

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*

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