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Exploring Factors Influencing Repurchase Intention of Thai Cultural Design Cloth Products

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Abstract

This study investigates the factors that influence the repurchase intention of young consumers towards cultural design cloth products, which encompass traditional attire and culturally themed clothing. Young consumers, known for their significant purchasing power, were the focus of this research. Drawing on the theory of planned behavior (TPB), this study examines the impact of attitude (ATT), subjective norms (SN), perceived behavioral control (PBC), and perceived risk (PR), on repurchase intention (RI) of cultural design cloth products. The study analyzed data using a sample of 523 young consumers using Structural Equation Modeling (SEM) and AMOS Version 20 software. The findings revealed that ATT exerts direct and positive influences on RI, while PR does not significantly affect RI. Additionally, five of the seven proposed hypotheses were supported. Moreover, this study extends the application of the TPB by exploring its mediating role between PBC, SN, PR, and ATT om RI of cultural products. Practitioners can leverage these insights to enhance repurchase activities within their businesses.

Keywords: *Cultural Design, Repurchase Intention, Theory of Planned Behavior, Traditional Clothing Products, Thailand.*

Introduction

In the competitive landscape of product development, companies of all sizes strive to differentiate their offerings with unique value propositions. Cultural dimensions offer a promising avenue for achieving this goal, allowing companies to imbue their products with distinctive characteristics and designs. Moreover, culturally-inspired designs not only attract customers and foster brand loyalty but also contribute to the preservation of local identity, wisdom, and values within communities and societies (Bureekhampun & Maneepun, 2021).

In today's global market, companies face the challenge of standing out amidst intense competition and the proliferation of new entrants. Achieving long-term success in this environment requires innovation and the ability to capture market share while fostering repeat purchases. Fortunately, the demand for cultural products is on the rise worldwide. Scott (2004) highlights the pivotal role of cultural product industries in showcasing the uniqueness of local areas, thereby facilitating the development of products tailored to specific communities and countries. To qualify as a cultural design product, an item must be crafted by a social or local enterprise and authentically represent and add value to the local culture, encompassing both traditional craftsmanship and modern technology (Morling & Lamoreaux, 2008). Singh's (2022) study underscores the complexity of cultural influence, which stems from various factors such as subjective norms, technology, adaptation, and cognition.

Thailand, with its rich heritage of traditional craftsmanship, offers a prime example of cultural design products characterized by intricate handicrafts renowned for their expressiveness and creativity. These items have become sought-after as a means of self-expression, particularly among consumers who view them as cultural symbols (Campbell, 2005). To capitalize on this growing demand, Thailand hosts cultural product events nationwide, attracting not only local consumers but also the younger generation.

Despite the evident interest in understanding the preferences of young consumers, few studies delve into the concept of repurchase intention within this demographic, which represents a burgeoning market with

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significant purchasing power. Understanding repurchase intention is crucial for businesses as it drives sales revenue through repeat customers, thereby enhancing overall performance and profitability.

While existing research has explored repurchase intention in various contexts (Ginting et al., 2023; Miao et al., 2022; Pandiangan et al., 2022), there remains a gap in understanding repurchase intention specifically in the realm of cultural design products. This study aims to fill this gap by shedding light on the factors influencing repurchase intention among young consumers of cultural cloth products and examining the mediating role of attitude between perceived behavioral control, subjective norms, perceived risk, and repurchase intention.

By uncovering these insights, this research aims to provide valuable guidance to cultural product brands, enabling them to better understand customer needs and develop strategies to enhance brand appeal and market penetration among their target audience.

Cultural Design Cloth Products

Cultural design cloth products serve as essential components of cultural industries, playing a pivotal role in crafting unique and compelling offerings for countries worldwide (Voon, 2007). Notably, innovative initiatives such as Japan's OVOP (One Village One Product) and Thailand's OTOP (One Tambon, One Product) programs have exemplified the potential of community-based entrepreneurship in fostering cultural product development (Bureekhampun & Maneepun, 2021; Chiarakul, 2014; Natsuda et al., 2012; Sitabutr & Pimdee, 2017).

According to Magno (2017), the allure of quality cultural products often prompts consumers to seek reliable sources of information, delving into the nuances of each product's cultural significance and history to mitigate purchase-related risks. This immersive exploration fosters a deeper appreciation for the cultural values imbued within these products, surpassing the attachment typically associated with conventional goods.

From the consumer's perspective, cultural design products transcend mere commodities; they encapsulate narratives and traditions, thereby enhancing their perceived value. The impact of cultural product development extends beyond economic realms, profoundly influencing societal dynamics and community engagement (Anh, 2013; Deedenkeeratisakul, 2021; Stone, 2009). Consequently, insights gleaned from studies such as this one offer invaluable guidance to enterprises seeking to comprehend the intricacies of customer repurchase intentions. Armed with this knowledge, businesses can refine their strategies, harnessing the power of cultural authenticity to bolster their operations and cultivate thriving enterprises grounded in consumer trust and appreciation.

Young Consumers

The definition of "young consumers" lacks a definitive consensus, leading researchers to explore various age brackets including 18 to 24 (Buhalis et al., 2020) and 18 to 35 (Bravi et al., 2020). Moreover, Thiam and Fong (2015) have noted that evidence shows that age significantly moderates the influence of behavior intention's determinants. Similarly, Venkatesh and Morris (2000) noted that age moderated perceived usefulness on behavior intention. This variability underscores the complexity of defining this demographic group.

However, understanding the characteristics of young consumers holds significant importance due to their pivotal roles in shaping the consumption landscape. Research suggests that individuals within these age brackets exhibit distinctive purchasing behaviors that heavily influence market dynamics (Khoa et al., 2020; Vigolo et al., 2016). Buhalis et al. (2020) emphasize that young consumers represent some of the most dynamic and high-spending segments of the market, wielding considerable influence over industry trends.

Florenthal (2019) further emphasizes the influential power of young consumers, highlighting their status

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as driving forces in the marketplace. Their propensity for embracing brands and engaging in both online and offline purchasing activities underscores their significance in shaping market trends and consumer preferences.

In summary, the ambiguity surrounding the definition of young consumers underscores the need for comprehensive research to elucidate their behaviors and preferences. Recognizing their pivotal roles in the market, researchers and industry practitioners alike seek to understand and cater to the unique demands of this dynamic demographic.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) serves as the cornerstone of this study, drawing from seminal works by Ajzen (1991) and further supported by the insights of Kim and Lee (2019). At its core, TPB posits that an individual's intention to engage in a particular behavior is influenced by three critical factors: attitudes, subjective norms, and perceived behavioral control.

In recent years, the significance of understanding consumer behavior, particularly among the young Generation Z demographic, has become increasingly evident. Mason et al. (2022) underscored the pivotal role of consumer behavior in shaping various industries, with particular relevance to fast fashion products. Given the cultural design context of cloth products, TPB emerges as a fitting framework for elucidating the intentions of young consumers in this domain (Djafarova & Foots, 2022).

TPB stands as one of the most widely adopted theories in both social sciences and business realms, offering valuable insights into individuals' intentions to act with specific objectives in mind (Montano & Kasprzyk, 2015). Traditionally, attitude has been regarded as the primary antecedent of intention in past research endeavors. However, recent scholarship suggests a more nuanced perspective, positing that attitude may function as a mediator in the relationship between other influencing factors and intention.

In light of these advancements, the present study seeks to extend the application of TPB by exploring the mediating role of attitude on intention. By delving deeper into the intricate interplay between these constructs, our research endeavors to offer a comprehensive understanding of the underlying mechanisms driving consumer behavior in the cultural design cloth products sector. Through this expanded application of TPB, we aim to provide actionable insights for businesses and practitioners seeking to better understand and cater to the needs and preferences of young consumers in this dynamic market landscape.

Literature Review

Subjective Norms (SN)

Subjective norms play a pivotal role in shaping individual behavior within social contexts. Simply put, they represent the perceived social pressure exerted by individuals who hold significance in one's life and influence decision-making (Kim et al., 2013). These influential figures could include family members, community members, friends, or peers, whose opinions and behaviors serve as guiding principles for the individual (Bazan, 2022; Hasbullah et al., 2016). Utami (2017) further emphasizes that subjective norms encompass an individual's beliefs about others' perspectives, which subsequently shape their own actions.

Given the considerable influence of social factors on young consumers, subjective norms can significantly impact repurchase intentions, especially in the context of cultural products (Salinthip, 2020). Previous studies examining the relationship between subjective norms and repurchase intentions across various product categories have consistently identified subjective norms as a significant determinant (Farias et al., 2019; Kim & Lee, 2019). In line with the broader literature on consumer behavior, we hypothesize that subjective norms will positively influence repurchase intentions specifically within the realm of cultural products.

Therefore, the researchers conceptualized the following two hypotheses for *SN*, with the corresponding

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observed variables shown in Table 1:

H1: *Attitude (ATT) mediates the link between subjective norm (SN) and repurchase intention (RI) of cultural product*s.

H2: *Subjective norms (SN) have a positive effect on attitude (ATT).*

Perceived Behavioral Control (PBC)

PBC is a pivotal concept in understanding consumer behavior, particularly in the context of repurchase intention for cultural design cloth products. According to Ajzen (1991), PBC refers to how a person perceives the difficulty or ease in doing a specific action. This perception is often influenced by past experiences, beliefs, and expectations. Expanding on this notion, Kim et al. (2013) emphasized that PBC encompasses how individuals perceive the resources available to them and the requirements necessary to execute an action, taking into account factors such as ability, willpower, and opportunity.

Moreover, PBC is closely related to the concept of self-efficacy, which pertains to an individual's belief in their capability to perform a particular behavior (Utami, 2017). In the context of the theory of achievement motivation, as described by Dinc and Budic (2016), PBC denotes the perceived likelihood that an action or behavior can be successfully carried out. Notably, PBC has been identified as a significant predictor of attitude (Koththagoda & Herath, 2018; Yusuf, 2021).

Importantly, within the realm of consumer behavior, PBC is anticipated to exert a positive influence on repurchase intention (Sun et al., 2020; Braje et al., 2022). This suggests that consumers who perceive greater control over their ability to engage in repurchasing behaviors are more likely to exhibit favorable attitudes towards cultural design cloth products and consequently express intentions to repurchase them. Thus, understanding the role of PBC is crucial for elucidating the factors that shape consumers repurchase intentions in the domain of cultural design cloth products.

Therefore, the researchers conceptualized the following two hypotheses for *PBC*, with the corresponding observed variables shown in Table 1:

H3: *Perceived behavioral control (PBC) has a positive effect on attitude (ATT).*

H4: *Attitude (ATT) mediates the link between Perceived behavioral control (PBC) and repurchase intention (RI) of cultural products.*

Perceived Risk (PR)

Perceived Risk (PR) constitutes a critical aspect of consumer decision-making processes, reflecting an individual's assessment of potential hazards and adverse outcomes associated with a particular action (Lukito & Ikhsan, 2020; Tho et al., 2017). Research has categorized perceived risk into six distinct types, each encapsulating different dimensions of risk perception. Functional risk pertains to concerns regarding a product's practical utility, while physical risk encompasses apprehensions about potential harm to one's physical well-being. Financial risk revolves around the uncertainty of a product's value relative to its cost, while social risk encompasses the potential damage to one's social status. Similarly, psychological risk relates to potential harm to mental well-being, and performance risk evaluates whether a product meets expectations (Marakanon & Panjakajornsak, 2017).

While some studies suggest that perceived risk can foster trust under certain circumstances, its impact can vary depending on product attributes (Ozturk et al., 2016). However, the consensus among various studies indicates that perceived risk generally exerts a negative influence on consumer attitudes (Casidy & Wymer, 2016; Lukito & Ikhsan, 2020; Sullivan & Kim, 2018; Tho et al., 2017). Specifically, heightened perceived risk tends to diminish purchase intention, reflecting consumers' reluctance to engage in transactions fraught with uncertainty and potential drawbacks. Furthermore, individuals' tolerance for risk differs, influencing their perceptions of acceptable risk levels (Choi et al., 2019). Notably, perceived risk is often

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construed as the gap between perceived risk and an individual's acceptable risk threshold.

The concept of perceived risk has garnered significant attention from scholars and marketers alike over the past several decades (Wang et al., 2018). Understanding consumers' decision-making processes, particularly regarding risk perception, holds immense value for marketers seeking to tailor strategies effectively. Perceived risk is rooted in individuals' beliefs regarding potential losses, driven primarily by uncertainty and anticipated consequences. Uncertainty stems from the ambiguity surrounding the outcomes of a purchase, while consequences encompass the perceived negative repercussions consumers anticipate, manifesting as various forms of loss (Yi et al., 2013), with research in this domain identifying five primary categories of loss (Kaplan et al., 1974).

From the literature and theory related to *perceived risk* (PR), the researchers formulated two hypotheses, with the corresponding observed variables shown in Table 1:

H5: *Perceived risk (PR) has a negative effect on attitude (ATT).*

H6: *Attitude (ATT) mediates the link between perceived risk (PR) and repurchase intention (RI) of cultural products.*

Attitude (ATT)Towards Cultural Products

In our investigation, we center on attitudes, specifically those directed towards cultural products. Attitudes play a pivotal role in shaping individuals' perceptions, intentions, and subsequent actions aimed at achieving their objectives. Petty et al. (1997) define attitude as the cognitive, affective, and behavioral orientation of an individual towards elements in their environment, encompassing entities such as brands, products, or retail outlets. Understanding an individual's attitude is instrumental in gauging their inclination to engage in specific behaviors, such as purchasing a particular item (Yoo & Lee, 2009). However, due to its abstract nature, assessing attitude necessitates the application of specific research methodologies (Huang et al., 2004).

Comprehending a consumer's attitude towards a product provides insights not only into their evaluative stance on the product but also into their associated beliefs at that moment. Altering an individual's attitude towards a product entail first modifying their beliefs regarding it. Cultivating positive beliefs about a product within a consumer's mind engenders a favorable attitude towards the product, thereby enhancing their purchase intention (Ching et al., 2013). Numerous studies across diverse contexts affirm the positive association between attitude towards a product and purchase intention, demonstrating how a favorable attitude elevates purchase intent (Lee et al., 2013). Additionally, Amoroso and Ackaradejruangsri (2017) and Anshu et al. (2022) underscore the pivotal role of attitude in influencing consumers repurchase intentions.

Therefore, the researchers conceptualized the following hypothesis for *ATT*, with the corresponding observed variables shown in Table 1:

H7: *Attitude has a positive effect on repurchase intention (RI) of cultural products.*

Repurchase Intention (RI)

Repurchase intention, a crucial concept in consumer behavior studies, denotes the anticipation, following the initial purchase, that a consumer will persist in acquiring a product or service from the same provider (Anshu et al., 2022; Farias et al., 2019; Nunes et al., 2018). Given that intention serves as a motivational driver influencing behavior, it can be examined through the lens of the theory of planned behavior (TPB), an extension of the theory of reasoned action (TRA) extensively employed in studying human intentions and behaviors (Ajzen, 1991).

The TPB posits three primary predictors of behavior: attitude toward the behavior, SN, and PBC. Attitude toward the behavior reflects an individual's personal preferences or evaluative stance regarding the

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behavior in question. Subjective norms encompass the social pressures or normative beliefs associated with the behavior, influenced by societal or peer expectations. Perceived behavioral control refers to the individual's perception of the ease or difficulty entailed in executing the behavior, shaped by personal experiences and informed expectations.

Fostering a favorable ATT, aligning with SN, and perceiving a high degree of behavioral control are all positively correlated with a person's desire to engage in the behavior. In essence, the stronger the positive attitude towards the behavior, the greater the social approval or pressure, and the higher the perceived control over performing the behavior, the more likely an individual is to exhibit a positive intention towards it. Therefore, understanding these predictors within the context of repurchase intention provides valuable insights into consumer behavior and informs strategies aimed at cultivating enduring customer relationships and loyalty.

Table 1. Study Constructs, Survey Items, And Supporting Literature and Theory.

Research Constructs	Observed Variables 14 total	Theory Support
Subjective Norms (SN)	SN1/Peer Pressure SN2/Social Influence SN3/Recommendations	(Bazan, 2022; Farias et al., 2019; Hasbullah et al., 2016; Kim & Lee. 2019; Kim et al., 2013; Salinthip, 2020; Utami, 2017).
Perceived Behavioral Control (PBC)	PBC1/Decision Control PBC2/Personal Decision	(Ajzen, 1991; Braje et al., 2022; Budic, 2016; Dinc & Budic, 2016; Kim et al., 2013; Koththagoda & Herath, 2018; Sun et al., 2020; Utami, 2017; Yusuf, 2021).
Perceived Risk (PR)	PR1/Practically PR2/Affordability PR3/Social Status	(Casidy & Wymer, 2016; Choi et al., 2019; Kaplan et al., 1974; Loh & Hassan, 2022; Lukito & Ikhsan, 2020; Marakanon & Panjakajornsak, 2017; Ozturk et al., 2016; Sullivan & Kim, 2018; Tho et al., 2017; Wang et al., 2018; Yi et al., 2013).
Attitude (ATT)	AT1/Quality AT2/Society Benefit AT3/Value	(Amoroso & Ackaradejruangsri, 2017; Anshu et al., 2022; Ching et al., 2013; Huang et al., 2004; Koththagoda & Herath, 2018; Lee et al., 2013; Petty et al., 1997; Yoo & Lee, 2009; Yusuf, 2021).
Repurchase Intention (RI)	RI1/Desire RI2/Purchasing RI3/Cost	(Amoroso & Ackaradejruangsri, 2017; Anshu et al., 2022; Farias et al., 2019; Ginting et al., 2023; Miao et al., 2022; Nunes et al., 2018; Pandiangan et al., 2022).

Source. Authors' research.

Statement of the Problem

In today's global marketplace, cultural products hold significant appeal for consumers seeking to express their identities, values, and affiliations. Understanding the factors influencing consumers repurchase intention for cultural products is essential for businesses aiming to foster brand loyalty and sustainable growth in this competitive landscape. Despite extensive research on consumer behavior, there remains a gap in understanding the intricate relationships between SN, PBC, PR, ATT, and RI to cultural products.

This study aims to address this gap by investigating the multifaceted dynamics shaping consumers RI within the realm of cultural products. Specifically, the study seeks to elucidate the influence of SN, PBC, and PR on consumers' attitudes towards cultural products, as well as their subsequent repurchase intentions. Furthermore, the study aims to explore the mediating role of attitude in the relationships between these variables, thereby providing deeper insights into the mechanisms driving consumer behavior in this context.

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By identifying the key determinants of repurchase intention for cultural products and examining the mediating effects of attitude, this research endeavors to offer valuable insights for businesses, marketers, and policymakers. Ultimately, this study seeks to contribute to the development of effective strategies aimed at enhancing consumer engagement, fostering brand loyalty, and driving sustainable growth in the cultural products market.

Research Questions

- What factors influence consumers' attitudes towards cultural products?
- How do subjective norms affect consumers' attitudes towards cultural products?
- In what ways does perceived behavioral control influence consumers' attitudes towards cultural products?
- What role does attitude play in mediating the relationship between subjective norms and repurchase intention for cultural products?
- How does attitude mediate the link between perceived behavioral control and repurchase intention for cultural products?
- What are the effects of perceived risk on consumers' attitudes towards cultural products?
- How does attitude mediate the relationship between perceived risk and repurchase intention for cultural products?
- What factors contribute to consumers repurchase intention for cultural products?
- How does attitude towards cultural products impact consumers repurchase intention?
- What are the interrelationships between subjective norms, perceived behavioral control, perceived risk, attitude, and repurchase intention for cultural products?

These research questions can guide further investigation into the complex dynamics underlying consumers repurchase intentions for cultural products, shedding light on the mechanisms driving consumer behavior in this domain.

Methodology

In this study, the target population consisted of young consumers aged 18 – 35 years and above (Bravi et al., 2020), with prior experience in purchasing and using traditional cultural cloth products within the past year.

Ethics Statement

This study received approval and ethics clearance (Certificate No: MU-CIRB 2021/047.2201) from the Research Ethics Committee of [BLINDED]Review Board prior to engaging experts in the questionnaire design process. Furthermore, adherence to the principles outlined in the Declaration of Helsinki was ensured throughout the study. Informed consent forms were provided to all experts, members of the pilot-survey group, and primary study respondents, and their signatures were obtained.

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Mediation Analysis

The current study employs mediation analysis to investigate the underlying processes shaping the relationship between the constructs, specifically repurchase intention. This analytical approach is grounded in established research that underscores the pivotal role of attitude as a mediator in various contexts.

For instance, Kwol et al. (2020) demonstrated the mediating role of attitude in the food control environment, while Khurana et al. (2020) identified attitude as a crucial mediator in the adoption of electric vehicles. Similarly, Ramesh et al. (2019) underscored the significance of attitude as a mediator in customer reactions towards CSR activities.

In our study, we explore the mediating role of attitude among the three primary independent variables of SN, PBC, and PR. By incorporating attitude as a mediator, our aim is to unravel the intricacies of these relationships, discerning both direct and indirect effects among the variables. This analytical framework not only contributes to theoretical insights but also offers practical implications for understanding consumer behavior.

Validity of Mediation Analysis

Mediation analysis is a widely accepted statistical technique employed in social sciences to elucidate the mechanisms underlying relationships between variables. It allows researchers to dissect complex pathways and uncover the mediating factors that influence outcomes. However, it's essential to ensure the validity of the mediation model by meeting several assumptions, including temporal precedence, absence of confounding variables, and appropriate measurement of variables.

These hypotheses serve as foundational pillars for our mediation analysis, allowing us to investigate the nuanced interplay between variables and uncover potential pathways through which attitudes shape repurchase intentions.

In the subsequent sections, we analyze and detail the proposed model of our study, as depicted in Figure 1. While the model primarily illustrates direct relationships, it's important to note that mediation lines (in orange color) are also tested in hypotheses 2,5, and 8. The results of these analyses are as follows:

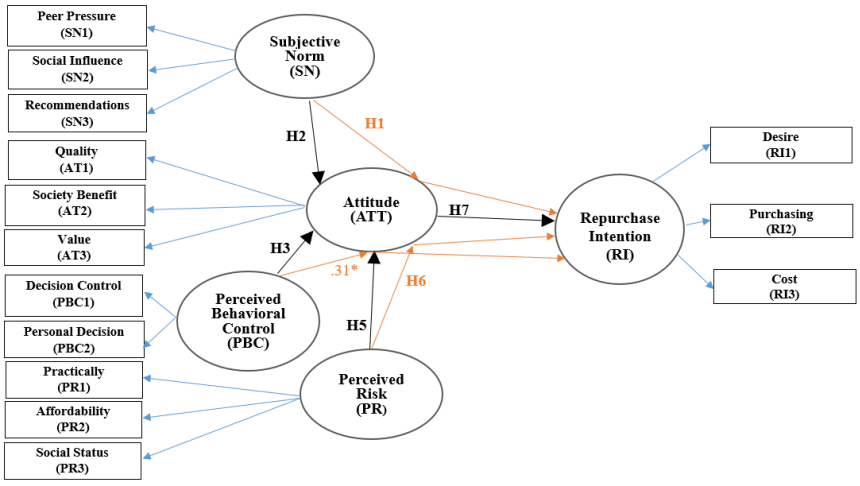

Figure 1. Conceptual Model of Repurchase Intention.

Note: The orange lines represent the mediated hypotheses. The blue lines represent the relationships between the constructs and their observed variables.

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Source. Authors' analysis.

Validation of Questionnaire

Following Koller et al. (2017) recommendations, seven experts in relevant fields, including experienced managers of cultural product companies and university professors, validated the questionnaire. Item-objective congruence (IOC) was assessed with a score above 0.80 indicating satisfactory validity.

Pilot Study

A pilot study involving 30 respondents, particularly experienced customers of cultural cloth products, was conducted. Their questionnaires were not used in the final survey. Cronbach's alpha (α) coefficients exceeded 0.8, demonstrating high reliability (Lance et al., 2006; Wang et al., 2022). Subsequently, data collection was carried out with 523 respondents, with Cronbach's alpha values exceeding 0.8, indicating satisfactory reliability.

Scale Development

Scales for each construct were developed based on existing literature. Repurchase intentions (RI) were adapted from Farias et al. (2019) and Amoroso and Ackaradejruangsri (2017), attitude (ATT) scales from Petty et al. (1997), subjective norms (SN) from Utami (2017) and Kim and Lee (2019), perceived behavioral control (PBC) from Koththagoda and Herath (2018), Yusuf (2021), and Dinc and Budic (2016), and perceived risk (PR) from Ozturk et al. (2016) and Loh and Hassan (2022). Likert scales ranging from 1 (strongly disagreed) to 5 (strongly agree) were utilized.

Data Collection

Data collection was conducted through online surveys distributed via social media platforms and online communities related to cultural cloth products. Screening questions were utilized to ensure respondent suitability, including recent purchase and usage of cultural products within the past year.

Data Analysis

Descriptive statistics were conducted using IBM SPSS version 23, and model testing was performed using AMOS Version 20. Confirmatory factor analysis (CFA) was conducted to evaluate reliability and validity, with all fit indices indicating a well-fitting model (Pimdee, 2021).

Hypothesis Testing

A quantitative approach was employed, utilizing AMOS Version 20 and Structural Equation Modeling (SEM) to test the seven conceptualized hypotheses. The sample comprised consumers aged 18-35 years old, defined as young consumers based on Bravi et al. (2020). Screening questions ensured respondents had direct experience purchasing cultural design cloth products, with those lacking such experience excluded. Data were collected via an online survey approved by the ethics committee to safeguard respondent rights.

Results

Respondents' Personal Characteristics

A total of 523 respondents participated in the survey. Among them, 54% identified as female. The largest age group comprised individuals aged 25 to 30, constituting 49% of the respondents. Those aged between 31 and 35 accounted for 26%, while 18 to 24-year-olds made up 25% of the sample. Regarding education, 58% held a bachelor's degree, 20% possessed a master's degree or higher, and the remaining respondents had attained a high school education or lower. Regarding income, the majority (36%) earned between 25,000

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and 50,000 Thai baht ($700-$1,400) per month, followed by 34% who earned 25,000 Thai baht ($700) per month or less, with the remaining respondents earning over 50,000 Thai baht ($1,400) per month. Moreover, 52% of the respondents were single, 40% were married, and 8% were divorced or separated.

Table 2. Respondents' Personal Characteristics (*N*=523).

	Number of Guests	% (rounded)
Gender		
Men	241	46
Women	282	54
Age		
18-24	131	25
25-30	256	49
31-35	136	26
Educational Level		
Less than Undergraduate degree	115	22
Undergraduate degree	304	58
Graduate degree	105	20
Relationship Status		
Single	272	52
Married	209	40
Divorced or separated	42	8
Income per month in Thai baht (USD)		
25,000 or less ($700)	178	34
25,000 – 50,000 ($700-$1,400)	188	36
Over 50,000 ($1,400 and up)	157	30

Results

Table 3 presents the results of a factor analysis conducted on various factors related to the repurchase intention of cultural design products.

Factor loadings indicate the strength and direction of the relationship between each item and its corresponding factor. Higher standardized loadings suggest a stronger relationship. For example, items SN1, SN2, and SN3 all have high loadings (0.81, 0.83, and 0.85, respectively) on the *subjective norm* factor, indicating that peer pressure, social influence, and recommendations significantly contribute to the subjective norm regarding purchasing cultural design products.

Convergent validity (CV) typically uses standardized factor loadings for assessment. Standardized factor loadings indicate the strength and direction of the relationship between each individual item and its corresponding factor or construct in a factor analysis or SEM context. These factor loadings represent the extent to which each item contributes to the measurement of the underlying construct.

In general, higher standardized factor loadings indicate stronger relationships between items and their corresponding factors, suggesting better convergent validity. While there is no strict cutoff for what constitutes a 'valid' loading, researchers often consider loadings above 0.50 to be indicative of satisfactory convergent validity. However, this cutoff can vary depending on the specific context and the goals of the analysis with numerous studies suggesting the following values and their interpretations:

0.70 and above: Strong loading, indicating a substantial contribution of the item to the measurement of the underlying construct.

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0.50 to 0.70: Moderate loading, suggesting a reasonable contribution of the item to the construct but may warrant further examination (Anderson & Gerbing, 1988).

Below 0.50: Weak loading, indicating a weaker relationship between the item and the construct. Items with low loadings may indicate poor convergent validity and might need to be reconsidered or revised.

It's essential to interpret factor loadings in conjunction with other aspects of the measurement model, such as reliability, composite validity, and theoretical considerations. Additionally, researchers should assess convergent validity in the context of the specific research question and the nature of the construct being measured.

Average Variance Extracted (AVE): This represents the amount of variance captured by the items in each factor relative to the amount of variance due to measurement error. AVE values above 0.5 are generally considered acceptable. In this analysis, most factors have AVE values above 0.5, indicating that the items within each factor explain a substantial portion of the variance in the construct they represent.

Composite Reliability (CR): This assesses the internal consistency reliability of the scale. CR values above 0.7 are considered acceptable. All factors in this analysis have CR values above 0.7, indicating good reliability.

Cronbach's Alpha (α): This is another measure of internal consistency reliability. Values above 0.7 are generally acceptable. The Cronbach's Alpha values in this analysis range from 0.80 to 0.87, which are all satisfactory.

Overall, the factor analysis indicates that the items reliably measure their respective constructs (SN, PBC, PR, ATT, and RI) and demonstrate good internal consistency. The items within each factor contribute significantly to explaining the variance in the construct they represent. Additionally, the analysis provides insights into the factors influencing individuals' purchase intention of cultural design products, including subjective norms, perceived behavioral control, attitude, perceived risk, and repurchase intention.

Table 3. Study Factors, Standardized Loadings, Aves, Crs, And α Values.

Item/Factor	Standardized loadings (Convergent validity)	Average Variance Extracted (AVE)	Composite Reliability (CR)	α
SN1/Peer Pressure: I opt for cultural design products because they align with the preferences of those significant to me.	0.81	0.69	0.72	.81
SN2/Social Influence: My interest in cultural design products increases when they resonate with the choices of influential individuals in my life.	0.83			
SN3/Recommendations: I find it easier to decide on purchasing cultural design products when they come recommended by people I trust.	0.85			
AT1/Quality: I trust that cultural design products consistently deliver exceptional quality.	0.85	0.69	0.73	.82

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AT2/Society Benefit: I believe cultural design products contribute positively to society.	0.81			
AT3/Value: I perceive cultural design products as offering great value for their cost.	0.84			
PBC1/Decision Control: I feel in control of my decision-making process when considering the purchase of cultural design products.	0.89	0.77	0.80	.80
PBC2/Personal Decision: The decision to invest in cultural design products ultimately rests with me.	0.87			
PR1/Practically: I have concerns regarding the practicality of cultural design products.	0.81	0.68	0.72	.86
PR2/Affordability: I question whether cultural design products justify their price.	0.83			
PR3/Social Status: I worry about how cultural design products might impact my social standing.	0.83			
RI1/Desire: There is a strong inclination within me to acquire cultural design products.	0.88	0.73	0.76	.87
RI2/Purchasing: Given the opportunity, I am inclined to acquire cultural design products.	0.84			
RI3/Cost: I am willing to invest additional funds for the acquisition of cultural design products.	0.85			

Correlation Coefficient Matrix

Table 4 details the correlation coefficient matrix insights into the relationships between the SN, PBC, PR, ATT, and RI.

Correlation Coefficients: These coefficients measure the strength and direction of the linear relationship between pairs of factors. For example:

The correlation coefficient between SN and PBC is 0.13, indicating a weak positive correlation.

The coefficient between PR and ATT is 0.50, suggesting a moderate positive correlation.

The coefficient between PR and RI is 0.59, indicating a moderate positive correlation.

Square Root of AVEs: These values represent the square root of the AVE for each factor. The AVE reflects the proportion of variance that is captured by the items in each factor relative to the total variance. For example, the square root of AVE for ATT is 0.82, indicating that the items within the attitude factor explain approximately 82% of the variance in attitudes toward cultural design products.

Interpretation

Factors with higher correlation coefficients (closer to 1) tend to have stronger relationships.

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Factors with higher AVE values indicate that the items within those factors are better at explaining the variance in the construct they represent.

In summary, this matrix helps in understanding how different factors are related to each other. It can aid in identifying potential underlying constructs or dimensions within the data and provide insights into the overall structure of the relationships between these factors in the context of individuals' perceptions and intentions towards cultural design products.

Table 4 shows the results for the discriminant validity assessment. This is one of the most acceptable methods used to verify that the values of AVE for all the constructs in the research study are higher than the values of squared correlation based on the guidelines (Fornell & Larcker, 1981). As such, the authors can confirm that the criteria for discriminant validity testing were met in the results, and therefore, the data in the current study can be further analyzed to test the proposed model. Therefore, discriminant validity was effectively found.

Discriminant validity ensures that each construct is different statistically from other constructs. This is the important validity to test for before further analyzing the proposed model and to avoid other statistical problems in order to ensure that all of the constructs are distinctive from one another.

In summary, comparing AVE values with squared correlations, as recommended by various scholars (Fornell & Larcker, 1981), is a widely accepted method for assessing discriminant validity in SEM. It provides researchers with a straightforward and interpretable way to evaluate whether the constructs in their model are distinct from each other.

Table 4. Correlation Coefficient Matrix and The Square Root of The Aves

Factor	Number of Items	SN	PBC	PR	AT	RI
SN	3	0.83				
PBC	2	0.13	0.88			
PR	3	0.26	0.22	0.83		
AT	3	0.19	0.21	0.50	0.82	
RI	3	0.14	0.20	0.59	0.25	0.85

Note: The values represent the squared correlations.

Goodness-Of-Fit (GOF) Analysis

GoF assessments are commonly used in SEMs to evaluate the overall fit of a model (Hooper et al., 2008). Standard criteria as well as the study's CFA GoF assessment values are shown in Figure 2. Overall, while RMSEA may seem slightly high, the other fit indices indicate a very good fit of the model to the data. It's important to consider the overall pattern of fit indices rather than focusing on a single index. Additionally, interpretation should also consider the complexity of the model and the specific context of the research.

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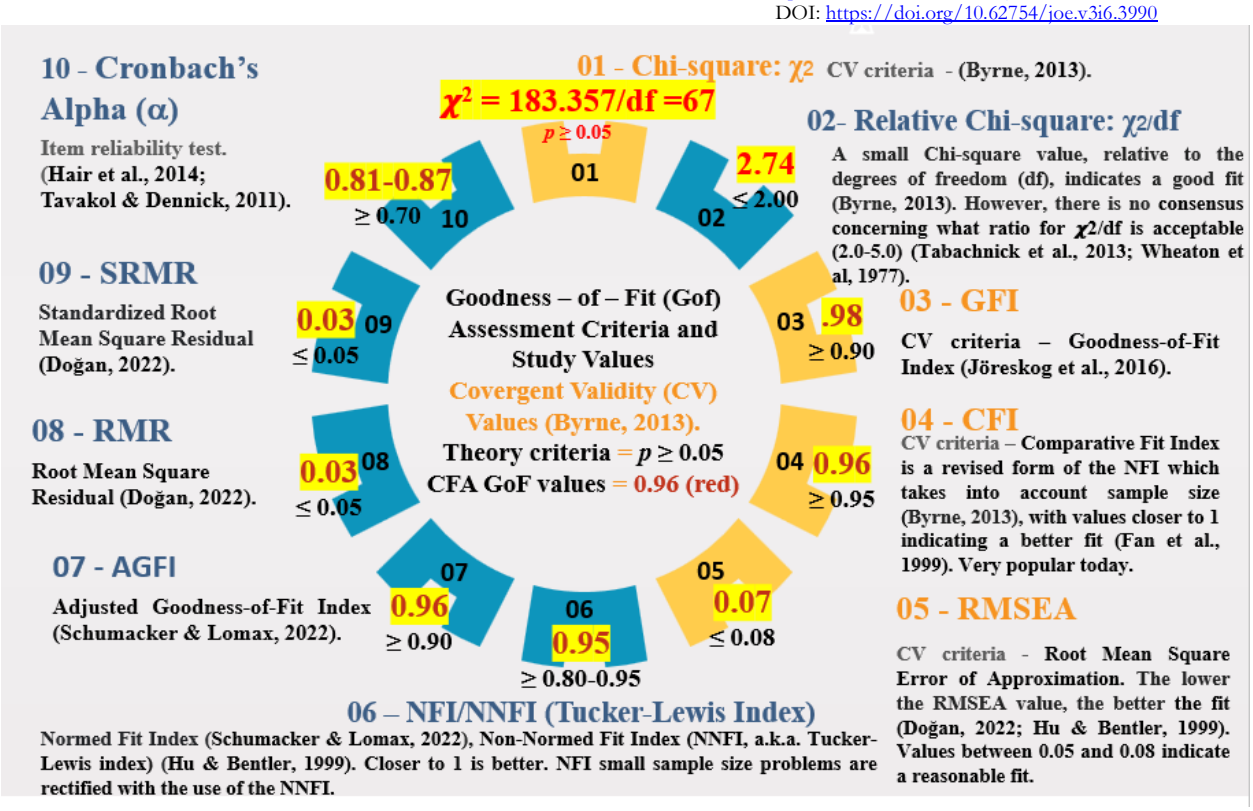

Figure 2. CFA Gof Assessment Wheel.

Note: The Yellow Values Represent the Results from The AMOS 20 Software Analysis.

Sources. (Byrne, 2013; Doğan, 2022; Fan et al., 1999; Hair et al., 2020; Hu & Bentler, 1999; Jöreskog et al., 2016; Tabachnick et al., 2013; Tavakol & Dennick, 2011; Wheaton et al, 1977; Whittaker & Schumacker, 2022).

Decomposition of Effects

Table 5 presents the SEMS's decomposition of effects showing the standardized coefficients (with t-values) for various paths, including total effects, direct effects, and indirect effects.

Standardized Coefficients: These values indicate the direction and strength of the relationships between the SEM variables. They are standardized to have a mean of zero and a standard deviation of one, facilitating comparison between coefficients.

Total Effect (TE): This column shows the TE of each predictor variable on the dependent variable, which includes both direct and indirect effects. For example, the total effect of ATT on RI is 0.697 with a t-value of 6.348.

Direct Effect (DE): This column represents the DE of each predictor variable on the dependent variable, excluding any IE through other variables. For example, the DE of ATT on RI is also 0.697 with a t-value of 6.348, indicating that there is no mediation effect for this path.

Indirect Effect (IE): This column shows the IE of each predictor variable on the dependent variable, through one or more mediator variables. For example, the IE of SN on RI through ATT is 0.462 with a t-value of 5.698, indicating full mediation.

Interpretation of Mediation Analysis: This column provides a qualitative interpretation of the mediation analysis for each path. For instance, the path from PBC to RI through ATT is labeled as "partial mediation," indicating that while there is a direct effect of PBC on RI, part of the effect is also mediated through AT.

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In Table 5, the numbers in parentheses represent the t-values associated with the standardized coefficients for each hypothesis. The t-value is a measure of the strength of the relationship between variables in a statistical analysis, particularly in regression analysis. It indicates the ratio of the estimated coefficient to its standard error. In hypothesis testing, the t-value is used to assess the significance of the relationship between variables. A higher absolute t-value indicates a stronger relationship, and if it exceeds a certain threshold (typically determined by the chosen significance level, often $p < 0.05$), the relationship is considered statistically significant (Naruetharadhol et al., 2021). Therefore, in the context of the table, the t-values help assess the significance of the relationships between the variables tested in each hypothesis.

Overall, the table effectively summarizes the decomposition of effects in the SEM, providing insights into the direct and indirect relationships between variables and shedding light on the mediation processes in the model.

Table 5. The SEM's Decomposition of Effects, Mediation Analysis, and Hypotheses Testing Results

Hypotheses	**Standardized Coefficients (t-values)**			
	TE	**DE**	**IE**	**Interpretation**
H1: Attitude (ATT) mediates the link between subjective norm (SN) and repurchase intention (RI) of cultural products	.59* (8.92)	.13 (1.43)	.46* (5.70)	Supported Full Mediation
H2: *Subjective norms (SN) have a positive effect on attitude (ATT).*	.66* (9.03)	.66* (9.03)		Supported.
H3: Perceived behavioral control (PBC) has a positive effect on attitude (ATT).	.15* (2.31)	.15* (2.31)	-	Supported.
H4: Attitude (ATT) mediates the link between Perceived behavioral control (PBC) and repurchase intention (RI) of cultural products.	.314* (3.73)	.211* (3.02)	.10* (2.25)	Supported Partial Mediation
H5: Perceived risk (PR) has a negative effect on attitude (ATT). The	.078 (1.25)	.078 (1.25)	-	Not supported.
H6: Attitude (ATT) mediates the link between perceived risk (PR) and repurchase intention (RI) of cultural products.	.078 (1.70)	.051 (.89)	.05 (1.24)	Not supported No Meditation Effect
H7: Attitude has a positive effect on repurchase intention (RI) of cultural products.	.70* (6.35)	.70* (6.35)	-	Supported

Note: *p<0.05

Overall, most hypotheses are supported by the analysis, indicating the significant roles of constructs. However, PR does not significantly affect attitude or RI, and there's no mediation effect between PR and RI through attitude.

From Figure 3 shows subjective norms had the most substantial influence on attitude, followed by perceived behavioral control. Additionally, perceived risk had no impact on attitude. Attitude had the most significant effect on repurchase intention, followed by perceived behavioral control and subjective norms, respectively, while perceived risk did not affect repurchase intention.

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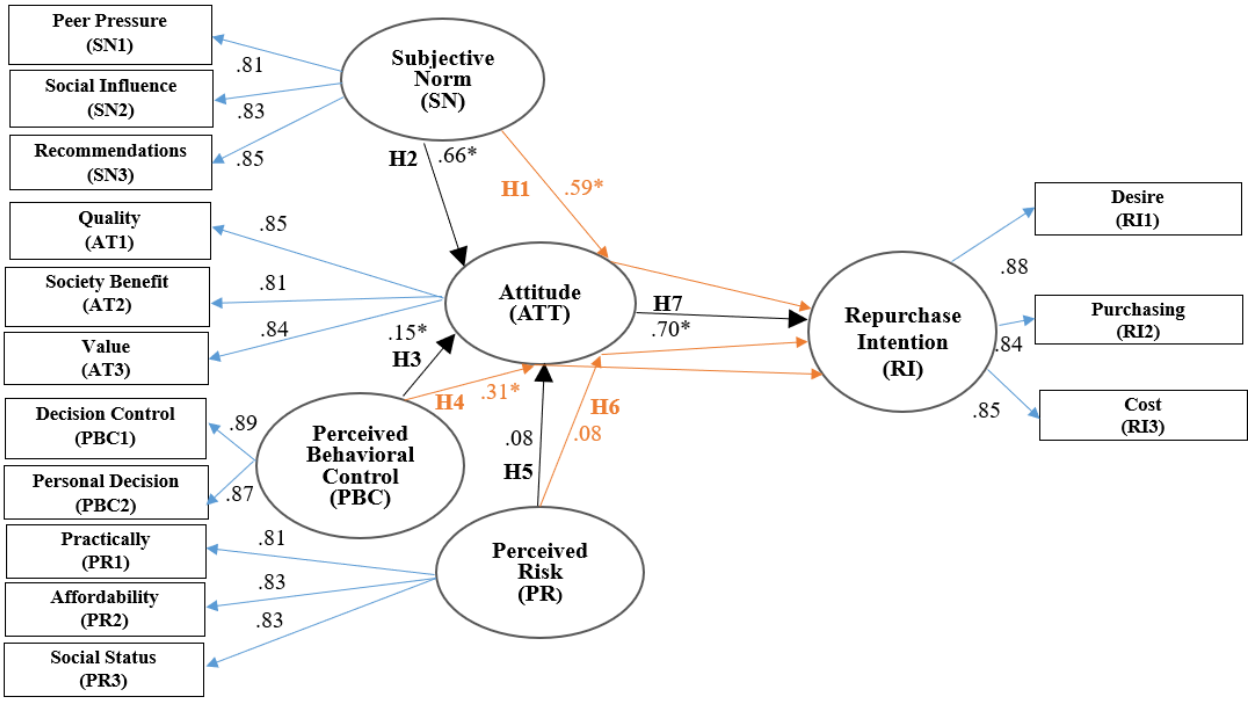

Figure 3. Final Model of Repurchase Intention.

Note: The orange lines represent the mediated hypotheses. The blue lines represent the relationships between the constructs and their observed variables.

Source. Authors' analysis.

Discussion

This section aims to report on and compare the results of the current research with those from past literature.

H1: Attitude (ATT) mediates the link between subjective norm (SN) and repurchase intention (RI) of cultural products. The testing of attitude as a mediator for SNs and for the dependent variable (repurchase intention), the findings were supported by the work of Yasa et al. (2022).

H2: Subjective norms (SN) have a positive effect on attitude (ATT). The study of Nam et al. (2017) and Yusuf and Zulfitri (2021) also supported the significant relationship between subjective norms and attitude.

H3: Perceived behavioral control (PBC) has a positive effect on attitude (ATT). The empirical investigation showed the significant support of PBC on ATT, as was also found in the works of Koththagoda and Herath (2018) and Yusuf and Zulfitri (2021). The works of Sun et al. (2020) and Braje et al. (2022) directly confirmed the hypothesis support findings.

H4: Attitude (ATT) mediates the link between Perceived behavioral control (PBC) and repurchase intention (RI)

H5: Perceived risk (PR) has a negative effect on attitude (ATT). The current study showed no significant relationship between risk and attitude, and this was similar to the study of Amoroso and Ackaradejruangsri (2017), Anshu et al. (2022), and Loh and Hassan (2022), in which risk showed no significant effect on attitude. This hypothesis posits that the perception of risk would negatively influence attitudes towards cultural products. However, the results suggest that there is no significant negative effect of perceived risk on attitudes. In other words, consumers' perceptions of risk do not seem to impact their overall attitudes towards cultural products.

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H6: Attitude (ATT) mediates the link between perceived risk (PR) and repurchase intention (RI) of cultural products. The hypothesis suggesting that attitude mediates the link between perceived risk and repurchase intention of cultural products was found to be unsupported, with no mediation effect observed. This outcome could be attributed to several factors.

First, there was a weak and non-significant direct relationship between perceived risk and attitude. For mediation to occur, a significant direct effect of perceived risk on attitude is required, which was lacking in this case. Additionally, insufficient statistical hindered the detection of mediation effects. In conclusion, the unsupported and unmediated hypothesis may stem from various factors including weak direct relationships, alternative mediating mechanisms, sample characteristics, measurement issues, theoretical considerations, or statistical power limitations.

H7: Attitude has a positive effect on repurchase intention (RI) of cultural products. Along with the hypothesis support, Mao and Lyu (2017), who emphasize attitude and subject norms' significant roles in repurchase intention, this hypothesis aligns with their findings on consumer behavior determinants in Airbnb usage.

Conclusion

The study successfully identified key factors influencing repurchase intention toward cultural design cloth products. ATT emerged as the most significant factor, followed by PBC and SN. The SEM analysis also yielded insightful results regarding the relationships among variables and the mediation processes within the model. The decomposition of effects in the SEM provided a comprehensive understanding of the direct and indirect influences on RI of cultural products.

Firstly, it was found that ATT significantly mediated the relationship between SN and RI, indicating full mediation. This suggests that the influence of subjective norms on repurchase intention is predominantly through the mediation of attitude. Secondly, SN demonstrated a significant positive effect on ATT, affirming the hypothesized relationship between these variables. Similarly, PBC positively affected ATT, supporting the hypothesized relationship. Furthermore, ATT was identified as a partial mediator between PBC and RI, suggesting that while ATT plays a mediating role, other factors may also contribute to RI.

Contrary to expectations, PR did not exhibit a significant negative effect on ATT, indicating that perceived risk may not substantially influence attitudes towards cultural products. Additionally, the hypothesized mediation effect of ATT between PR and RI was not supported, suggesting that perceived risk may directly affect repurchase intention without mediation through attitude. Lastly, the positive effect of ATT on RI was strongly supported, highlighting the pivotal role of attitude in shaping repurchase intentions towards cultural products.

Overall, these findings underscore the intricate interplay between subjective perceptions, attitudes, and repurchase intentions in the context of cultural products, providing valuable insights for both theory and practice.

Recommendations

These findings offer valuable insights for producers and retailers of cultural design cloth products. Highlighting the value and uniqueness of products can foster a positive attitude among young consumers. Pricing and promotional strategies, such as discounts during special events, can enhance perceived behavioral control and encourage purchase. Leveraging social media for promotion can stimulate electronic word of mouth, fostering interest among young consumers and their social circles.

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Limitations and Implications

Despite its contributions, the study has limitations. Its cross-sectional nature may not fully capture consumption trends, and the focus on young consumers limits generalizability. Thus, stakeholders should cautiously apply the findings. Future research should explore qualitative dimensions of relationships, consider other cloth product categories, expand sample demographics, and conduct longitudinal studies for deeper insights.

Future research could delve into qualitative dimensions of relationships and examine other cloth product categories like accessories. Expanding sample demographics beyond young consumers could enhance generalizability. Longitudinal studies would offer insights into the evolving dynamics between factors over time.

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