean (Female) | T-test | Sig. |
|-----------|-------------|---------------|--------|------|
| Purchase | 5.03 | 5.10 | - 0.79 | 0.43 |
| Intention | | | | |

**p < 0.05, **p < 0.01*

According to the table 20, the result shows that there is a little difference between male and female customers. Also, female customers have a higher mean (5.10) than male customer (5.03). However, the gender does not indicate the statistically significant effect on the respondent purchase intention on wooden kitchen furniture.

4.3.2 Analysis of variance (ANOVA)

To examine the difference among 385 customers, Analysis of Variance (ANOVA) was conducted to determine differences between two or more means and find whether there is any statistically significant effect among those groups in the same criteria.

Table 21: The test of differentiation in aging factors toward purchase intention

| Variable | Age | Mean | S.D. | F-test | Sig. |
|-----------|-----------------|------|------|--------|------|
| Purchase | 22-30 Years old | 5.11 | 0.81 | 0.65 | 0.63 |
| Intention | 31-40 Years old | 4.99 | 0.80 | | |
| | 41-50 Years old | 5.04 | 0.81 | | |
| | 51-60 Years old | 5.21 | 0.81 | | |

Table 21: The test of differentiation in aging factors toward purchase intention
(continue)

| Variable | Age | Mean | S.D | F-test | Sig. |
|-----------------|--------------------|-------------|------------|---------------|-------------|
| Purchase | 60 above Years old | 5.06 | 0.80 | | |
| Intention | Total | 5.06 | 0.80 | | |

**p < 0.05, **p < 0.01*

According to the table 21, the result indicates that the difference of age does not have statistically significant effect on the respondent purchase intention on wooden kitchen furniture. Additionally, the highest average score in purchase intention is 5.21 which is from the group of respondents who are in the age group of 51 to 60 years old while the average lowest mean is from the 31 to 40 years old customers.

Table 22: The test of differentiation in marital status toward purchase intention

| Variable | Marital Status | Mean | S.D. | F-test | Sig. |
|-----------------|-----------------------|-------------|-------------|---------------|-------------|
| Purchase | Married | 5.03 | 0.86 | 0.58 | 0.56 |
| Intention | Divorce | 5.31 | 0.83 | | |
| | Single | 5.08 | 0.74 | | |
| | Total | 5.06 | 0.80 | | |

**p < 0.05, **p < 0.01*

According to the table 18, the outcome presents that different marital status does not have significant effect on the respondent purchase intention o wooden kitchen furniture. Additionally, the highest average score in purchase intention is 5.31 which is from the group of respondents who has been divorced whereas the average lowest mean is 5.03 which is from the married customers.

Table 23: The test of differentiation in number of children toward purchase intention

| Variable | Children | Mean | S.D. | F-test | Sig. |
|-----------------------|-----------------|-------------|-------------|---------------|-------------|
| Purchase Intention | No Children | 5.10 | 0.75 | 1.06 | 0.38 |
| | 1 Children | 5.09 | 0.72 | | |
| | 2 Children | 4.86 | 1.03 | | |
| | 3 Children | 5.11 | 0.94 | | |
| | 4 Children | 5.13 | 0.78 | | |
| | Total | 5.06 | 0.80 | | |

**p < 0.05, **p < 0.01*

According to the table 23, the result shows that the number of children does not have significant effect on the respondent purchase intention of wooden kitchen furniture. Additionally, the highest average score in purchase intention is 5.13 which is from the group of respondents who have 4 children in their family whereas the average lowest mean is 4.86 which is from the customers who have two children.

Table 24: The test of differentiation in educational level toward purchase intention

| Variable | Educational | Mean | S.D. | F-test | Sig. |
|-----------------------|--------------------|-------------|-------------|---------------|-------------|
| Purchase Intention | Primary School | 4.98 | 0.83 | 2.25 | 0.06 |
| | High School | 4.84 | 0.91 | | |
| | Bachelor's degree | 5.12 | 0.72 | | |
| | Master's degree | 5.09 | 0.88 | | |
| | Others | 5.22 | 1.02 | | |
| | Total | 5.06 | 0.80 | | |

**p < 0.05, **p < 0.01*

According to the table 24, the result explains that the difference of educational level does not have significant effect on the respondent purchase intention on wooden kitchen furniture. Additionally, the highest average score in purchase intention is 5.22 which is from the group of respondents who graduated from other educational

levels such as vocational certificate. On the other hand, the lowest average mean is from the customer who graduated from high school which is 4.84.

Table 25: The test of differentiation in income purchase intention

| Variable | Income | Mean | S.D. | F-test | Sig. |
|-----------|---------------------|------|------|--------|------|
| Purchase | 10,000 baht or less | 5.05 | 0.86 | 0.55 | 0.77 |
| Intention | 10,001-20,000 baht | 5.05 | 0.81 | | |
| | 20,001-30,000 baht | 5.02 | 0.76 | | |
| | 30,001-40,000 baht | 5.07 | 0.89 | | |
| | 40,001-50,000 baht | 5.34 | 0.96 | | |
| | 50,001-60,000 baht | 5.50 | 0.50 | | |
| | 90,001-100,000 baht | 4.75 | - | | |
| | Total | 5.06 | 0.80 | | |

**p < 0.05, **p < 0.01*

According to the table 25, the result shows that the different income does not have significant effect on the respondent purchase intention of wooden kitchen furniture. Additionally, the highest average score in purchase intention is 5.34 which is from the group of respondents who make monthly income range of 40,001-50,000 baht whereas the average lowest mean comes from customers who make income approximately 90,001-100,000 baht per month.

4.4 Multiple Regression analysis

The multiple regression analysis was conducted to examine the relationship among independent variables which are perceived quality and perceived price to dependent variable which is perceived value. Furthermore, this research also investigated the value of the purchase intention (DV) by using three independent variables (i.e., perceived quality, perceived price, and perceived value). Therefore, multiple regression was applied to examine the influence of perceived quality, perceived price, and perceived value on purchase intention as well. 385 of the sample

size are appropriate for this technique because the minimum recommended quantity is 100 participants according to Green, (1991).

This study also tested the two hypotheses from multiple regression coefficients analysis method;

H1: Perceived quality and perceived price have a significant impact on perceived value.

H1a: Perceived quality has a significant impact on perceived value.

H1b: Perceived price has a significant impact on perceived value.

H2: Perceived quality, perceived price, and perceived value have a significant impact on purchase intention.

H2a: Perceived quality has a significant impact on purchase intention.

H2b: Perceived price has a significant impact on purchase intention.

H2c: Perceived value has a significant impact on purchase intention.

4.4.1 *Perceived quality, perceived price and perceived value*

The multiple regression analysis has been conducted for perceived quality, perceived price (IV) and perceived value (DV), with the result shown in table 26.

Table 26: Multiple regression of perceived quality and perceived price toward perceived value

| Independent variables | B | S.E. (b) | Beta | t | Sig. |
|------------------------------|----------|-----------------|-------------|----------|-------------|
| (Constant) | 1.052 | 0.219 | | 4.810 | 0.000 |
| Perceived Quality | 0.455 | 0.064 | 0.278*** | 7.112 | 0.000 |
| Perceived Price | 0.436 | 0.030 | 0.568*** | 14.522 | 0.000 |
| $R^2 = 0.554$ | | | | | |
| F = 236.990 | | | | | |

* $p < 0.05$, *** $p < 0.001$

According to the table 26, 55% of the variance in perceived value ($R^2 = 0.554$) can be explained by the independent variables of perceived quality and perceived price which F-value is equal to 236.990. The researcher found that both perceived quality and perceived price are significant predictors of perceived value ($p < 0.001$). It explained that 55% variation in perceived value can be predicted by perceived quality and perceived price. We can also see that perceived price has a higher impact than perceived quality on perceived value by comparing the standardized coefficients according to the table (beta = 0.278 versus beta = 0.568). This can be explained that perceived price is predicting perceived value well. Therefore, the equation of this multiple regression analysis can be seen below:

$$\hat{Y}_{PV} = 1.052 + 0.455X_{PQ} + 0.436X_{PP}$$

Whereas: \hat{Y}_{PV} = Perceived value, a = Constant value, X_{PQ} = Perceived Quality, and X_{PP} = Perceived price

4.4.2 Perceived quality, perceived price, perceived value, and purchase intention

The multiple regression analysis has been conducted for perceived quality, perceived price, perceived value (IV) and purchase intention (DV), and the result can be seen below in table 27.

Table 27: The result of multiple regression analysis of purchase intention

| Independent variables | B | S.E. (b) | Beta | t | Sig. |
|-----------------------|--------|----------|----------|--------|-------|
| (Constant) | -0.502 | 0.309 | | -1.622 | 0.106 |
| Perceived Quality | 0.201 | 0.093 | 0.089* | 2.148 | 0.032 |
| Perceived Price | 0.063 | 0.051 | 0.060 | 1.235 | 0.218 |
| Perceived Value | 0.901 | 0.070 | 0.652*** | 12.841 | 0.000 |
| $R^2 = 0.561$ | | | | | |
| F = 162.408 | | | | | |

* $p < 0.05$, *** $p < 0.001$

According to the table 27, the result of multiple regressions shows that only perceived quality and perceived value has statistically significant relationship with purchase intention. Additionally, Perceived value has the strongest influence on purchase intention ($\beta = 0.652$, $p = 0.000$) greater than perceived quality ($\beta = 0.089$ and $p = 0.032$) However, the result reveals that perceived price has insignificant effects on purchase intention. Therefore, perceived value is the strongest predictor of on purchase intention because the score is closer to 1 than 0. Furthermore, the variance of purchase intention is 56% (variance ($R^2 = 0.561$) and F-value equivalent is 162.408. It means that 56% variation in purchase intention can be predicted by perceived quality, perceived price, perceived value. Therefore, the equation of this multiple regression analysis can be seen below:

$$\hat{Y}_{PI} = -.502 + 0.201X_{PQ} + 0.901X_{PV}$$

Whereas: \hat{Y}_{PI} = Purchase Intention, a = Constant value, X_{PQ} = Perceived Quality,
and X_{PV} = Perceived value

Table 28: Summary of the Hypothesis Testing

| Hypothesis | Result |
|---|---------------|
| H1a: Perceived quality has a significant impact on consumer's perceived value | Accepted |
| H1b: Perceived price has a significant impact on consumer's perceived value | Accepted |
| Hypothesis | Result |
| H2a: Perceived quality has a significant impact on consumer's purchase intention. | Accepted |
| H2b: Perceived price has a significant impact on customers' purchase intention. | Rejected |
| H2c: Perceived value has a significant impact on customer's purchase intention. | Accepted |

CHAPTER FIVE

DISCUSSION AND CONCLUSION

For the final chapter, all of the outcomes in the previous chapter will be summarized and discussed. Also, the obtained information will be used to describe and answer research questions and objectives of this thesis. Furthermore, other further information such limitation, recommendation for future study, and practical implication will also be included and explained within this chapter.

5.1 Conclusion

According to furniture industry, Thai Government Saving Bank (2016) stated that, the furniture industry is projected to be confronted with a down trend in 2017 due to the recession in the property and real estate market. The source of the recession in the real estate market has been linked to financial institution in Thailand. Those monetary institutions have been very strict to offer the mortgage loans to customers due to the high household debt and high cost of living. Consequently, this leads to the decrease in purchase intention of household furniture. Therefore, wooden product distribution index has declined -13.37% Year over Year (YOY). Also, not only economic conditions can influence purchase intention but essential factors such as quality, price, and value can affect purchase intention (Brucks et al., 2000, Garvin, 1984, 1987; Matzler et al., 2004; Qualls & Rosa, 1995; Stone-Romero & Stone, 1997).

To examine the purchase intention toward wooden kitchen furniture, this study has sought information from customers of Siam Global House to answer research questions. By conducting a survey on 385 of Global House customers, this research has used a variety of data analysis technique to analyse the valuable information, which are descriptive statistic, class interval, Pearson correlation, and multiple regression. For instance, there are 56.4% male and 43.6% female respondents. For the age category, there are 45.5% of respondents between the age of 22 and 30 years old, 37.7% of the respondents are between the age of 31 and 40 years old, 12.5% of the

respondents are between the age of 41 and 50 years old, 3.6% between the age of 51 to 60 years old, while 0.8% of the respondents are above 60 years old. Almost half of total customers (49.1%) have monthly income of approximately 10,001 to 20,000 Baht followed by 29.9% who make approximately 20,001-30,000 Baht income monthly.

In essence, the result showed that respondents basically indicate the quality of kitchen furniture in term of appearance, product attribute, and technical quality. Also, this study discovers that customer perceived price on this wooden furniture is positive. This means they agree with the product's price. Perceived value was divided into four dimensions and the respondents emphasize on functional value as the foremost dimension on perceived value. Therefore, the result of the investigation of the relationship of those variables presented that both perceived quality and perceived price have significant effect on perceived value.

Furthermore, both perceived quality and perceived value have the effect on purchase intention but respondents may not decide to purchase products based on only quality. Perceived value is a key determinant influencing their purchase intention toward wooden kitchen furniture more than perceived quality. However perceived price has no significant effect on the purchase intention.

5.2 Discussion

The main purpose of this study was to examine the consumer's perceived quality, perceived price, and perceived value of MJ product, to determine the relationship among customer's perceived quality, perceived price, and perceived value of MJ's kitchen furniture products, and to investigate the impacts of customer's perceived quality, perceived price, and perceived value towards customer's purchase intention to buy MJ's kitchen furniture products. According to the outcomes of this study, each research objectives is discussed as following:

5.2.1 Research Objective: To examine the consumer's perceived quality, perceived price, and perceived value of MJ product.

5.2.1.1 Perceived Quality

This study examined the consumer's perceived quality, perceived price, and perceived value of MJ product from the respondents who visits Siam Global House all over Thailand. According to the outcomes, the finding has confirmed that the respondents have high perceived quality. Also, the main quality dimensions which they use to indicate quality of the product are appearance, product attribute, and technical quality. This finding is consistent with the study of Toivonen (2012) which also supported that appearance (visual and aesthetical characteristics and design), technical quality. Information of supplier, ability of sales personnel, and service are generally essential in case of wooden products. She also mentioned that those quality dimensions are recognized to be the strength of the wooden furniture. Moreover, the study of Saren and Tzokas (1998) revealed that those quality dimensions are important factors to customers to consider in case of wooden flooring and wooden furniture.

5.2.1.2 Perceived Price

The result of this study shows that the perceived price of respondents toward wooden kitchen furniture is positive. This result is consistent with the previous study of Monroe (2003) who concluded that perceived price is positive based on a comparison when the price meet one's expectation. Also, the perceived price will be favourable when buyers perceive the price is consistent with the product performance or its quality. Therefore, the price of the wooden kitchen furniture is in the range of expectation.

5.2.1.3 Perceived Value

The result of perceived value reveals that the respondents have high perceived value for the wooden kitchen furniture. According to the result, the finding shows that the respondents emphasized on perceived value in terms of functional value

(performance and quality) and price value in terms of value of money. This result is consistent with the previous study by Demirgüneş (2015) who concluded that functional values are more important than other dimensions. Omar, Musa, and Nazri (2007) also supported that functional value has the strong effect on customer requirements for the quality of the product and its functions. Furthermore, this result is consistent with the study of Dodds and Monroe (1984); Zeithaml (1998) who demonstrated that value is the trade-off between benefits and sacrifices. Additionally, the findings reveal that emotional value is the third dimension they emphasized on. Also, the previous study from Peng and Liang (2013) who adapts the original model proposes by Sweeney and Soutar (2001) stated that emotional value is a key determinant of perceived value. This means that customers particularly select products or services which are able to give them pleasure. Therefore, it is important to understand and emphasize more on functional value, monetary value (price value) and emotional value in order to add more value to wooden furniture.

5.2.1.4 Purchase intention

According to the result from chapter 4, purchase intention of the customers of Siam Global House is high. Most of respondents agree that there is a high probability that they would consider buying MJ product from Siam Global House. However, Government Savings Bank (2017) also stated that there are other major construction material modern trades especially Home Pro, Thai Watsadu, Mega Home, and Boonthavorn who distribute a wide range of product, from heavy construction material to home decorative products. Therefore, there is an opportunity for the customers to consider purchasing kitchen furniture from these other Modern Trade. Moreover, Bank of Ayudhya (2017) revealed that conveyance is difficult nowadays due to the high household debt. This leads to the decline of building property which consequently influences the decrease of ceramic tiles, sanitary wares, and other the housing decoration demand.

5.2.2 Research Objective: To investigate the impacts of customer's perceived quality and perceived price towards perceived value.

According to the table 11, the study indicates that perceived quality has a moderate positive statistically significant relationship with perceived value. This can be explained that respondents who have high perceived quality will have the high level of perceived value. Basically, perceived value is a multidimensional construct (Sweeney & Soutar, 2001). However, perceived quality is one of the important factors that contribute to higher perceived value because it is an aspect of benefits they get which is the core dimension of perceived value (Milfelner, Snoj, & Korda, 2011). The previous studies also supported that there is a positive relationship between perceived quality and perceived value in case of wooden products and perceived quality seemed to be an antecedent for perceived value Toivonen (2012). Aaker (1991) also demonstrated that perceived quality will provide value for both the organization and the customers.

Moreover, the outcome shows that perceived price has a high significantly positive relationship with perceived value. This result is consistent with Monroe (2012), who stated that perceived value will be high when perceived price is high and likely perceived value will be low when perceived price is low. Sun, Su, and Huang (2013) also stated that perceived price would influence customer's overall perceived value and purchase intention respectively. The perceived price will have an effect on perceived value directly if the price of a product is acceptable or unfair (Schiffman, Kanuk & Hansen, 2012). Zeithaml (1988) also revealed that value is what people get for the cost they pay. Accordingly, the result from table 18 has confirmed that perceived price has more influence to perceived value than perceived quality which is consistent with Dodds and Monroe (1984). Zeithaml (1988) stated that "*value is price first and quality second*". Therefore, the company should ensure that their pricing strategy is compatible with the target customers in order to create the highest value they expect.

5.2.3 Research Objective: To investigate the impacts of customer's perceived quality, perceived price, and perceived value towards customer's purchase intention to buy MJ's kitchen furniture products.

This study examines the effects of perceived quality, perceived price, and perceived value toward the purchase intention of MJ's product from visitors of Siam Global House all over Thailand. The findings revealed that perceived quality has statistically significant effect on purchase intention which is supported by Aaker (1991), who confirmed that perceived quality is one of the main factors which directly influence purchase intention. Moreover, this result is consistent with previous studies conducted by Dae and Joon (2009); Hoch and Banerji (1993); Richardson et al. (1996); Tsiotsou (2006) who explained that perceived quality has the positive relationship with purchase intention and it is the predictor of purchase intentions. If perceived quality is higher, purchase intention is also higher. There are also support evidences from other author who stated that positively perceived quality will enhance the degree of purchase intention (Carman, 1990; Boulding, Karla, Staelin, & Zeithaml, 1993; Parasuraman, Zeithaml, & Berry, 1996). Mirabi, Akbariyeh and Tahmasebifard (2015) also stated that the purchase intention will be driven by perceived quality. Perceived quality is an antecedent on purchase intention which means customers emphasize on product quality in their buying decision on whatever products they would buy (Asshidin, Abidin, & Borhan, 2016). Therefore, perceived quality is quite a good predictor of purchase intention based on the result.

The outcome also showed that perceived value has statistically significant influence on purchase intention toward wooden kitchen furniture of Siam Global House customers. This means that the customers emphasize on value in their purchasing process. Also, this result is consistent with previous studies by Chi, Yeh, and Tsai (2011) who stated that perceived value has a significant impact on purchase intention. Furthermore, the authors also explained that when perceived value is high, purchase intention will be high respectively. Therefore, consumers will apply perceive value to evaluate the product or service and follow it to make the purchase behaviour. The study of Zeithaml, (1988), Dodds et al., (1991), and Cronin et al., (2000) found

that perceived value has been argued to be the most important indicator to predict purchase intentions. Dodds and Monroe (1985) also suggested that perceived value is an important component to make purchasing decision and customers will consider buying a product with high perceived value. Value can be defined as the benefit customers gain, therefore, the probability of purchase intention will increase, when consumers perceive more benefits than the cost they pay for a product (Dickson & Sawyer, 1990). Therefore, perceived value is an essential factor which indicates the degree of purchase intention of customer. However, the result of this study shows that perceived price has an insignificant effect on purchase intention. This result is consistent with the study conducted by Kim, Sumeet, & Li, (2005) who mentioned that perceived price has an insignificant effect on purchase intention. The rejection of hypothesis H2B indicates that price is not the main factor in making purchasing decision about wooden furniture. Quality and value seem to be important to customers in case of wooden furniture (Toivonen, 2012). According to this study, perceived price is measured without reference to other relative competitors. The study of Varki & Colgate (2001) also supported that the result of perceived price with/without competing brand was different when they are measured in two data sets. The outcome of that study demonstrated that the first data set had no relation between perceived price and purchase intention whereas another data set had a strong relationship because perceived price are formed from internal reference prices (Monroe, 1990). Therefore, this might be a reason why perceived price is not significant influencing purchase intention.

5.3 Limitations

This study was conducted by using respondents who visit Siam Global House stores. Therefore, the result may not generalize for the customers that visit other Modern trade or retailer (Home Pro, Thai Watsadu, Mega Home, etc.). Secondly, this research was conducted on a single product (wooden kitchen furniture) and only one target group (customers of Siam Global House). This also may limit the usage of the result to generalize for other wooden furniture.

5.4 Practical implication suggest company to develop

5.4.1 Managerial Implication

The study found that perceived quality has a significant effect on purchase intention. Perceived quality is an important factor to develop the product. This can help the marketers to focus on what quality dimension is related to purchase intention. To retain the existing customers, marketers should ensure that the perceived quality is high. The continuous improvement in the product quality can offer competitive advantages for the company. Furthermore, perceived quality could assist marketers to differentiate their products from competitors. Therefore, MJ Parawood can use the result of this study to improve on the visual product appearance, product attribute, and technical quality. Those quality dimensions are the dimensions which the respondents emphasized on. Furthermore, the company can improve upon the lower score dimensions such as brand reputation and quality of sales personnel in order to attract more new customers.

According to the result, perceived value is a factor which has an effect on purchase intention. Both perceived functional value and perceived price value have effects on purchase intention. This reflected that customers require the usefulness of product and value for money. Also, the findings showed that emotional value is emphasized by respondents. Emotional value is a key determinant of perceived value (Sweeney & Soutar, 2001). Therefore, MJ Parawood can offer more benefit, higher physical performance of the product and more emotional values to increase sales because those dimensions have influences on purchase intention. This enables the company to develop their strategies, assist in developing product, and operate the business in the right direction.

5.4.2 Theoretical implication

Academically, the finding of this study confirms the understanding about perceived quality, perceived price, and perceived value and their relationship with purchase intention toward wooden kitchen furniture. As mentioned earlier, Perceived quality of customer may be different from the actual quality of products

(manufacturing quality). For example, it is possible that customer has a negative perceived quality even when the manufacturing quality is good. Therefore, matching between perceived quality and actual one is important. Moreover, this study supports that perceived value is the most important factor to forecast purchase intention. On the other hand, price can be perceived positively but it may have an indirect effect on purchase intention.

5.5 Recommendation for future study

With presented information in this study, the findings indicated that both perceived quality and perceived value were positive and had significant effects on purchase intention toward wooden kitchen furniture. In other word, customers use these factors to make purchase decision whether they would buy or not to buy the product. Although the consequence of this study confirmed the existing literature related to the effect of customer's perception toward purchase intention. However, future study is needed in different contexts.

For the future research, the study should examine other antecedents which have influences on purchase intention because purchase intention can change under the influence of quality, price, and value and other variables. .Additionally, the decision would be impacted by internal or external factors during the purchasing process (Gogoi, 2013). Secondly, this study only investigated the purchase intention. Thus, the future research could examine the actual purchasing of customer as well. Finally, this study was conducted from only the customers of Siam Global House. Therefore, a future study might obtain data from other groups of customer from other retailers (specialty store) in order to extend the scope of the study. By doing this, the findings might be more effective and accurate.

5.6 Summary

The findings demonstrate that perceived quality and perceived value have the positive relationship with the purchase intention. The findings of this study have also confirmed the existing previous studies about customer perception especially in the context of wooden product. The respondents are likely to have higher purchase

intention when their perceived quality is higher. Also, higher perceived value tends to lead to higher purchase intention. However, perceived price has insignificant effect on purchase intention but it may have an indirect effect on purchase intention. Therefore, Purchase intention can be changed under the influence of quality and value. Moreover, purchase intention is the most important factor to predict the behaviour. With greater purchase intention, it means the probability to purchase the product or service is higher.

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APPENDIX (QUESTIONNAIRE)

Dear Participants

My name is Tharit Saorayangkoon. Currently, I'm studying the Master of Business Administration (International program) at Prince of Songkla University. According to this study, its purpose is to investigate Siam Global House customer's perceptions and their effects toward purchase intention on wooden kitchen furniture. Therefore, I would like to invite you to participate and answer the survey question. All of your information will be used only for academic purpose and conceal from the public. Finally, I would be thankful for your participating in this data collection.

If you have any question regarding to this survey or would like further information, please do not hesitate to contact me by sending an e-mail to tharit.sao@gmail.com.

With best regards

Tharit Saorayangkoon

Part 1: Please study the questions carefully and pick the best answer to describe yourself.

1. What is your gender?

Male Female

2. How old are you?

22-30 31-40 41-50 51-60 60+

3. What is your marital status?

Married Divorced Single

4. How many children do you have? (Please write in number) _____

5. What is the highest level of formal education you have completed?

Primary school High school Bachelor degree

Master degree Doctor's degree

6. What is your income per month?

0 - 10,000 baht 10,001 - 20,000 baht 20,001 - 30,000 baht

30,001 - 40,000 baht 40,001 - 50,000 baht 50,001 - 60,000 baht

60,001 - 70,000 baht 70,001 - 80,000 baht 80,001 - 90,000 baht

90,001 - 100,000 baht 100,001 - 110,000 baht 110,001 + baht

Part 2: Please study the list carefully and then rate each item on how much you agree

| Using the following scale to indicate how much you agree or disagree with the following statements. | | | | |
|---|-----------------|----------------|--------------|------------------------|
| Strongly disagree (SD) | Disagree (D) | Neutral (N) | Agree (A) | Strongly agree (SA) |
| 1 | 2 | 3 | 4 | 5 |

| Statements | SD | D | N | A | SA |
|--|----|---|---|---|----|
| 2.1 This supplier is reliable. | 1 | 2 | 3 | 4 | 5 |
| 2.2 This supplier has good reputation. | 1 | 2 | 3 | 4 | 5 |
| 2.3 There is a good serviceability of the sales personnel. | 1 | 2 | 3 | 4 | 5 |
| 2.4 There is a good service (related to the product). | 1 | 2 | 3 | 4 | 5 |
| 2.5 There is a good warranty (for the product). | 1 | 2 | 3 | 4 | 5 |
| 2.6 Payment and delivery terms are acceptable. | 1 | 2 | 3 | 4 | 5 |
| 2.7 There is effective availability of product information from the sales personnel. | 1 | 2 | 3 | 4 | 5 |
| 2.8 There is sufficient information about the producer. | 1 | 2 | 3 | 4 | 5 |
| 2.9 The MJ products are environmental friendliness. | 1 | 2 | 3 | 4 | 5 |
| 2.10 Appearance of MJ products is good. | 1 | 2 | 3 | 4 | 5 |
| 2.11 The MJ products are easy to take care. | 1 | 2 | 3 | 4 | 5 |
| 2.12 The MJ products have the good attribute. | 1 | 2 | 3 | 4 | 5 |
| 2.13 The MJ products have high technical quality. | 1 | 2 | 3 | 4 | 5 |

with each statement?

Part 3: Please study the list carefully and then rate each item on how much you agree with each statement?

| Using the following scale to indicate how much you agree or disagree with the following statements. | | | | | | |
|---|----------------------|---------------------------------|---------------------|------------------------------|-------------------|-----------------------------|
| Strongly disagree (SD) 1 | Disagree (D) 2 | Slightly disagree (SLD) 3 | Neutral (N) 4 | Slightly agree (SLA) 5 | Agree (A) 6 | Strongly agree (SA) 7 |

| Statements | S D | D | SL D | N | SL A | A | S A |
|---|--------|---|---------|---|---------|---|--------|
| 3.1 The price of the product is appropriate relative to its performance. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.2 The price of the product meets my expectations. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.3 The price of the product is good value for money comparing to other brands. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Part 4: Please study the list carefully and then rate each item on how much you agree with each statement?

| Using the following scale to indicate how much you agree or disagree with the following statements. | | | | | | |
|---|----------------------|---------------------------------|---------------------|------------------------------|-------------------|-----------------------------|
| Strongly disagree (SD) 1 | Disagree (D) 2 | Slightly disagree (SLD) 3 | Neutral (N) 4 | Slightly agree (SLA) 5 | Agree (A) 6 | Strongly agree (SA) 7 |

| Statements | S D | D | SL D | N | SL A | A | S A |
|---|--------|---|---------|---|---------|---|--------|
| 4.1 The MJ product has consistent quality. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.2 The MJ product is well made. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.3 The MJ product has an acceptable standard of quality. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.4 The MJ product has good workmanship. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.5 The MJ product would last a long time. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 4.6 The MJ product would perform consistently. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.7 The MJ product is reasonably priced. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.8 The MJ product offers value for money. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.9 The MJ product is priced well. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.10 The MJ product would be economical. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.11 The MJ product would help me to feel acceptable. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.12 The MJ product would improve the way I am perceived. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.13 The MJ product would make a good impression on other people. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.14 The MJ product would give its owner social approval. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.15 The MJ product is one that I would enjoy. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.16 The MJ product would make me want to use it. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.17 The MJ product is one that I would feel relaxed about. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.18 The benefits of MJ product would make me feel good. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.19 The benefits of MJ product would give me pleasure. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Part 5: Please study the list carefully and then rate each item on how much you agree with each statement?

| Using the following scale to indicate how much you agree or disagree with the following statements. | | | | | | |
|---|--------------|-------------------------|-------------|----------------------|-----------|---------------------|
| Strongly disagree (SD) | Disagree (D) | Slightly disagree (SLD) | Neutral (N) | Slightly agree (SLA) | Agree (A) | Strongly agree (SA) |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| Statements | S | D | SL | N | SL | A | S |
|--|---|---|----|---|----|---|---|
| | D | | D | | A | | A |
| 5.1 The probability that I would consider buying MJ product from this store is high. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5.2 If I were going to buy MJ product, I would consider buying at the price shown. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5.3 The likelihood of my purchasing MJ product from this store is high. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5.4 My willingness to purchase MJ product from this store is high. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |



เรียน ผู้ที่มีส่วนร่วม

กระผม นายธฤต เศรษฐายากร ปัจจุบันกำลังศึกษาปริญญาโท สาขาบริหารธุรกิจ (นานาชาติ) ที่มหาวิทยาลัยสงขลานครินทร์ เนื่องด้วยการศึกษาครั้งนี้มีวัตถุประสงค์เพื่อสำรวจการรับรู้ของลูกค้าและผลกระทบต่อความตั้งใจในการซื้อชุดครัวไม้ ดังนั้นกระผมจึงขออนุญาตเชิญคุณเข้าร่วมและตอบแบบสอบถามในการสำรวจครั้งนี้ ข้อมูลทั้งหมดของคุณจะถูกนำมาใช้เพื่อจุดประสงค์ทางวิชาการและปกปิดจากสาธารณะ ขอขอบพระคุณที่ท่านให้ความร่วมมือในการเก็บข้อมูลครั้งนี้ หากท่านมีคำถามเกี่ยวกับการเก็บข้อมูลหรือ ต้องการสอบถามข้อมูลเพิ่มเติม กรุณาติดต่อ นายธฤต เศรษฐายากร ผ่านทาง อีเมลล์ tharit.sao@gmail.com.

ด้วยความเคารพอย่างสูง

นายธฤต เศรษฐายากร

ส่วนที่ 1 กรุณาศึกษาข้อคำถามอย่างละเอียดและ เลือกคำตอบที่ตรงกับความเป็นจริงของท่านมากที่สุด

1. เพศ: ชาย หญิง
2. ท่านมีอายุเท่าไร
- 22-30 31-40 41-50 51-60 60+
3. ท่านมีสถานะอะไร
- แต่งงานแล้ว หย่าร้าง โสด อื่นๆ
4. ท่านมีบุตรทั้งหมดกี่คน (กรณาระบุจำนวน) _____
5. ระดับการศึกษาสูงสุด
- ประถมศึกษา มัธยมศึกษา ปริญญาตรี ปริญญาโท ปริญญาเอก
- อื่นๆ โปรดระบุ.....
6. ท่านมีรายได้โดยเฉลี่ย (ต่อเดือน) เท่าไร
- 0 - 10,000 บาท 10,001 - 20,000 บาท 20,001 - 30,000 บาท
- 30,001 - 40,000 บาท 40,001 - 50,000 บาท 50,001 - 60,000 บาท
- 60,001 - 70,000 บาท 70,001 - 80,000 บาท 80,001 - 90,000 บาท
- 90,001 - 100,000 บาท 100,001 - 110,000 บาท 110,001+ บาท

ส่วนที่ 2 ความคิดเห็นเกี่ยวกับการรับรู้คุณภาพของลูกค้าสยามโกลบอลเฮ้าส์

| กรุณาศึกษาข้อคำถามอย่างละเอียดและ เลือกคำตอบที่ตรงกับความคิดเห็นของท่านมากที่สุด โดยใช้ระดับความคิดเห็นดังนี้ | | | | |
|---|-------------|------|----------|-------------------|
| ไม่เห็นด้วยอย่างยิ่ง | ไม่เห็นด้วย | เฉยๆ | เห็นด้วย | เห็นด้วยอย่างยิ่ง |
| 1 | 2 | 3 | 4 | 5 |

| ข้อความ | ไม่เห็นด้วยอย่างยิ่ง ←→ เห็นด้วยอย่างยิ่ง | | | | |
|---|---|---|---|---|---|
| 2.1 ผู้ผลิตเฟอร์นิเจอร์ชุดครัวไม้มีความน่าเชื่อถือ. | 1 | 2 | 3 | 4 | 5 |
| 2.2 ผู้ผลิตเฟอร์นิเจอร์ชุดครัวไม้มีชื่อเสียงที่ดี | 1 | 2 | 3 | 4 | 5 |
| 2.3 พนักงานขายมีความสามารถในการให้บริการที่ดี | 1 | 2 | 3 | 4 | 5 |
| 2.4 มีการบริการที่เกี่ยวข้องเนื่องผลิตภัณฑ์เฟอร์นิเจอร์ในระดับดี | 1 | 2 | 3 | 4 | 5 |
| 2.5 เฟอร์นิเจอร์แบรนด์นี้มีการรับประกันที่ดี | 1 | 2 | 3 | 4 | 5 |
| 2.6 เงื่อนไขการชำระเงินและการจัดส่งอยู่ในระดับที่ยอมรับได้ | 1 | 2 | 3 | 4 | 5 |
| 2.7 พนักงานขายมีความรู้ และสามารถให้ข้อมูลผลิตภัณฑ์อย่างมีประสิทธิภาพ | 1 | 2 | 3 | 4 | 5 |
| 2.8 มีข้อมูลที่ชัดเจนและเพียงพอเกี่ยวกับผู้ผลิตสินค้านี้ | 1 | 2 | 3 | 4 | 5 |
| 2.9 ผลิตภัณฑ์ MJ เป็นมิตรต่อสิ่งแวดล้อม | 1 | 2 | 3 | 4 | 5 |
| 2.10 ผลิตภัณฑ์ MJ มีรูปลักษณะภายนอกที่ดี | 1 | 2 | 3 | 4 | 5 |
| 2.11 ผลิตภัณฑ์ MJ ง่ายต่อการดูแลรักษา | 1 | 2 | 3 | 4 | 5 |
| 2.12 ผลิตภัณฑ์ MJ มีคุณสมบัติที่ดี | 1 | 2 | 3 | 4 | 5 |
| 2.13 ผลิตภัณฑ์ MJ มีคุณภาพทางเทคนิคสูง | 1 | 2 | 3 | 4 | 5 |

ส่วนที่ 3 ความคิดเห็นเกี่ยวกับการรับรู้ราคาของลูกค้ายามโกลบอลเฮ้าส์

| กรุณาศึกษาข้อความอย่างละเอียดและ เลือกคำตอบที่ตรงกับความคิดเห็นของท่านมากที่สุด โดยใช้ระดับความคิดเห็นดังนี้ | | | | | | |
|--|-------------|---------------------|------|----------|------------------|-------------------|
| ไม่เห็นด้วยอย่างยิ่ง | ไม่เห็นด้วย | ค่อนข้างไม่เห็นด้วย | เฉยๆ | เห็นด้วย | ค่อนข้างเห็นด้วย | เห็นด้วยอย่างยิ่ง |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | | | | | | |

| ข้อความ | ไม่เห็นด้วยอย่างยิ่ง ←→ เห็นด้วยอย่างยิ่ง | | | | | | |
|--|---|---|---|---|---|---|---|
| 3.1 ราคาของผลิตภัณฑ์ MJ มีความเหมาะสมต่อคุณภาพของผลิตภัณฑ์ | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.2 ราคาของผลิตภัณฑ์ MJ ตรงกับความคาดหวังของท่าน | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.3 ราคาของผลิตภัณฑ์ MJ นั้นคุ้มค่ากับเงินเมื่อเปรียบเทียบกับยี่ห้ออื่น ๆ. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

ส่วนที่ 4 ความคิดเห็นเกี่ยวกับการรับรู้คุณค่าของลูกค้าสยามโกลบอลเฮ้าส์

| กรรณาศึกษาข้อความอย่างละเอียดและ เลือกคำตอบที่ตรงกับความคิดเห็นของท่านมากที่สุด โดยใช้ระดับความคิดเห็นดังนี้ | | | | | | |
|--|-------------|---------------------|------|----------|------------------|-------------------|
| ไม่เห็นด้วยอย่างยิ่ง | ไม่เห็นด้วย | ค่อนข้างไม่เห็นด้วย | เฉยๆ | เห็นด้วย | ค่อนข้างเห็นด้วย | เห็นด้วยอย่างยิ่ง |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| ข้อความ | ไม่เห็นด้วยอย่างยิ่ง ← → เห็นด้วยอย่างยิ่ง | | | | | | |
|--|--|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.1 ผลิตภัณฑ์ MJ มีคุณภาพที่เสมอต้นเสมอปลาย | | | | | | | |
| 4.2 ผลิตภัณฑ์ MJ ผ่านการผลิตที่ดี | | | | | | | |
| 4.3 ผลิตภัณฑ์ MJ มีคุณภาพเป็นไปตามมาตรฐานที่ได้รับการยอมรับ | | | | | | | |
| 4.4 ผลิตภัณฑ์ MJ มีฝีมือการผลิตที่ดี | | | | | | | |
| 4.5 ผลิตภัณฑ์ MJ มีความทนทาน | | | | | | | |
| 4.6 ผลิตภัณฑ์ MJ สามารถใช้งานได้สม่ำเสมอ | | | | | | | |
| 4.7 ราคาของผลิตภัณฑ์ MJ มีความสมเหตุสมผล | | | | | | | |
| 4.8 ผลิตภัณฑ์ MJ ให้ความคุ้มค่ากับเงินที่จ่ายไป | | | | | | | |
| 4.9 ราคาของผลิตภัณฑ์ MJ ไม่แพงจนเกินไป | | | | | | | |
| 4.10 ราคาของผลิตภัณฑ์ MJ มีความเหมาะสมต่อสภาวะเศรษฐกิจในปัจจุบัน | | | | | | | |
| 4.11 ผลิตภัณฑ์ MJ จะช่วยให้ฉันรู้สึกเป็นที่ยอมรับจากคนอื่นๆ | | | | | | | |
| 4.12 ผลิตภัณฑ์ MJ ช่วยยกระดับการรับรู้ที่คนอื่นมีต่อฉัน | | | | | | | |
| 4.13 ผลิตภัณฑ์ MJ ทำให้คนอื่นๆประทับใจในตัวฉัน | | | | | | | |
| 4.14 ผลิตภัณฑ์ MJ ทำให้ผู้ครอบครองได้รับการยอมรับจากสังคม | | | | | | | |
| 4.15 ผลิตภัณฑ์ MJ เป็นผลิตภัณฑ์ที่ฉันชื่นชอบ | | | | | | | |
| 4.16 ผลิตภัณฑ์ MJ ทำให้ฉันอยากจะใช้งานเฟอร์นิเจอร์ | | | | | | | |
| 4.17 ฉันจะรู้สึกผ่อนคลายเวลาใช้ผลิตภัณฑ์ MJ | | | | | | | |
| 4.18 ประโยชน์ที่ได้รับจากผลิตภัณฑ์ MJ ทำให้ฉันรู้สึกดี | | | | | | | |
| 4.19 ประโยชน์ที่ได้รับจากผลิตภัณฑ์ MJ ทำให้ฉันพึงพอใจ | | | | | | | |

ส่วนที่ 5 ความคิดเห็นเกี่ยวกับการความตั้งใจซื้อของลูกค้าสยามโกลบอลเฮ้าส์

| กรุณาศึกษาข้อความอย่างละเอียดและ เลือกคำตอบที่ตรงกับความคิดเห็นของท่านมากที่สุด โดยใช้ระดับความคิดเห็น ดังนี้ | | | | | | |
|---|-------------|---------------------|------|----------|------------------|-------------------|
| ไม่เห็นด้วยอย่างยิ่ง | ไม่เห็นด้วย | ค่อนข้างไม่เห็นด้วย | เฉยๆ | เห็นด้วย | ค่อนข้างเห็นด้วย | เห็นด้วยอย่างยิ่ง |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| ข้อความ | ไม่เห็นด้วยอย่างยิ่ง \longleftrightarrow เห็นด้วย อย่างยิ่ง | | | | | | |
|---|--|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5.1 มีความเป็นไปได้สูงที่ฉันจะพิจารณาซื้อผลิตภัณฑ์ MJ จากร้านค้านี้ | | | | | | | |
| 5.2 หากฉันกำลังจะซื้อ ผลิตภัณฑ์ MJ ฉันจะซื้อ ณ ระดับราคาที่แสดงไว้ | | | | | | | |
| 5.3 มีโอกาสสูงที่ฉันจะซื้อผลิตภัณฑ์ MJ จากร้านค้านี้ | | | | | | | |
| 5.4 ฉันมีความตั้งใจสูงที่จะซื้อ ผลิตภัณฑ์ MJ จากร้านค้านี้ | | | | | | | |



Topic: The investigation of the relationship between perceived quality, perceived price, and perceived value toward purchase intention: A case of wooden kitchen furniture.

This content validity test consisted of four parts

1. The perceived quality of the customer in Siam Global House
2. The perceived price of the customer in Siam Global House
3. The perceived value of the customer in Siam Global House
4. The purchase intention of the customer in Siam Global House

The instruction

The Item-Objective Congruence (IOC) will be evaluated by the expert where they are able to score from -1 to +1.

Giving = +1 if the items are congruent with the variables.

Giving = 0 if the items are questionable with the variables

Giving = -1 if the items are incongruent with the variables.

Topic: The investigation of the relationship between perceived quality, perceived price, and perceived value toward purchase intention. A case of wooden kitchen furniture

1. Perceived Quality is the consumer judgment regarding to product overall performance or superiority (Zeithaml, 1988). This perceived quality measurement scale is adapted from Toivonen (2012).

Perceived quality questionnaires

| No. | The perception of the customer in Siam Global House | IOC Score from experts | | | Average IOC Score | Result |
|--------------------------|--|------------------------|----------|----------|-------------------|--------|
| | | Expert 1 | Expert 2 | Expert 3 | | |
| Perceived Quality | | | | | | |
| 1 | This supplier is reliable. | +1 | +1 | +1 | 1.0 | PASS |
| 2 | This supplier has good reputation. | +1 | +1 | +1 | 1.0 | PASS |
| 3 | There is a good serviceability of the sales personnel. | +1 | +1 | +1 | 1.0 | PASS |
| 4 | There is a good service (related to the product). | +1 | +1 | +1 | 1.0 | PASS |
| 5 | There is a good warranty (for the product). | +1 | +1 | +1 | 1.0 | PASS |
| 6 | Payment and delivery terms are acceptable. | +1 | +1 | +1 | 1.0 | PASS |
| 7 | There is effective availability of product information from the sales personnel. | +1 | +1 | +1 | 1.0 | PASS |
| 8 | There is sufficient information about the producer. | +1 | +1 | 0 | 0.67 | PASS |
| 9 | The MJ products are environmental | +1 | +1 | +1 | 1.0 | PASS |

| | | | | | | |
|----|--|----|----|----|-----|------|
| | friendliness. | | | | | |
| 10 | Appearance of MJ products is good. | +1 | +1 | +1 | 1.0 | PASS |
| 11 | The MJ products are easy to take care. | +1 | +1 | +1 | 1.0 | PASS |
| 12 | The MJ products have the good attribute. | +1 | +1 | +1 | 1.0 | PASS |
| 13 | The MJ products have high technical quality. | +1 | +1 | +1 | 1.0 | PASS |

2. Perceived Price is “consumers do not always remember actual prices of products or services but they encode prices in ways which are meaningful for them and remember the price only as “cheap” or “expensive” superiority (Zeithaml, 1988). This Perceived price measurement is adapted from Herrmann, Monroe, and Huber (2007).

Perceived price questionnaires

| No | The perception of the customer in Siam Global House | IOC Score from experts | | | Average IOC Score | Result |
|------------------------|--|------------------------|----------|----------|-------------------|--------|
| | | Expert 1 | Expert 2 | Expert 3 | | |
| Perceived Price | | | | | | |
| 1 | The price of the product is appropriate relative to its performance. | +1 | +1 | +1 | 1.0 | PASS |
| 2 | The price of the product meets my expectations. | +1 | +1 | +1 | 1.0 | PASS |
| 3 | The price of the product is good value for money comparing to other brands | +1 | +1 | +1 | 1.0 | PASS |

3. Perceived Value is customer cognitive assessment which based on the value they gain and cost they sacrificed. The value can evaluated from emotional value, social,

functional value (price/value for money), and functional value (performance/ quality).

Perceived value measurement is adapted from Sweeney and Soutar (2001).

Perceived value questionnaires

| No | The perception of the customer in Siam Global House | IOC Score from experts | | | Average IOC Score | Result |
|------------------------|---|------------------------|----------|----------|-------------------|--------|
| | | Expert 1 | Expert 2 | Expert 3 | | |
| Perceived value | | | | | | |
| 1 | The MJ product has consistent quality. | +1 | +1 | +1 | 1.0 | PASS |
| 2 | The MJ product is well made. | +1 | +1 | +1 | 1.0 | PASS |
| 3 | The MJ product has an acceptable standard of quality. | +1 | +1 | +1 | 1.0 | PASS |
| 4 | The MJ product has good workmanship. | +1 | +1 | +1 | 1.0 | PASS |
| 5 | 5 The MJ product would last a long time. | +1 | +1 | +1 | 1.0 | PASS |
| 6 | The MJ product would perform consistently. | +1 | +1 | +1 | 1.0 | PASS |
| 7 | The MJ product is reasonably priced. | +1 | +1 | +1 | 1.0 | PASS |
| 8 | The MJ product offers value for money. | +1 | +1 | +1 | 1.0 | PASS |
| 9 | The MJ product is priced well. | +1 | +1 | 0 | 0.67 | PASS |
| 10 | The MJ product would be economical. | +1 | +1 | +1 | 1.0 | PASS |
| 11 | The MJ product would help me to feel acceptable. | +1 | +1 | +1 | 1.0 | PASS |
| 12 | The MJ product would improve the way I am perceived. | +1 | +1 | -1 | 0.33 | PASS |

| | | | | | | |
|----|--|----|----|----|-----|------|
| 13 | The MJ product would make a good impression on other people. | +1 | +1 | +1 | 1.0 | PASS |
| 14 | The MJ product would give its owner social approval. | +1 | +1 | +1 | 1.0 | PASS |
| 15 | The MJ product is one that I would enjoy. | +1 | +1 | +1 | 1.0 | PASS |
| 16 | The MJ product would make me want to use it. | +1 | +1 | +1 | 1.0 | PASS |
| 17 | The MJ product is one that I would feel relaxed about. | +1 | +1 | +1 | 1.0 | PASS |
| 18 | The benefits of MJ product would make me feel good. | +1 | +1 | +1 | 1.0 | PASS |
| 19 | The benefits of MJ product would give me pleasure. | +1 | +1 | +1 | 1.0 | PASS |

4. Purchase intention is can be presented as the possibility to buy a product by customers. Purchase intention measurement is adapted from Dodds, Monroe, and Grewal, (1991)

| No | The perception of the customer in Siam Global House | IOC Score from experts | | | Average IOC Score | Result |
|---------------------------|---|------------------------|----------|----------|-------------------|--------|
| | | Expert 1 | Expert 2 | Expert 3 | | |
| Purchase Intention | | | | | | |
| 1 | The probability that I would consider buying MJ product from this store is high | +1 | +1 | +1 | 1.0 | PASS |
| 2 | If I were going to buy MJ product, I would consider buying at the price shown. | +1 | +1 | +1 | 1.0 | PASS |
| 3 | The likelihood of my | +1 | +1 | +1 | 1.0 | PASS |

| | | | | | | |
|---|---|----|----|----|-----|------|
| | purchasing MJ product from this store is high. | | | | | |
| 4 | My willingness to purchase MJ product from this store is high | +1 | +1 | +1 | 1.0 | PASS |

VITAE

Name Mr. Tharit Saorayangkoon

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Educational Attainment

| Degree | Name of Institution | Year of Graduation |
|--|---------------------------------|---------------------------|
| Bachelor of Business Administration | Prince of Songkla University | 2014 |

List of Publication and Proceeding

National Conference on Administration and Management 11th

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