

Perceived Value of Generation Y Identify as LGBTQ Customer's Towards OTOP Products in Northern Thailand

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Abstract— This study aimed at highlighting the product value perception of Thai Generation Y who identify themselves as LGBTQ and have experience in buying Chiang Mai and Lamphun OTOP branded products. An exploratory study was adopted in investigating the consumer perceived value, repurchase intention, and willingness to recommend friends. A self-administration questionnaire survey was used to collect data from generation Y identify as LGBTQ. The 400 surveyed population had answered both nominal scale question type and 5 level rating scales question type. The samples were conveniently selected from the customers of Chiang Mai and Lamphun OTOP products for personal consumption. There are four types of products in this study including textiles, processed foods, agricultural products and handicraft products, such as Lamphun Yok Dok woven textile, Thai style sausages, honey, and silverware. Inferential statistics, including t-test, F-test, as well as multiple regression analysis, were used to compare the product groups, and to investigate the impact of the repurchase intention and willingness to recommend friends from the perceived values.

The study results showed main factors influencing the LGBTQ customers purchase decisions are own self-determination, and recommendation from acquaintances. The customers usually bought the products in weekdays. The purchasing was averagely done once a year and mostly during or nearing an annual festival. The results identified four different perceived values which significantly influence the repurchase intention, namely perceived value in emotional response to consumption, perceived value in monetary price, perceived value in behavioral price, and perceived value in recognition of reputation. The perceived values significantly affected consumer willingness to recommend friends, to purchase the OTOP products, including perceived value in product and service quality, perceived value in behavioral price, perceived value in monetary price, and perceived value in recognition of reputation. In the meantime, the repurchase intention and willingness to recommend friends to purchase the OTOP products were both in high level.

Those findings highlighted the importance of the multidimensional approach to perceived value. Both emotion and product quality were possibly the most powerful forces for promote the OTOP. Local entrepreneurs should focus on the quality of their products in order to gain good customer experience. Furthermore, emotional marketing can be a enormous way to increase customers willing to pay and realize that it is worth the money. The pleasure atmosphere of the shop should be focused to impress the customers, as a result, it will

increase the repurchase intention. In addition, the well design of selling process should be focused on customer convenience. A good quality of customer interaction was also a key factor to increase customer repurchase.

Keywords—Perceived value, Purchase intention, LGBTQ, Local community product

I. INTRODUCTION

Thailand government has created a strategy to enhance innovative One Tambon One Product [OTOP] since 2017 [1]. The OTOP program had increased the value-added of local resources by incorporating the local identity, historical culture heritage, and product quality standard into the products. In order to develop OTOP products towards strength and sustainability, the Community Development Department [CDD], Ministry of Interior had hired 237 online marketers and OTOP Traders across the country to help support OTOP entrepreneurs' online marketing and to promote community products from across the country. [2]

Generation Y was the largest population group in the world, with 1.8 billion people worldwide, accounted for 23 percent of the total population, especially in Asia, the group accounts for up to one-fourth of the world's Generation Y population. [3] According to their profound attitude, Generation Y seems to be less emphasis on family than previous generations. At the same time, they trend to highly value the balance between personal life and work. For their personal value, a private life is as necessary as working to earn money, so they live majorly by celibacy [4]. According to LGBT Capital by Galileo Capital Management company [5], there were 483 million LGBTplus people worldwide, of which 288 million people in Asia, account almost 60 percent of the world. Concurrently, an exposed number of LGBTplus people in Thailand was up to 4 million people. The group of people have become an interesting market in Thailand with a high value of 6.64 trillion Thai baht, and with purchasing power higher than general groups [6]. The group of population in Thailand had reached a total income rate of up to \$50 billion or 1.7 trillion baht in 2016. They are a potential market group who gain relatively high income.

According to various studies, gender diversity had impacted brand perception. According to INCUBETA consulting company [7], It was found that inclusive marketing becomes more intersectional and rewarding brands and

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businesses that choose to mirror real-world demographics within their marketing program. However, assessing the inclusive value at an individual level touches many facets of personal experience and perceived values such as awareness, authenticity, performance, and marketing style. The OTOP products which originate from Local Thai communities with different cultural roots has different characters and originate values to promote in a market. Thus, this research aims to investigate how the diversity group perceived value from consuming OTOP products that can lead to purchasing decisions and referring others to purchase. As a result, OTOP entrepreneurs can use information to develop marketing strategies and efficiently develop their products innovation to satisfy the LGBTQ as well.

II. RESEARCH OBJECTIVES

This study examines the following customer perceived value issues within the specific business environments of OTOP products in northern Thailand :

- A. *How does Thai generation Y identify as LGBTQ evaluate net utility [perceived values] related to OTOP products ?*
- B. *What is the effect of customer perceived value on repurchase intention and willingness to recommend ?*

III. CONCEPT AND THEORY

A. Perceived value

This study is based on consumption-value theory [8] which clarify the complicated consumer choice to buy or not to buy a specific product, to choose one type of product or service over another, and to choose one brand over another. The theory classifies five consumption values influencing the consumer behavior. The decision may be driven by any or all of the five consumption values perceived by the consumer. Marketing disciplines is the one contributing knowledge relevant to these values. According to current marketing philosophy, marketing is accepted as a value-creation discipline [9]. In the sense of marketing, a consumer preference for products is based on the value perspective, and prefers to buy the offerings with the highest perceived value [10], [11]. The perceived value can be constructed under multidimensional approaches [12], [13].

Five perceived values from the SERV-PERVAL scale [14, 15] was proposed to answer those questions in the OTOP products context, including quality, emotional response to consumption, monetary price, behavioral price, and reputation. Quality value is referred to consumers' judgments about the overall superiority of product and services [16], and composed with various dimensions referring to the difference between customer expectation and their perceptions of the offer performance such as physical aspects, reliability, personal interaction, problem solving, and services policy [17], [18]. Emotional response is explained as the set of

emotional responses as a result of engaging in consumption of a product or service [18], [19]. In distinguishing between emotion and feeling, emotion is a body state as feelings linked to a specific behavior and feeling is a mental state. Monetary price is the price of a product as encoded by the consumer from the perception of product quality, or as a signal of the qualities intrinsic to the product [20]. Monetary value related to product price is also broadly considered as a tool for determining what is to be taken out and exchanged to get the benefit from the ownership or use of a product [21], [16]. The price value can be measured not only the money paid for product or services was worth it or reasonable. Behavioral price as non-monetary price includes the time and effort cost used to search or obtaining a product or services which include the time, search, effort or psychic costs [10]. Reputation is the perception that consumers have of a product or service or brand [22].

B. Repurchase intention and willingness to recommend

According to the previous literature, most scholars found significant impact of perceived value on satisfaction on purchase [17], and consequently on repurchase intention as well as word-of-mouth effects [18], [19]. Customer perceived values are identified as the most important indicator of brand preference [23] repeat purchase intentions [24]. Thus, customers repurchase intention can be a metric in measuring customer loyalty and is significant measurement to understand actual purchase behavior [25], [26]. Repurchase intention refers to a customer's positive decision to perform future purchase towards OTOP products [27], [28]. Moreover, the other metric in measuring the customer loyalty is willingness to recommend.

C. Diversity Group of Generation Y : LGBTQ

Diversity and inclusion have been encouraged in various business activities across the world [7]. Many brands have strived for inclusive, and intersectional representation within their marketing efforts. Generation Y identified as LGBTQ individuals are rewarding brands that capture diversity, share their inclusive values, and espouse causes that support social equity. Within these non-binary identities, marketers need to target heterogeneous groups of consumers based on their values. They need to emphasis in understanding the complexity of the intergenerational identities within the LGBTQ marketplace.

The social structure of Y generation has based on flexibility, digital connection, and less association with institutions, when compared to previous generations [24]. They had experienced anxiety and fears regarding personal safety [29], and also were the first generation to begin to disregard notions of binary gender [30].

More specifically, the experience for LGBTQ people is often quite different from the other group of consumer population. In the importance, they place on environmentalism and on sensuality, or experiences that please the five senses [31]. According to the difference perspective of the LGBTQ Generation Y people, the

consumption values are more necessary for developing inclusive marketing to satisfy the market.

IV. RESEARCH METHOD

An exploratory research was used in determining generation Y identified as LGBTQ consumption value towards OTOP products of Chiang Mai and Lamphun Province. The data was collected from 400 respondents who are in the group of Generation Y known as LGBTQ, had experience in OTOP products and live in Thailand. The data had collected, from LGBTQ social media communication channel, by convenience sampling method. The respondents answered a set of screening questions before answer a self-administration questionnaire posted in the channel. The collected data were classified by two product categories, including non-food product [textiles and handicraft products] such as Lamphun Yok Dok woven textile, and silverware, and food product [processed foods and non-processed food] such as Thai style sausages, and honey.

The perceived value is multidimensional constructs by SERV-PERVAL scale, including perceived quality value, 6 item, perceived emotional response to consumption value, 4 item, perceived monetary price value, 5 item, perceived behavioral price value, 3 item, and perceived reputation value, 5 item. The five rating scale measurement was adopted in collecting the data both in independent and dependent variables. The reliability of the instrument was tested by Cronbach's Alpha. The result shown that the instruments that have been used in for measuring various variables in this study were reliable, which results in 0.880 for perceptions of quality value, 0.785 for emotional value, 0.882 for financial, monetary value, 0.819 for financial, behavioral value, 0.919 for reputational values.

The conditions of the multiple regression analysis were confirmed by Variance Inflation Factor [VIF] of independent variables, including perceptions of quality value, emotional value, financial, behavioral value, and reputational values. The results shown that VIF value of all variables have less than 10. Thus, the predictor variables do not face the multicollinearity problem.

V. RESEARCH RESULTS

The survey respondents were Generation Y identified as LGBTQ with age range 24-32 years. The results identify that the profile of studied LGBTQ group single at 69.25 percent, hold a bachelor's degree at 84.50 percent, operated their own business at 64.75 percent, and had average income 15,000 to 35,000 baht a month at 38.25 percent. According to purchasing decision, the result shown that 49.50 percent of respondents depends on self-decision, and 58.50 percent buy the products in weekday, as well as 40.50 percent brought the products one a year. The 37.25 percent of respondents brought the products in the holiday season.

The result indicated that the respondent's perception towards the values of OTOP products offered by OTOP in Chiang Mai and Lamphun Provinces are quite high level in perceived value in product and service quality [Mean 4.43, SD. 0.525], perceived value in emotional response to consumption [Mean 4.34, SD.0.513], perceived value in behavioral price [Mean 4.20, SD. 0.658], perceived value in monetary price [Mean 3.67, SD. 0.654], and perceived value in recognition of reputation [Mean 3.82, SD.0.770], respectively. The willingness to recommend friends to purchase the OTOP products [Mean 4.40, SD 0.668], and the repurchase intention [Mean 4.34, SD 0.686] were both in high level.

TABLE I. MULTIPLE REGRESION ANALYSIS FOR ALL PRODUCT CATEGORIES

Variables	Coefficients (B & β)			VIF
	B	β	p-value	
(Constant)	.408		.094	
Product & service quality	.261	.205	.001	3.208
Emotional response to consumption	.167	.129	.058	3.623
Monetary price	.166	.162	.000	1.609
Behavioral price	.517	.509	.000	1.675
Recognition of reputation	.187	-.224	.000	2.878

Note: The dependent variable is willingness to recommend friends to purchase the OTOP products.
R = 0.709, R² = 0.503, F value = 79.607, p-value = 0.000

TABLE II. MULTIPLE REGRESION ANALYSIS FOR FOOD PRODUCTS

Variables	Coefficients (B & β)			VIF
	B	β	p-value	
(Constant)	.235		.746	
Product & service quality	.257	.152	.044	
Emotional response to consumption	.178	.107	.156	
Monetary price	.063	.052	.479	
Behavioral price	.709	.554	.000	
Recognition of reputation	-.226	-.245	.001	

Note: The dependent variable is willingness to recommend friends to purchase the OTOP products.
R = 0.616, R² = 0.380, F value = 23.760, p-value = 0.000

TABLE III. MULTIPLE REGRESION ANALYSIS FOR NON - FOOD PRODUCTS

Variables	Coefficients (B & β)			VIF
	B	β	p-value	
(Constant)	.627		.003	
Product & service quality	.212	.217	.122	
Emotional response to consumption	.414	.404	.002	
Monetary price	-.189	-.223	.057	

Variables	Coefficients (B & β)		
	B	β	p-value
Behavioral price	.255	.287	.000
Recognition of reputation	.176	.240	.029

Note: The dependent variable is willingness to recommend friends to purchase the OTOP products.
R = 0.892, R² = 0.795, F value = 150.633, p-value = 0.000

The research results shown that willingness to recommend friends to purchase the OTOP products is statistical significantly predicted by four dimensions of perceived value, including product and service quality value [Beta 0.205, p-value 0.001], monetary price value [Beta 0.162, p-value 0.000], behavioral price value [Beta 0.509, p-value 0.000], and recognition of reputation value [Beta -0.224, p-value 0.000]. The model was statistically significant [F 79.607, P-value 0.000], and explained the data set by 50.3 percent [R square 0.503, R 0.709]. According to the non-food product category, willingness to recommend friends to purchase is significantly influenced by the behavioral price value [Beta 0.554, p-value 0.000], recognition of reputation value [Beta -0.245, p-value 0.001], and product and service quality value [Beta 0.152, p-value 0.044], respectively.

The results showed that willingness to recommend friends to purchase the OTOP food products is significantly driven by emotional response to consumption value [Beta 0.404, p-value 0.002], in behavioral price value [Beta 0.257, p-value 0.000], and in recognition of reputation value [Beta -0.240, p-value 0.029].

TABLE IV. MULTIPLE REGRESION ANALYSIS FOR ALL PRODUCT CATEGORIES

Variables	Coefficients (B & β)			VIF
	B	β	p-value	
(Constant)	.060	-.022	.786	
Product & service quality	-.029	.189	.692	3.623
Emotional response to consumption	.253	.312	.002	1.609
Monetary price	.328	.267	.000	1.675
Behavioral price	.278	.256	.000	2.878
Recognition of reputation	.220	-.022	.000	3.208

Note: The dependent variable is repurchase intention.
R = 0.779, R² = 0.601, F value = 121.421, p-value = 0.000

TABLE V. MULTIPLE REGRESION ANALYSIS FOR FOOD PRODUCTS

Variables	Coefficients (B & β)		
	B	β	p-value
(Constant)	-2.795		.000
Product & service quality	.011	.007	.905
Emotional response to consumption	.505	.321	.000
Monetary price	.340	.297	.000

Variables	Coefficients (B & β)		
	B	β	p-value
Behavioral price	.668	.551	.000
Recognition of reputation	.259	.296	.000

Note: The dependent variable is repurchase intention.
R = 0.798, R² = 0.636, F value = 67.899, p-value = 0.000

TABLE VI. MULTIPLE REGRESION ANALYSIS FOR NON - FOOD PRODUCTS

Variables	Coefficients (B & β)		
	B	β	p-value
(Constant)	.545		
Product & service quality	-.080	-.072	.576
Emotional response to consumption	.318	.274	.021
Monetary price	.255	.265	.015
Behavioral price	.117	.115	.067
Recognition of reputation	.300	.360	.000

Note: The dependent variable is repurchase intention.
R = 0.909, R² = 0.826, F value = 183.739, p-value = 0.000

The repurchase intention was statistical significantly influenced by perceived value in emotional response to consumption [Beta 0.189, P-value 0.002], perceived value in monetary price [Beta 0.312, p-value 0.000], perceived value in behavioral price [Beta 0.267, p-value 0.000], and perceived value in recognition of reputation [Beta -0.256, p-value 0.000]. The model was statistically significant [F 121.421, P-value 0.000], and the independent variables could explain the dependent variable at 60.6 percent [R square 0.606, R 0.779].

According to non-food products, the repurchase intention was impacted by perceived emotional response to consumption value [Beta 0.321, p-value 0.000], perceived monetary price value [Beta 0.297, p-value 0.000], perceived behavioral price value [Beta 0.551, p-value 0.000], and perceived reputation value [Beta 0.296, p-value 0.000]. The independent variables can describe the dependent variable at 63.6 percent [R Square value 0.636, R 0.798].

For food products the repurchase intention was impacted by three independent variables namely perceived emotional response to consumption value [Beta 0.274, p-value 0.021], perceived monetary price value [Beta 0.265, p-value 0.015], and perceived reputation value [Beta 0.360, p-value 0.000]. The independent variables can describe the dependent variable at 82.6 percent [R Square value 0.826, R 0.909].

VI. CONCLUSION AND DISCUSSION

In overall, the perceived quality did not influence the customer repurchase intention while the behavioral price highly influenced customers when compared with the other factors. Specifically, according to the food product category, either perceived quality or behavioral price did not relate to

the repurchase intention. This is partial consistent with the study of Nor Hazlin and team [32] as well as Wenyu Zang and team [33] which shows moderate significant relationship between perceived quality and purchase intention. This finding is also inconsistent with the results from Umit Basaran and Ramazan Aksoy [34] which state social and emotional values are more effective on repurchase intention. This finding can be explained that according to special perspective of the LGBTQ in generation Y, the customers give important to environmentalism and on sensuality that please the five senses. Moreover, the propose of buying an OTOP product mainly focused on supporting the OTOP community, so customer did not concern the product quality as a significant factor in purchasing decision.

It is no significant relationship between perceived value quality towards the consumer willingness to recommend friends. For the non-food category, it was found that emotional response and monetary price do not influence the willingness to recommend. For the food category, the perceived quality and monetary price did not drive the willingness to recommend. The emotional response, on the other hand, impacts the willingness for the OTOP food category. These findings help to explain a complex construct, which adopts different roles, can be interpreted in different ways as authors such as Sweeney and Soutar [12], and Luis J. and team [17, 35] demonstrate.

The results also shown negative relationship between recognition of reputation and willingness to recommend friends. According to difference live experiences and concerning, the LGBTQ in generation Y may aware of personal presentation in public world. As a result, they may feel uncomfortable when recommend the products gained recognition of reputation to others.

It can be concluded that the repurchase intention is mainly determined by monetary cost, while the willingness to recommend friends is impacted by non-monetary cost. These findings highlight the importance of the multidimensional approach to perceived value and behavioral intentions of Generation Y identified as LGBTQ individuals.

The OTOP entrepreneurs need to create a good customer experience by focusing on emotional aspects. Moreover, they may have to carefully handle the customer social emotion in order to provide a good customer experience with the OTOP products. However, the quality of the product needs to be at acceptable level by the consumers perception. Emotional value will help to increase customer willing to pay, and perceive value for money. The pleasure atmosphere of the shop or distribution channel should be focused to impress the customers. As a result, the purchase intention, and a good customer experience will be developed. In addition, the well design of selling process should be focused on customer convenience both for time saving and shopping convenience. Consistently good customer interaction is a key factor to increase customer loyalty.

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