Impact of perceived price, appearance, and brand attachment on future purchase intentions: A case study of OTOP and SME products in Thailand

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A B S T R A C T

This study investigates the impact of perceived price, perceived appearance, and brand attachment on future purchase intentions for One Tambon One Product (OTOP) and Small and Medium-sized Enterprises (SME) products. This study investigates the integration of cultural identity into creative product development, using Water Hyacinth as a central theme, under the slogan "Do Less, Get More." It employs a quantitative research approach to explore how cultural identity can be a source of innovation and differentiation in product design. Data were collected via questionnaires from 335 customers in Phayao Province and analyzed using a multilevel structural equation model. The results indicate that perceived price, appearance, and brand attachment significantly influence purchase intentions, supported by strong model fit indices (e.g., χ^2 = 313.909, CFI = 0.93, RMSEA = 0.06). These findings underscore the importance of these factors in shaping consumer behavior and offer insights for culturally driven product development and marketing strategies.

1. Introduction

One Tambon One Product scheme, or OTOP, is a scheme designed to encourage local businesses. The project's purpose is to assist the production and distribution of distinctive locally made items across Thailand. This begins with encouraging village communities to enhance local product quality and marketing. It picks one excellent product and creates official branding as "OTOP products," as well as providing local and worldwide platforms for product marketing. Thus, OTOP goods are well-known. OTOP goods fall into five categories: food, drinks, textiles and clothes, herbs, and home and decorative things (Chouichom, 2021). OTOP is an approach to increasing village income and reducing inequality by improving people's living standards while also producing quality products that are unique and consistent with local identity. At the same time, it has been discovered that OTOP products still have weaknesses in three areas: marketing in terms of non-unique selling points, unattractive and outdated packaging, inconsistent price setting with product

cost, and a lack of distribution channels and public relations through various channels, preventing potential consumers from accessing the products (Suphan and Pirabun, 2024). The effort for more than 12,000 OTOP goods to meet international standards or compete in the global market equates to 1.2% of GDP in 2019 (Hidthiir et al., 2024). The research on the influence of perceived pricing, perceived look, and brand attachment on future purchase intentions for OTOP and Small and Medium-sized Enterprises (SME) items considers the push of products via the correct distribution channels, resulting in a lot of money for Thailand. "Do less, do more" should so be integrated. The objective of this research is to examine how the perceived pricing, perceived appearance, and brand attachment influence the future purchase intention of OTOP and SME items. Also, to formulate business plans based on cultural identity, specifically focusing on product creation and marketing strategies. This study can be used to strengthen community and self-reliance.

2. Literature review

2.1. Theoretical background

The Pareto principle, also referred to as the 80:20 principle, states that 20% of the variables determine 80% of the results. Put another way, if just 20% of the total effort is focused on, 80% of the results will

be effective. The 80:20 rule, which states that the tiny, significant fractions have an outsized influence, is also known as the Law of the Vital Few. The severe circumstances of the world economy may be addressed by this idea. The notion that 80% of industrial systems are likely to fail in the early stages, while only 20% are likely to succeed, may be supported by applying Pareto's 80/20 principle to the global industry environment (Nugent, 2003), as Pareto anticipated. Consequently, venture capitalists and investors in start-up companies will make sure that their investments are well managed, including management of tasks, interpersonal interactions, and even self-care activities like eating, sleeping, and exercising (Kwadade-Cudjoe, 2020). Therefore, it can be said that the 80/20 rule is helpful for allocating work to the most crucial areas of a company to help it achieve its objectives, manage time effectively, and provide quality results quickly. This idea may be used in community affairs and community business, and it is very helpful for those who want to free up more time to maximize their productivity and minimize unneeded activities or distractions that interfere with their core responsibilities.

2.2. Effect of price perception

According to Belch and Belch (2018), perception is a multifaceted cognitive process through which individuals receive, select, organize, and interpret information to construct a meaningful understanding of their environment. This process is closely connected to sensory experiences, as information from the five senses—sight, smell, hearing, taste, and touch—forms the basis of how people understand the world. In marketing, perception is crucial because it affects how consumers interact with products and services. Marketing elements such as visuals, scents, sounds, tastes, and textures influence consumer perceptions, shaping their ideas about a brand or product. However, these ideas are not solely determined by sensory input; they are also influenced by individual interpretation, which differs between people.

Furthermore, perception is not only influenced by sensory data but also by deeper psychological and social factors. Psychological aspects such as past experiences, motives, beliefs, and expectations significantly affect how a person interprets marketing messages. For instance, consumers with a positive attitude toward a brand may perceive its marketing efforts more favorably compared to those with neutral or negative feelings. Social factors, such as cultural background, social norms, peer influences, and group affiliations, also play a vital role in shaping how individuals perceive marketing stimuli. This interaction between sensory experiences, psychological elements, and social influences highlights the complexity of consumer perception in the marketing context. Ultimately, the way consumers perceive and interpret marketing stimuli determines their attitudes, preferences, and

purchasing behaviors, making perception a critical area of focus for marketers looking to influence consumer decisions.

2.3. Effect of appearance perception

A product's external appearance is considered a symbolic or non-functional attribute, which contributes significantly to brand value by attracting consumers visually. Research by Keller (2008) suggested that a brand's visual appeal plays a crucial role in enhancing its perceived value. Similarly, Decker and Trusov (2010) emphasized the importance of neat and organized brand presentation, noting that distinctive visual elements can help attract a larger customer base. Recent studies also show that brand design aspects such as color, shape, and proportion elicit positive emotional responses in customers, leading to greater engagement (Schmitt, 2011; Hultén, 2017). Additionally, Gentile et al. (2007) highlighted that customer experience is shaped by the value provided to them, a view supported by the findings of Srivastava et al. (2022), who state that consumers' perceptions of a brand's visual appeal are influenced by their prior interactions and experiences with the brand.

2.4. Effect of brand attachment

Research by Park et al. (2010) and MacInnis and Folkes (2017) defined brand attachment as an attachment to a brand. This concept is crucial for researchers and marketers to understand the effects of effective brand management, as well as customer satisfaction, trust, commitment, and loyalty (Belaid and Temessek Behi, 2011). Brand attachment is defined as the emotional connection that consumers have with a particular brand (Park et al., 2013). sustainability's impact on brand attachment is primarily found in the sections where the authors analyze the relationship between sustainable business models and consumer behavior. Look for this information in the following parts: Introduction and Literature Review: The authors discuss consumer preferences for sustainable brands, which lays the groundwork for understanding the emotional connections consumers develop (Bocken et al., 2014). Usunier and Lee (2013) explored how cultural differences influence consumer behavior, including brand attachment. It emphasizes that consumers from different cultural backgrounds may develop varying emotional connections to brands based on their values, beliefs, and social norms. Understanding these cultural nuances is crucial for marketers aiming to foster strong brand attachment in diverse markets. Customers who are emotionally invested in a company's products are more loyal buyers and more likely to buy from them again (Lipsman et al., 2012).

It illustrates how brand engagement may impact consumer habits in their preferred brands. Additionally, it is a feature that shows the strength of

brand loyalty, which in turn shows how long-term or temporary the customer's connection to the brand is. According to most studies, customers' inclination to purchase is positively correlated with their level of brand attachment. By looking at the connection between the two ideas, we can see that this important connection holds up in theory and in practice (Fig. 1).
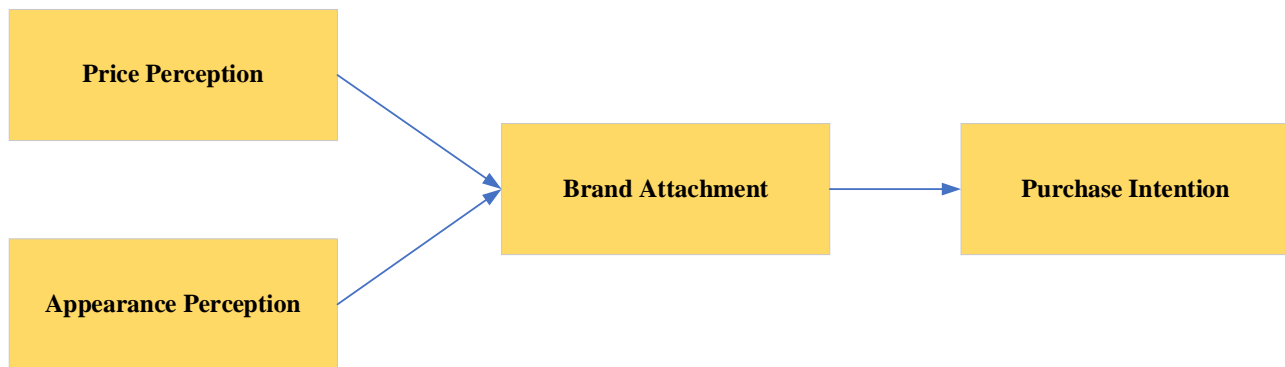

Fig. 1: Conceptual framework

3. Research methodology

The research methodology adopted in this study focuses on understanding consumer behavior in artisan markets, specifically targeting visitors and regular shoppers at Chatuchak Weekend Market, Suan Lum Night Bazaar, and JJ Mall, which are key locations for OTOP (One Tambon One Product) and SMEs products. By sampling 355 participants, the study ensures a representative view of the consumer base, with 72.40% of respondents being female, predominantly aged 45-54, 78.0% holding a bachelor's degree, and 53.50% married. The majority (72.70%) were public servants, while 28.50% worked in state-owned enterprises, with 28.50% earning between 27,000 to 40,499 baht. These demographic details provide a clear understanding of how socioeconomic factors influence consumer preferences and purchasing decisions. The methodology is well-suited to assess how age, gender, occupation, income, and educational background impact consumer behavior in the context of local artisan markets, offering valuable insights for marketers, retailers, and policymakers involved in promoting OTOP and SME products.

This study collected data through a questionnaire targeting tourists and customers in Bangkok who are interested in unique and innovative products. The reliability and internal consistency of the research instruments were assessed using Cronbach's alpha. The test-retest reliability coefficient for the perceived price component was 0.872, while the coefficients for perceived appearance, brand attachment, and future purchase intention were 0.893, 0.817, and 0.879, respectively. Data were gathered from 355 respondents who visited or purchased products at three handicraft shops: Chatuchak Weekend Market, Suan Lum Night Bazaar, and JJ Mall. Descriptive statistics, including percentage, mean, and standard deviation, were employed to summarize the sample group's characteristics. Inferential analysis was conducted using confirmatory factor analysis to validate the model for factors influencing future purchase intention. Structural Equation Modeling (SEM) was further applied to examine the causal relationships between perceived price, perceived attractiveness, brand attachment, and future purchase intention of OTOP and SME products.

4. Result and discussion

A total of 37.50% of participants demonstrated a high level of perceived appearance, perceived price, brand attachment, and future purchase intention. To ensure the consistency of the multilevel structural equation model with the empirical data, the causal connection model was analyzed to examine the effects of perceived price, perceived appearance, and brand attachment on the future purchase intention of OTOP and SME products. For factor analysis, questions with similar evaluation criteria were grouped using specific variables. The analysis included 12 sub-questions addressing perceived pricing, perceived attractiveness, and brand attachment. The Varimax rotation technique of principal component analysis was applied. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy for all 12 items was 0.904, and Bartlett's Test of Sphericity yielded a significant value of 0.00 ($p < 0.05$), indicating suitability for factor analysis. The extracted variance ranged from 0.660 to 0.885, confirming that the data were appropriate for this method (Byrne, 2016). Additionally, as shown in Table 1, the three components had an Eigenvalue of 8.76 and accounted for 52.57% of the total variance.

Subsequently, it was discovered that cofactors 1 to 3 exhibited a strong inherent connection, as shown by item-total correlation values above 0.5 and alpha coefficients of .872, .893, and .817 correspondingly, which surpassed the threshold value of 0.70 (Nunnally, 1978).

4.1. Structural equation model (SEM)

The researcher carried out the following procedures: (1) Conducted testing on the model and

the hypothetical process route. Consequently, the following statistical values were acquired: The chi-square statistic divided by the number of degrees of freedom yielded a ratio of 0.940. In addition, when considering the goodness of fit measurements, it is evident that some indices met the following criteria: The Goodness-of-fit index (GFI) was 0.92, the Adjusted goodness-of-fit index (AGFI) was 0.83, the Tucker-Lewis index (TLI) was 0.97, the Comparative fit index (CFI) was 0.98, the Normed fit index (NFI)

was 0.99, the Root mean square error of approximation (RMSEA) was 0.07, and the Root mean square residual (RMR) was 0.00. Consequently, the research revealed that the model aligned with the actual data. However, it was discovered at this point that there were some pathways that did not adhere to the hypothetical conditions. As a result, these paths were eliminated, as shown in Table 1. Therefore, it was shown that the model agreed with the observed data.

Table 1: Confirmatory factor analysis of the latent variables

Latent variable	Observed variable quality	Latent variable quality	
	Standardized factor loading	Composite reliability	Average variance extracted
Appearance perception		.872	0.68
B2.2 The water hyacinth product has a lovely logo	.835		
B2.3 The brand of water hyacinth goods is attractive	.802		
B2.1 Water hyacinth products are lovely and appealing	.780		
B2.4 Water hyacinth items are of excellent quality, elegant in shape, and preserve Indigenous knowledge than other sorts of products	.773		
Price perception		.893	0.77
B1.1 The price of water hyacinth product is not exceedingly high	.813		
B1.2 The pricing of water hyacinth products is affordable	.797		
B1.3 Water hyacinth products are reasonably priced	.781		
B1.4 The pricing of water hyacinth products indicates acceptable quality	.660		
Brand Attachment		.817	0.88
B3.2 I really regret the potential removal of the water hyacinth brand from the market	.766		
B3.3 I perceive the water hyacinth brand as an integral component of existence	.733		
B3.4 The water hyacinth product is an integral component of daily living	.765		
B3.1 I have a strong affinity with the water hyacinth brand	.759		

Due to its susceptibility to changes in sample size, the chi-square value is very sensitive. As the sample size increases, the chi-square value is more likely to be statistically significant. Hence, it is essential to consider the ratio of the chi-square statistic to the number of degrees of freedom ($\chi2 / df$). Based on the study, the ratio of chi-square to the number of degrees of freedom was 3.22. Furthermore, by evaluating the goodness of fit metrics, it becomes evident that some indices met the following criteria:

The Goodness-of-fit index (GFI) was 0.99, the Adjusted goodness-of-fit index (AGFI) was 0.98, the Tucker-Lewis index (TLI) was 0.93, the Comparative fit index (CFI) was 0.93, the Normed fit index (NFI) was 0.99, the Root mean square error of approximation (RMSEA) was 0.00, and the Root mean square residual (RMR) was 0.03. The results indicated that the model agreed with the observed data (Table 2).

Table 2: Concordance statistics of the multilevel structural equation model

Index value	Assessment criteria	Statistical value	Result
$\chi2$-test	P-value > 0.05	0.056	Passed
CFI	> 0.90	0.93	Passed
TLI	> 0.90	0.93	Passed
SRMR	< 0.05	0.06	Passed
RMSEA	< 0.05	0.00	Passed

The standardized parameter estimates and path coefficients derived from the hypothetical correlation model indicated a strong consistency between the research hypothesis and the empirical data. The latent variable of brand attachment was significantly influenced by the causal variable of perceived appearance, with a path coefficient of 0.097 (p < 0.001). The multiple squared correlation coefficient (SMC) showed that the examined causal factors collectively explained 55% of the variation in brand attachment.

Perceived price was identified as a causal variable significantly influencing the future purchase intention of water hyacinth products. The path coefficients for perceived price and the intrinsic variable were 0.077 and 0.065, respectively, both

statistically significant at the 0.001 level. The multiple squared correlation coefficient revealed that 65% of the variation in visitors' loyalty to attractions and destinations could be attributed to the total perceived value, as illustrated in Fig. 2.

The perceived price, perceived look, and brand connection positively influence the future purchase intention of water hyacinth items. These findings are consistent with Gundona et al. (2023), who highlighted that customer engagement plays a crucial role in enhancing brand performance. Their study emphasized the mediating effect of Customer-Based Brand Equity (CBBE), demonstrating that factors like brand trust, perceived quality, and emotional connection significantly contribute to building strong brand equity. This, in turn, fosters

customer confidence, a willingness to pay premium prices, and a strong desire for future purchases. According to Ilker et al. (2018), there is a positive relationship between product innovation, product quality, brand image, brand recognition, and brand loyalty. Brand identification and brand image were also shown to have a favorable influence on brand loyalty. Furthermore, the caliber of the items directly influences the positive sentiments that clients experience. Nevertheless, establishing a robust brand image may enhance the perception of trustworthy among clients, ultimately fostering the establishment of brand loyalty (Creusen and Schoormans, 2005).

χ^2= 0.940, DF = 84, P = 0.00, χ^2/df = 3.19, RMR = 0.02, = GFI = 0.99, AGFI = 0.98, NFI = 0.99, TLI = 0.92, CFI = 0.93, RMSEA = 0.00, SRMR = 0.06
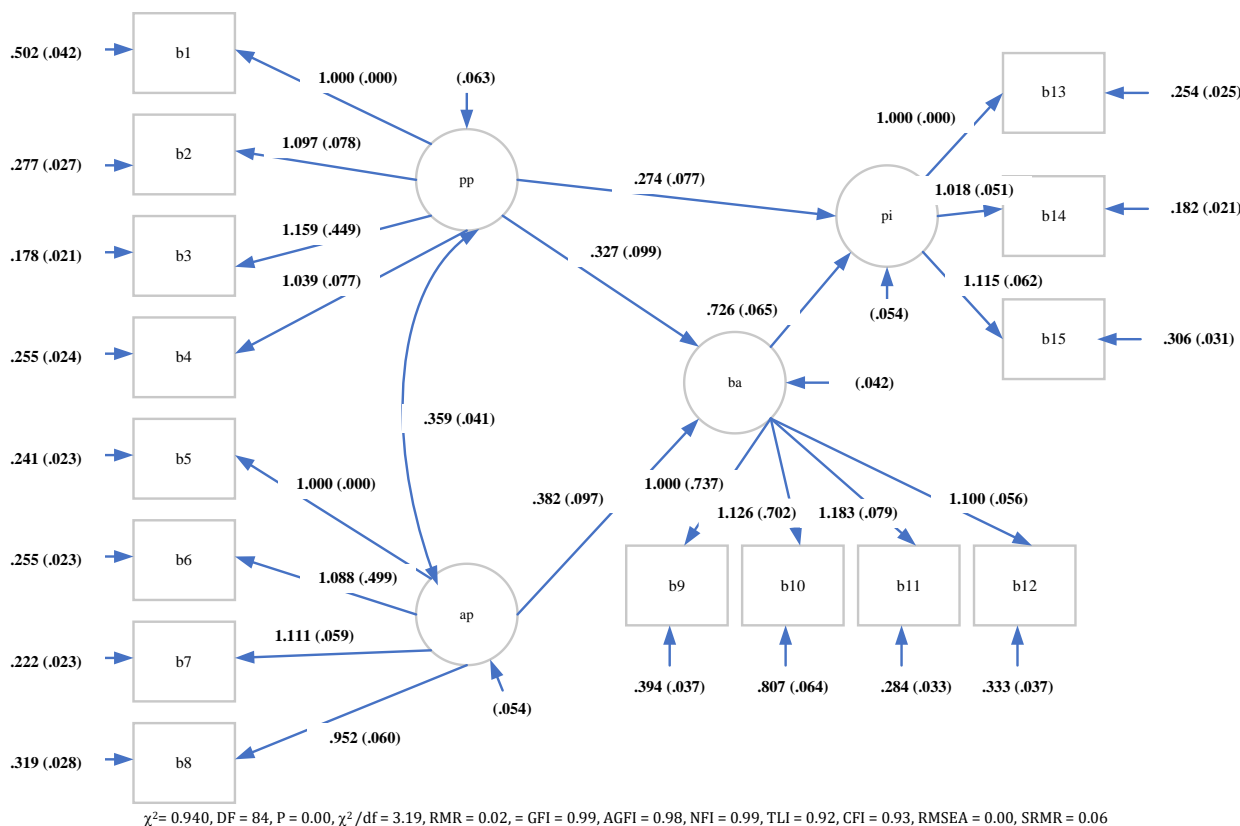
Fig. 2: The causal relationship model analysis of multilevel structural equations

The findings involve offering water hyacinth products in new markets, both domestically and internationally, and targeting various regions. According to Kalayou et al. (2020), the ability to persuade consumers to adopt new technology is crucial for leveraging its benefits. Their research indicates that studies across various fields have consistently identified Perceived Usefulness (PU) as the primary factor influencing the acceptance and utilization of new technology. The opinions of users about the utility of technology may be influenced by external circumstances. Consequently, the Technology Acceptance Model (TAM) serves as the main determining factor that directly or indirectly explains the behavioral intentions toward technology use. These results align with the findings of Mkhonto and Zuva (2024), who conducted a critical review of technology adoption theories and models. Their study highlighted the TAM as a robust framework for understanding the influence of behavioral attributes and cognitive beliefs on individuals' readiness to adopt technology. They emphasized the importance of perceived usefulness and ease of use in shaping acceptance behaviors, providing a solid foundation for empirical investigations into technology adoption dynamics. Similarly, the study conducted by Akbari et al.

(2020) indicated that the rapid shift in behavior regarding technology use was influenced by several variables. The statistics align with the research conducted by Wojcik and Hughes (2019), said that 90 percent of social media users are expected to be in the younger age group of 18 to 29. Everyone who chooses to utilize social media has access to at least one platform. Furthermore, the users were mostly comprised of educated individuals who had higher levels of education and were highly rich, with an annual income above $75,000. Social media may be categorized into several technology-enabled activities, such as picture sharing, blogging, social gaming, social networking, video sharing, metaverse business networking, reviews, and more. To broaden distribution channels across different locations, both locally and globally, it is essential to integrate social media platforms into the virtual social network. In the business sector, social media is seen as an essential instrument for conducting commercial operations. It serves as a platform for finding and interacting with consumers, boosting sales via advertising and promotions, analyzing consumer trends, and providing customer care or support (Dhagarra et al., 2020). Multiple studies have confirmed the influence of social media use on the sales process in SME, highlighting consistent effects

across different nations. The use of social media for SMEs' commercial goals is contingent upon the industry and the specific sort of social media employed. The effects of social media use mostly pertain to stakeholders, business partners, and rivals (Huddiniah and Er, 2019).

5. Conclusion

The results indicated that both the introduction of new and improved items and the level of excellence in the products had a favorable influence on the perception and awareness of the brand, as well as the commitment and allegiance towards the brand. Furthermore, the awareness and perception of a brand had a favorable impact on the level of customer loyalty towards that brand. Consequently, innovation played a crucial role in ensuring the quality of client loyalty. Furthermore, the caliber of the items had an impact on the positive sentiments held by buyers. Nevertheless, a well-cultivated brand image will enhance the perception of your firm as trustworthy among buyers. Also, it consistently maintained this level of performance to develop strong brand loyalty. In conclusion, this study offers valuable insights into consumer behavior within the context of artisan markets, specifically focusing on OTOP and SME products. The research highlights key demographic trends, revealing that middle-aged, educated women—many of whom are public servants—form a significant segment of the customer base in these markets. The findings suggest that factors such as perceived price, intrinsic product qualities, and consumer loyalty have a notable influence on future purchase intentions. Perceived price emerged as a critical factor, demonstrating that how consumers assess the cost of a product significantly impacts their likelihood of making repeat purchases. Intrinsic factors, such as the product's quality and aesthetic appeal, also play a vital role in shaping consumer preferences. Furthermore, the strong correlation between consumer loyalty and perceived value underscores the importance of positive shopping experiences in driving customer satisfaction and retention.

Overall, this research underscores the need for retailers and marketers to focus on pricing strategies, product quality, and fostering a loyal customer base to sustain and grow sales in the artisan market. By addressing these key factors, businesses can better position themselves to meet the needs and expectations of their target customers, ultimately leading to enhanced consumer satisfaction and increased market success.

Acknowledgment

Compliance with ethical standards

Ethical considerations

This study was approved by the Suan Sunandha Rajabhat University Ethics Committee (COE: 2-157/2020). Participants provided informed consent, and their confidentiality and data privacy were strictly maintained throughout the research process.

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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