



Kasetsart Journal of Social Sciences

journal homepage: <http://kjss.kasetsart.org>



Foreign consumer value model for local Thai cultural products purchase

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Article Info

Article history:

Received 16 July 2018

Revised 29 November 2018

Accepted 30 November 2018

Available online 13 March 2020

Keywords:

decision criteria,
physical characterization,
physiological interaction,
psychological imperatives,
visceral aesthetic values

Abstract

When foreigners travel to any tourist destination, they are bombarded with local souvenirs, mass-produced elsewhere and tampering with a visual reference to the host culture, therefore such items cannot satisfy the need of the consumers because they may not be perceived as compatible in values of transaction. Considering the benefit of understanding those values in the design process of local Thai products, the researcher studied how a foreign traveler perceives those values when deciding on the purchase of products. Therefore, the researcher incorporated those values into the model for further application in product design process. Data collected for this research was from structured interviews with 188 respondents of “foreign” tourists in Thailand. From responses obtained, the resultant model accommodated the captured values and their objective compatibility into four categories of consumer attitude. The compatibility of consumer attitudes across national boundaries presented in the resultant model determining the parameters in the creative practice for the design of a) contemporary souvenir/local handcrafted items/objects b) symbolic of regional culture in accessories art, the latter is the prime consideration. But importantly this model also offers the possibility of retail strategy options relative to the four categories of consumer attitude by indicating that the underlying visceral responses relate to the individual “lure of the lack” and is influenced by the situational circumstance.

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Introduction

Souvenirs made of local materials with indigenous design can be found easily in most of the world tourist destinations. During the visit, the tourist is confronted with a bewildering range of items from which to select. These can range from the “cheap and cheerful” refrigerator magnet; conveying a visual reference to the host culture (a name and/or iconic image) and which may be mass produced elsewhere, to high quality material, high value, highly priced, local handcrafted item which carries authentic symbolic and or traditional culture

identity (Van Esterik, 2000). However, there are many products which do not fully satisfy tourist clients’ needs and therefore it might be assumed that these items may not be perceived as compatible in values of the transaction, leading to less purchasing of those items. Some designs might be successful in terms of sales volume, however, it is important to capture indicative factors or values of these designs’ appeal in the traveler psyche, or indeed do they have other customers also and in what optimum situation do they operate when selling to foreign travelers. Thus, such factors and values can practically lay a foundation to the product design solution in which product designers will take element by element into account and create the final products with compatibility in those values of interest (Forty, 1995; Patrick, 2000).

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Peer review under responsibility of Kasetsart University.

With foreign tourist consumer insight obtained firsthand, the data and analysis will yield a relevant group of indicative factors that would be incorporated in the model construction process. As the objective of the study, the model in discussion will have the potential to benefit designers and local entrepreneurs when they develop a design solution to local cultural products, including contemporary accessories art, embedded with indigenous culture values, in the local hand-crafted textile making economy and meet with the right market segmentation (Holbrook, 1999).

Literature Review

Some tourists however opt “not” to purchase souvenir items from the usual sources, but instead look to a more associative experience by direct interactive and or negotiation with and from the local craftsman. In this situation items selected may not always need traditional symbolic associations but rather have experiential, educative recollection and perhaps more “visceral” associative values (Van Esterik, 2000). Some tourists are solely concerned with this personal associative memory factor in purchase of souvenir items and may not choose the expected items, which carry regional identity, but rather chose items to which they are attracted from any retail sector. In this instance that which motivates to purchase is likely a viable commodity at lower prices than those at home rather than any “associative recollections” or “buying into regional identity” through purchase of souvenirs. Therefore, it can be assumed that not all motivations to purchase are solely personal economics driven and that other considerations impact. It is understood that when sales of the same price range are compared, it is the design element which becomes the significant factor of the buying decision making process, and therefore, it becomes a matter of personal taste in choice or perhaps a perception of the taste of the recipient for whom the item has been purchased. The souvenir is often a gift item for someone at home and might not represent the taste of the purchaser (Jerrard, Hands, & Ingram, 2002).

Huffman, Mick, and Ratneshwar (2000) state in the book “The Why of Consumption” that “researchers argue persuasively for the inescapable role of situation.” It can be said that if price is not the main focus then, these and other values derive from a multiplicity of pragmatics and intangibles, must constitute consumer preference in combination with a multi-sensory response to aspects of design of products, such as, beauty, tactility, color, emotional evocations and so on which are personal and individually differentiated and are considered “relational” (Ratneshwar, David, & Cynthia, 2000).

If this research is to explore the complex relationship between people, their attitude lifestyle and in behavior relating to the design elements in souvenir products and or cultural objects, then the form and function must also be examined often as the dichotomy when factoring a souvenir because of the fulfillment issues which are complex and paradoxical. According to study of the phenomenon, measuring factors support the notion of “relational” being considered an important aspect of a complexity of consumer responses in decision making relative to market demand fulfillment or eliciting consumer needs, wants or desires, and which therefore should reveal individual values in a value system (Solomon & Rabolt, 2009).

Methodology

The data collection method for this research was conceived after consultation with marketing experts, together with the literature search, from which came the structured interview. The structured interview was taken in three locations filtered by the density of foreigner tourists in Thailand (Chiang Mai, Bangkok and Samui). With convenience sampling technique executed in the local destinations with a high density of foreign tourist consumer, 188 respondents were chosen for the structured interview.

In these various conditions, the respondents were asked approximately 400 questions and responded to 10 image sheets in full color representing local textile based accessory art (culture objects) and fabrics some of which traditional souvenir purchases alongside were of a more contemporary design, but never the less, carrying Thai symbolic or sensory identity reference characteristics. Also, visceral responses to images viewed were graded in five categories of strength of feeling like to dislike or less and more, but responses to functionality required utility answers. Other multiple-choice questions related to multi-functional products, regional products, special attributes of products, materiality, and sociability use.

This data analysis yielded a distillation of three factors of associative behavior in decision making linking differing value systems including; a) physical factor; b) physiological (physical-social interaction) factor and, c) psychological factor. In this context, the psychological process relates to motivation, emotion, attitude, and acknowledgments (Cheng & Cheung, 1994) and are the basis of the individual consciousness (Cholachatpinyo, 1998). Therefore, these responses might be considered: to be reliant upon phantom multi-sensory declarations, since the actual sensory involvement is limited in these cases, to the visual and auditory sensitivities only, (Jordan, 2000 quoted Laurel, 1991).

Data Analysis

In response to the general information, the first part of the questionnaire analysis follows the principles of common attitude groupings (Plummer, 2009) and the highest percentage of consumers fall into common attitude group B at 37.23 percent confirming attitude “seeking new opportunity”. The next largest group of 56 respondents were identified through the same process as having distilled values and meanings articulated through self-assessment, as confirming general attitude Ego Centric at 29.79 percent synthesis term for care free values and meaning factors “beauty and fun”. 40 respondents achieved a 21.28 percent attitude group Intellectual rated as synthesis characteristics of “serious, strict and precise” as main attitudes. The final and smallest group of 22 (11.07 %) respondents in group Reflective were found to have synthesized attitudes “minimalist” based upon their ascribed values and meaning.

Also it was required that the classification connection to the psychological factor; physical-social interaction, alongside the personal psychological interpretations can operate in the same realm. Therefore, it was important to categorize for the purpose of model development later; see Table 1.

Table 1 Respondents lifestyle classification

Group	Consumer's Attitudes	Value Meaning	Number of People	Percentage	General Attitude
A	Accomplishment Accuracy Money Excellence Power	Achievement, Success, Triumph Correct, Exactness, Precision Cash, Wealth, Riches Superiority, Distinction, Quality Dominance, Control, Authority	40	21.28%	Intellectual
B	Adventure Discovery Global View Innovation Creative	Escape, Venture, Quest Breakthrough, Sighting, Detection Worldwide, Universal, International Novelty, Originality, Modernization Original, Artistic, Inspired	70	37.23%	Adventure
C	Beauty Community Fun Harmony Variety	Lovely, Attractive, Pretty Group of people, Neighborhood, Village Enjoyable, Amusing, Pleasurable Agreement, Accord, Synchronization Assortment, Diversity, Multiplicity	56	29.79%	Ego Centric
D	Calm Family Faith Simplicity Cleanliness	Peaceful, Tranquil, Quiet Relations, Relatives, Lineage Trust, Confidence, Belief Effortless, Minimalism, Plainness Purity, Spotlessness, Dirt-free	22	11.70%	Reflective
Total			188		

The singular terms Intellectual group (40 people), Adventure group (70 people), Ego-Centric group (56 people), and Reflective group (22 people) were adopted and captured to define the attitudes as symptomatic of a group's (not specific individuals) psychological stereotypes. These attitudes and values were established as group characteristics for the second stage of data analysis examining each group's preferences relative to physical properties or attributes. The preferences relative to the physical characteristics of products were required in the questionnaire focusing upon the form, texture, color, and size of the images presented to the respondents. See Table 2 for more details.

Therefore, of all groups, 50–55 percent prefer “mini” objects in transaction whereas only 20 percent and less prefer large items (see specific details) indicating that Intellectual Group and Adventure Group are more inclined to purchase big items whilst the other two groups are more likely to purchase medium to small items. From the results, Intellectual Group focuses upon structural silhouette, graphic arrangement and/or objects which are angular in character. The texture is silky and shiny whilst the color tone for this group is contrasted coloring, which may imply their purposeful and direct character. Also, the size of the objects purchased tends to be small so as to subtly enhance the body image expression. Adventure Group gives importance to non-structured or fluid

forms with freedom of shape and line. Also, transparency revealing the inner material is a value, but also an innovative response. Color-wise this group prefers complementary contrast because they are experimental and not concerned with the obvious in patterns and so on. The very small size of the object indicates a disdain for decoration and a preference for the unequal. Ego-Centric Group values a structured silhouette, on the other hand, textures tend to be soft, pretty in harmonious color tones with a sense of fun and attractiveness whilst the decoration is small and detailed. Reflective Group is concerned with non-structured items conveying freedom of shape and line. Unlike Adventure Group, the Reflective Group prefers to show organic and natural textures with a monochromatic scheme in sophisticated and considered color matching. The size preference of such objects is also very small. At this stage, consumer preferences in the aspect of core design elements (form, texture, color, and size) were captured for further model formulation. Next step is to study the underlying psychological values to survey taste in beauty, which should be considered as “taste and beauty attitudes” that create such values for consumers, see Table 3.

Intellectual Group's taste could imply the embodiment of the group values of Achievement (35%) and Control & Authority (20%). Ego-Centric Group preference is implied to be the pleasure products since their prime value is Enjoyable

Table 2 Physical characteristic preferences

		Attitudes							
Form*	Intellectual		Adventure		Ego Centric		Reflective		
	Structure	80%	25%		85%		25%		
	Non-Structure	20%	75%		15%		75%		
Texture**	1. Silky	3.95	1. Transparent	4.20	1. Soft	4.07	1. Wooden	4.00	
	2. Shiny	3.80	2. Structure	4.00	2. Furry	3.79	2. Powdery	3.91	
	3. Glittery	3.65	3. Cement	3.83	3. Silky	3.71	3. Transparent	3.55	
Color**	1. Value Contrast	4.30	1. Complementary Contrast	4.00	1. Tone Harmony	4.04	1. Monochromatic Scheme	4.09	
	2. Monochromatic Scheme	3.75	2. Value Contrast	3.71	2. Complementary Contrast	3.82	2. Tone Harmony	3.91	
	3. Balance Color	3.70	3. Tone Contrast	3.51	3. Balance Color	3.71	3. Analogous Scheme	3.73	
Size*	1. Small	55.00%	1. Mini	54.29%	1. Mini	50.00%	1. Mini	54.55%	
	2. Medium	30.00%	2. Big	20.00%	2. Big	25.00%	2. Big	36.36%	
	3. Mini	15.00%	3. Small	14.29%	3. Small	17.86%	3. Small	9.09%	
	4. Big	0.00%	4. Medium	11.43%	4. Medium	7.14%	4. Medium	0.00%	

Note. * Frequency distribution / ** Rating Scale

(35.71%). Modernist and or breakthrough (40%) and venture values (20%) are the preferences of the Adventure Group. Finally, Reflective Group also relays Tranquil (36.36%) and Peaceful (27.27%) of beauty in their choices of purchase. As a specific psychological value, Reflective Group will only buy 100 percent handmade.

Next values to be studied are the purchase and usage values, “Physiology Values”, of “fashion accessories” examined from data of the image response questionnaire. Regarding this table, the respondents were questioned regarding necklace, scarf, and hairpin, which are the most common body decoration objects. Intellectual Group (55–65%) does not frequently purchase this kind whereas these consumers will use such when it is necessary to use accessories. Their chosen object must be lightweight precious material for silver necklace (40%), silver hairpin and (20%) and silk scarf (60%). Adventure Group (54.29%–80%) does not frequently buy this category of objects but in the event they occasionally do, they prefer metal hairpin (28.57%), metal necklace (22.86%) and prefer scarfs from natural fiber (57.14%). Ego-Centric Group

does not buy these products frequently, however, this group prefers lightweight precious materials such as gold necklace (39.29%), hairpin from jewelry or precious stone (25.00%) and silk scarf (64.29%). Reflective Group (63.64%–72.73%) do not buy these items frequently. Light material is preferred. Scarfs from natural fiber (63.64%), silver necklace (36.36%) and wood hairpin (27.27%) are their preferences, as seen in Table 4.

Table 5 suggests that specific usage is a factor in purchase decision making, however, in response to the specific function to visual images of accessories shown, the decorative and body decoration values were the highest percentages (between 80–90%) expressed. In general, these respondents have specific situations when wearing accessories, which is revealing of other purchase values in Table 5. When breaking down into buying reasons, the main reason for all respondents to buy a necklace is to decorate their body. Utility is the main reason for all respondents to buy a scarf. Whilst Intellectual Group is the only group to buy hairpin for utility and the other groups buy hairpins to decorate body.

Table 3 Psychological values

	Attitudes							
	Intellectual		Adventure		Ego Centric		Reflective	
Tastes in Beauty	1. Achievement	35.00%	1. Modernization or Breakthrough	40.00%	1. Enjoyable	35.71%	1. Tranquil	36.36%
	2. Control & Authority	20.00%	2. Venture	20.00%	2. Pretty	25.00%	2. Peaceful	27.27%

Table 4 Physiology factor

Attitudes	Item Products	Purchase's (%)				Product's Weight (%)		Materials (%)			
		Never	Occasional	Frequent	Compulsive	Heavy	Lightly	Main Material		A part of material	
Intellectual	Necklace	15.00	65.00	10.00	10.00	30.00	70.00	Silver	40.00	Gold	25.00
	Scarf	0.00	65.00	20.00	15.00	30.00	70.00	Silk	60.00	Jewelry	25.00
	Hairpin	15.00	55.00	15.00	15.00	0.00	0.00	Natural Fiber	50.00	Metal	50.00
Adventure	Necklace	2.85	80.00	17.14	0.00	17.14	82.86	Silver	20.00	Metal	25.00
	Scarf	2.86	54.29	37.14	5.71	34.29	65.71	Metal	22.86	Silver	28.57
	Hairpin	25.71	54.29	17.14	2.86	0.00	0.00	Natural Fiber	57.14	Silk	48.57
Ego	Necklace	3.58	57.14	35.71	3.57	35.71	64.29	Silver	28.57	Silver	28.57
	Scarf	7.14	50.00	28.57	14.29	39.29	60.71	Gold	39.29	Jewelry	35.71
	Hairpin	17.86	50.00	28.57	3.57	0.00	0.00	Silk	64.29	Polyester	32.14
Reflective	Necklace	9.09	72.73	18.18	0.00	36.60	63.64	Jewelry	25.00	Gold	25.00
	Scarf	0.00	72.73	22.27	0.00	27.27	73.73	silver	36.36	Glass	27.27
	Hairpin	27.27	63.64	9.09	0.00	0.00	0.00	Natural fiber	63.64	Natural fiber	45.45
								Wood	27.27	Glass	27.27

Table 5 Physical Social Interaction Value Measurement

			Attitude (%)			
			Intellectual	Adventure	Eco Centric	Reflective
Social Characteristics	Situation	Relax at Home	19.15	15.79	17.46	29.63
		Party	21.28	23.68	30.16	25.93
		Travel and Shopping	21.28	31.58	12.70	14.81
		Tea Time with Friends	8.51	7.89	20.63	7.41
		Working	29.79	21.05	19.05	22.22
Purchase's	Reason for accessory purchase	For Utility	20.00	11.43	3.57	0.00
		Decorate Body	80.00	88.57	96.43	90.91
		Fix Body Problems	0.00	0.00	0.00	9.09
	Reason for necklace purchase	For Utility	25.00	8.57	3.57	0.00
		Decorate Body	75.00	91.43	96.43	100.00
		Fix Body Problems	0.00	0.00	0.00	0.00
	Reason for scarf purchase	For Utility	65.00	54.29	53.57	63.64
		Decorate Body	20.00	42.86	42.86	36.36
		Fix Body Problems	15.00	2.86	3.57	0.00
	Reason for hairpin purchase	For Utility	60.00	34.29	50.00	18.18
		Decorate Body	40.00	60.00	50.00	81.82
		Fix Body Problems	0.00	5.71	0.00	0.00

To examine the correlation between “Psychological Values” as studied in Table 3 and the local Thai textiles, responses to a visual prompt were collected. However, these are not quantifiably negative or positive but rather are inferences which reflect in confirmative manner values expressed towards questions asked in the questionnaire and which conform to group attitudes regarding objects shown. The most preferred local textile materials for each group are as follows: Intellectual Group prefers plain silk, Adventure Group prefers Ikat silk, Ego-Centric Group prefers Yok Dok (jacquard), and Reflective Group prefers plain silk (20.83%, 15.46%, 19.05%, and 23.81%, respectively) (Table 6).

Results and Discussion

One significant concern to be noted is the use of representation or metaphoric reference in data collection relating to interaction and preference in a survey of this kind, by use of respondent’s written or spoken statements to image recognition, rather than tangible objects, which relies on evocation on the part of respondents. Therefore, responses of this kind might be reliant upon phantom multi-sensory declarations, since the actual sensory involvement is limited. However, it also offers insights relating to what assumptions are most likely to appropriately inform in the analysis of data towards the correct conclusions in the types of questions asked of the images presented. As a result, implicit interpretive factors are revealed within the correlation charts in Table 6.

Respondent’s preferences, in terms of the physical attributes of items/object presented to them, demonstrates variations in what might be considered “taste levels” or values contributing to the visceral in so far as there is a multi-sensory impact. Images also evoke the phantom tactile experiential in this context. Further, there can be seen a higher preference percentage for the “smaller or mini objects” overall.

Regarding the respondents underlying consumer “psychological values” in support of taste and beauty attitudes reinforced by reference to specific factors or attributes which are perceived if not always actual, thereby suggesting an evocative response which is to some extent reliant upon what experience the respondent brings to the decision to buy since the purchase of local cultural products is not routine for foreign tourist consumers in nature and the theory of complex decision making is in action within this situation (Dewey, 2007).

In so far as can be understood or might be assumed, The results suggest, choice preferences and affinities to the usage interaction with the tangible objects, illustrated as

accessories images in the questionnaire, might be considered by respondents to be luxury item and or conveying wealth value, (since they are made from precious materials), and therefore have a “display of those values” in the physical-social interaction value system, when worn in the “own or return domestic culture” rather than “the temporary host or tourist culture”.

“Physical social interaction value”, suggests that specific usage is a factor in purchase decision making, however in response to a specific function to visual images of accessories shown, the function of decorative and body enhancement values were the highest percentages expressed (between 80–90%). Therefore, since the respondents were shown other objects to which they expressed attitudes it can be suggested that there are other and specific motivations to the purchase of accessories which are non-specific to the situation of travel.

As noted by Jordan (2000) and suggested by Laurel (1991), the responses towards such representation were suggested to be less engaging because the use of agents in the context of interface. Such agents brought in the second significance thus resulting in a combined meaning from encoding one icon with another significant meaning.

After presenting to the respondents with traditional Thai local products, the response to a visual prompt suggests that the consumer finds limitations to embedded values relating to knowledge of or familiarity to the sign systems in the Thai cultural visual aesthetic. From the theory of consumer behavior in terms of the information search process, if a foreign consumer were not exposed to Thai sign systems beforehand, a transaction triggered maybe from other perspectives rather than Thai culture appreciation instead because of limited recollection. In contrast, in order to trigger the purchase transaction, acting upfront as external sources at the point of purchase will be able to potentially attract culture connoisseur’s segmentation (Raghav, Sharma, & Mishra, 2013). However, these are not quantifiably negative or positive but rather are inferences which reflect in confirmative manner values expressed towards questions asked in the questionnaire and which conform to group attitudes with objects being shown (Solomon & Rabolt, 2009).

As a result, based on the potential of socio-lifestyle system defined by Cathelat (1990), the decision criteria model or the model of decisive and compatible foreign consumer values, impacting their choices in the purchase of, products with embedded Thai culture values, takes relevant correlations into formula in groupings according to socio-cultural and economic situation together with the attitudinal, aesthetic sensibilities

Table 6 Psychology (local textile correlates)

Attitudes	Difficulty to use (%)											
	Assessor good design is difficult to use		Scarf is complicated to wear		Accessory goes well with every clothing style		Accessory goes well with unique style clothes		Easy to take care		With instruction, willing to take care high-maintenance products	
	Like	Don't Like	Like	Don't Like	Like	Don't Like	Like	Don't Like	Like	Don't Like	Like	Don't Like
Intellectual	35.00	65.00	35.00	65.00	100.00	0.00	45.00	55.00	85.00	15.00	55.00	45.00
Adventure	57.14	42.86	34.29	65.71	91.43	8.57	45.71	54.29	94.29	5.71	45.71	54.29
Ego Centric	42.86	57.14	39.29	60.71	78.57	21.43	46.43	53.57	78.57	21.43	53.57	46.43
Reflective	54.54	45.45	36.36	63.64	81.82	18.18	63.64	36.36	81.82	18.18	54.55	45.45

related to psychological and physical/social interaction with objects and the self-perception of individuals, as shown in figure1, which can be called foreign consumer value model for local Thai cultural product purchase. Color-coding in the model represented differentiated values suggesting that “specific groups have specific values which relate to specific object and aesthetics which operate in a relational system when making purchasing decisions.”

The comprehensive model of different consumer reactions in a purchase transaction is a model to clarify and group variables of decision making when purchasing items or products express their identity related to individual psychology, physical interaction and physical property. These factors are not culture-specific but rather impact on the decision made to purchase souvenir object. Each quadrant demonstrates the highest preferences of values including form, texture, color, size, material, and taste in beauty (Jerry & Mo, 1996). When using the model, a sequence of steps should be understood. First, the user needs to know what his or her consumer type is,

which can be identified from Table 1, which identifies the consumer groups as Intellectual Group, Adventure Group, Ego-Centric Group and Reflective Group based on consumer's attitude and value meaning obtained in the questionnaire. Thereafter, the model takes the factors from each table assigning them to each quadrant of the table according to the group. All of the relevant preferences are entered into the model in the relevant quadrant in the appropriate circle of values. Accordingly, the design values to achieve in an attractive product for Intellectual Group may give certain values such as elegance or reliability priority over others. If the need is for you to develop a necklace or a hairpin for decorative use in a domestic situation, it should be crafted from precious materials like silver. In the sameway, if a scarf is to be made, silk shall be considered as material. With the information positioned in the model in the appropriate grouping, designers can apply the concept to product design to be compatible with the needs of the group (Figure 1).

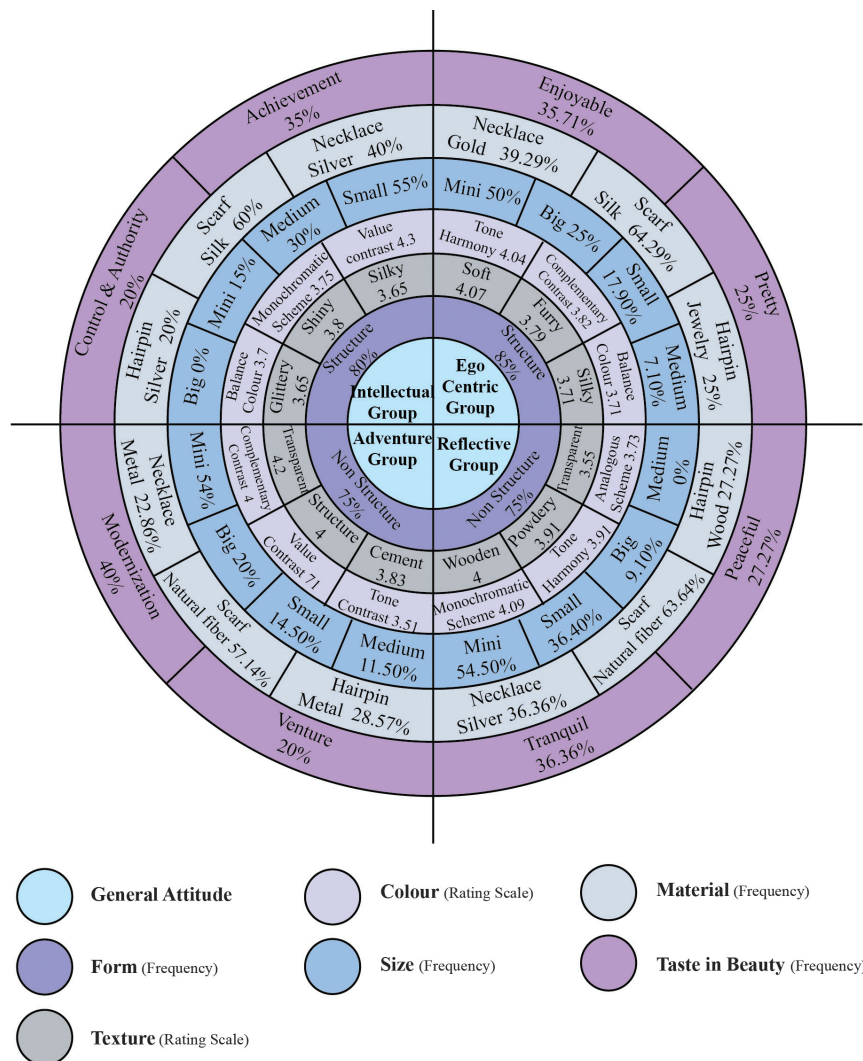


Figure 1 Foreign consumer value model for local Thai cultural product purchase

Conclusions

The findings for foreign consumer value model for local Thai cultural products purchase presented here are preliminary and based upon part analysis of the visceral impact upon respondent's values and attitudes. The results are four stereotypical classifications of tourist consumers of souvenirs or objects which symbolize Thai culture. Those consumers are individuals who bring to the new situation their former selves and consequently their decision criteria, which are likewise mediated by past experiences. However, the specific situation in which a transaction takes place also impacts upon the decision to buy. In constructing the model, this contextual element cannot be factored in, since the data relates to preference and attitude. However, the information which established the groupings indicates these context attitudes whilst emphasizing the preference pleasure principles/values given by the respondents.

Model of Decisive and Compatible Foreign Consumer Values in Purchase of Products with Embedded Thai Culture Values can be understood through the model as good representative values of the specific stereotype grouping; however, when creating new products in this context, the encoding values is much more simplistic local identity by incorporating narratives and adding specificity in the product features. This model is important because it isolates those values which typify the four consumer groups' preferences, thereby enabling the designers to encode new products with those values. It is also important to fashion buyers or merchandisers to understand consumers' mindset and select appropriate commodities to fulfill needs in the marketplace. Visual merchandiser particularly will find the data invaluable in presenting the retail ambiances stimulating and inspiring consumers' desire to purchase. As a designer, these values which relate to the physical properties of product are important as exemplified by the respondent's attitudes towards tactility et al., and since they inform the "design process", the physical aspects of visceral responses are significant factor prompting engagement with evocation of the former experience and sensibilities of the purchaser. The metaphoric frame of reference it is argued here, that can evoke phantom sensibilities and the engagement of the purchaser bringing a more pleasurable experience and the likelihood of a purchase, needs to embrace the new factors presented in the model.

Conflict of Interest

There is no conflict of interest.

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