

Segmenting Consumer and Purchase Intentions for Designer Furniture in Thailand

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This study aimed to explain purchase intention toward Thai designer furniture through brand experience and customer. The research employed a quantitative research approach using a survey method. A questionnaire was developed as a research instrument, and data were collected from a sample of 200 respondents. The data were analyzed using multiple regression analysis with the stepwise method, segmented by marital status and income levels. The results revealed that behavioral brand experience was the strongest predictor of purchase intention toward Thai designer furniture among single without children's consumers ($\beta=.324$, $p<.01$). While corporate brand image most strongly explained purchase intention among consumers with other marital statuses ($\beta=.345$, $p<.001$). Furthermore, both customer image and corporate image dimensions of brand image exerted the greatest influence on purchase intention among consumers with a monthly income of 10,000–50,000 THB ($\beta=.300$, $p<.01$). Meanwhile, corporate brand image was the most influential factor affecting purchase intention among consumers earning 50,001 THB or above ($\beta=.326$, $p<.001$). These findings provide crucial practical implications for targeted marketing strategies. Entrepreneurs should emphasize hands-on experiences like product trials for single consumers to reduce uncertainty. Conversely, when targeting other marital statuses or high-income groups, the focus should shift to building and communicating a strong, trustworthy corporate reputation through professional branding and industry endorsements. For middle-income buyers, communications must clearly emphasize functional value and product durability to build credibility.

Keywords: Brand Experience, Brand Image, Purchase Intention, Designer Furniture, Marital Status and Income

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Introduction

Thailand's economy is rapidly moving online in 2025. E-commerce is booming, and platforms like TikTok are driving huge growth in sales through short videos (Bain & Company, 2024; Google et al., 2024). This shift means that things like letting customers virtually "try on" products or building trust online are now vital, especially for expensive items such as **"designer furniture."** Thai SMEs often operate on tight budgets, so they desperately need clear evidence about which digital marketing efforts pay off. Knowing exactly what converts a browser into a buyer helps them spend their money wisely (AnyMind Group, 2025; ECDB, 2024). High connectivity further reinforces this need: internet penetration exceeds 90%, and more than 51 million Thais actively use social media, with video commerce identified as a key driver of e-commerce growth. Industry reports project continued expansion of online furniture sales, call attention to the relevance of strategies tailored for digital channels (DataReportal, 2025; AnyMind Group, 2025; ECDB, 2024; Ken Research, 2025).

"Designer furniture" is more than just a place to sit; it functions as a statement piece that allows people to express their personal style and quality standards. Marketers understand that consumer purchasing decisions for these expressive goods are primarily driven by two core psychological factors: the overall Brand Experience and the established Brand Image. These factors are central to whether a consumer forms a strong intention to buy the product (Aaker, 1996; Brakus et al., 2009; Keller, 1993). However, the effectiveness of these brand cues is not universal. Instead, a family's structure and its income level fundamentally change how different people shop. Studies show that a person's marital

status, for instance, and the internal power dynamics within the household affect who makes the final buying decision (Daming, 2019). A family's social and financial status shapes where individuals shop and who they choose to trust. For example, it is crucial to note that simply having more money doesn't mean a consumer automatically prefers a "fun experience" over solid guarantees; wealthy people manage financial risk just like everyone else (Rucker & Galinsky, 2008; Weingarten & Goodman, 2021). These existing insights strongly suggest that we need to tailor our marketing messages for premium goods based on a customer's specific home life and bank balance (Mandel & Smeesters, 2008).

Moreover, many studies show that brand image and experience make people want to buy products. However, very few researchers look specifically at how income and household status affect the purchase of expensive, long-lasting goods (Pina & Dias, 2021). And while a recent study by Santpradit (2024) touched on designer furniture in Thailand, it did not investigate how demographic factors like income or marital status *change* the link between brand perception and purchase intent. This study aims to fill that exact gap. This study intends to provide Thai SMEs with the specific, actionable data they need to better understand their diverse customer base in 2025.

Research Objective

This research investigates how brand experience and brand image influence purchase intentions in the Thai designer furniture market, with a specific focus on how these effects differ based on a consumer's marital status and income.

Literature Review

Understanding how consumers form purchase intentions for designer furniture requires examining two key constructs: Brand Experience (BR) and Brand Image (BI). Both have strong theoretical foundations and empirical support in marketing literature. However, emerging evidence suggests these concepts operate differently across demographic segments, particularly among consumers with different marital statuses and income levels.

Brand Experience

Brand experience refers to the sensations, emotions, thoughts, and actions that a brand evokes in consumers (Schmitt, 1999; Brakus et al., 2009). It has four dimensions: sensory (SE) (visual and tactile), affective (AE) (emotions), behavioral (BE) (hands-on interaction), and intellectual (IE) (mental engagement). When consumers directly interact with a product—touching it, seeing it, experiencing it—they feel more confident in their purchase (Brakus et al., 2009). Experiential marketing theory suggests that memorable experiences strengthen brand equity and loyalty (Schmitt, 1999). Empirical studies confirm that positive brand experiences enhance satisfaction and purchase intention, particularly in high-involvement categories (Brakus et al., 2009; Pina & Dias, 2021).

However, the strength of this effect depends on income and family situation. Affluent consumers (monthly income 50,001+ THB) actively seek hands-on experiences because they have resources to spend time evaluating (He et al., 2012; Huang & Ge, 2019). In contrast, budget-conscious consumers (10,000–50,000 THB) may rely less on direct experience and more on information or assurances, because experiential evaluation is time-intensive (Huang & Ge, 2019). Similarly, married consumers or those with children

prioritize quick, reliable information over lengthy experiential engagement due to competing family responsibilities (He et al., 2012).

Brand Image

Brand image captures consumers' beliefs and impressions about the brand's qualities, symbolism, credibility, and trustworthiness (Keller, 1993; Aaker, 1996; Erdem & Swait, 2004). The Customer-Based Brand Equity (CBBE) model posits that strong, favorable, and unique brand associations drive positive consumer responses (Keller, 1993). Brand credibility theory emphasizes trustworthiness and expertise as critical for reducing perceived risk and influencing choice (Erdem & Swait, 2004). Studies consistently show that credibility and reputation significantly predict purchase intention in premium categories (Sesar et al., 2022; Pina & Dias, 2021).

Yet the mechanisms through which brand image influences purchase intention differ by demographic context. Marital status shapes how much consumers trust brand promises. Single consumers without children may trust brand reputation (BI1) and trustworthiness (BI5) moderately because they make decisions independently. Consumers with spouses or children, however, face higher perceived risk from joint decision-making and family consequences, so they rely more heavily on brand reputation and trustworthiness to justify their choice (Çifci et al., 2016).

Purchase Intention

Purchase intention—the likelihood of buying a product—depends on both experiential and credibility routes (Schiffman et al., 2010). Both experiential and credibility cues reduce uncertainty and strengthen intention in high-involvement decisions. Recent research highlights that emotional and sensory

experiences enhance brand equity and downstream intentions, while trust signals amplify purchase intention in digital commerce environments (Liang et al., 2024; Pina & Dias, 2021).

Contextual Relevance for Thailand

Recent Thai studies confirm that emotion, credibility, and interaction strongly influence consumer responses on digital platforms (Suttichai & Suriyawong, 2024; Santpradit, 2024; Ongkrutraksa, 2024). Thailand’s digital economy is increasingly video-first, with influencer content, product demos, and shoppable videos shaping purchase journeys (Thailand Digital Landscape, 2025). Concurrently, furniture e-commerce continues to grow, underscoring the strategic importance of digital branding for designer furniture brands competing in online and social commerce environments.

This study conceptualizes Brand Experience and Brand Image as predictors of Purchase Intention for designer furniture, with marital status and income as critical moderators. The framework recognizes that:

1. Marital status affects decision-making style (fast/joint vs. individual/exploratory)

2. Income affects risk perception (high risk/budget-conscious vs. low risk/resource-rich)

3.Designer furniture is a premium, high-involvement category requiring both experience and trust.

Based on this foundation, the following hypotheses are proposed (Figure 1):

H1: Brand experience and brand image positively influence purchase intention among consumers who are single without children.

H2: Brand experience and brand image positively influence purchase intention among consumers with other marital statuses (single with children / married without children) / married with children/ divorced without children / divorced children).

H3: Brand experience and brand image positively influence purchase intention among consumers with monthly income 10,000–50,000 THB.

H4: Brand experience and brand image positively influence purchase intention among consumers with monthly income of 50,001 THB or above.

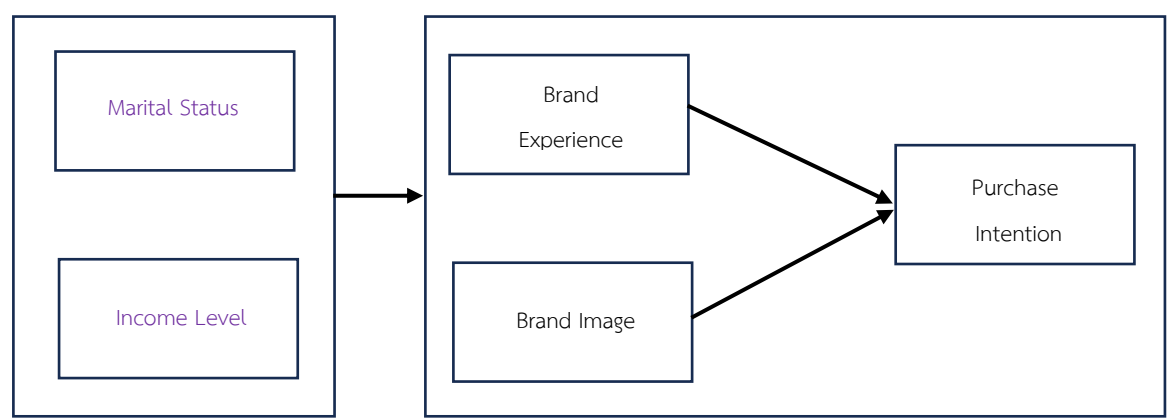


Figure 1: Conceptual framework

Methodology

Population and Sample: The study focused on Generation Y consumers aged 28–43, who represent an important buyer group in Thailand’s designer furniture market (Santpradit, 2024). A purposive sampling approach was used to select participants who were familiar with designer furniture brands such as CHANINTR, Euro Creations, and PODIUM. To achieve demographic representativeness, quota sampling was employed within the purposive sample, ensuring balanced proportions of marital status (50% single without children and 50% other statuses (single with children / married without children / married with children/ divorced without children / divorced children) and income levels (50% earning 10,000–50,000 THB and 50% earning 50,001 THB or above).

Participants were recruited online through social media platforms, with screening questions used to confirm demographic eligibility. Quota controls for marital status and income were applied to ensure balanced representation and minimize bias. Within each quota, qualified respondents were selected using a controlled first come or alternating approach, and recruitment stopped once the quota was reached. The minimum required sample size was set at 100, following the guideline of five to ten respondents per measurement indicator (20 indicators). A total of 200 responses were collected to support more robust and reliable analysis (Chanthasane et al., 2017).

Data Collection and Ethics: Data collection took place in May 2025. Before starting the survey, all participants were informed about the study’s goals and told that their participation was entirely voluntary.

They were also notified of their right to withdraw at any time without any penalty. An informed-consent page clearly explained the purpose of the study, guaranteed anonymity, and confidentiality, and confirmed that data would only be used for aggregate reporting with minimal risk to participants. Based on the institution’s ethics policy, formal IRB approval was not required because the research involved minimal risk and focused only on adult participants (British Psychological Society, 2021; Creswell & Poth, 2017).

Research Instrument: The questionnaire, administered in Thai, was developed by adapting established and validated measurement scales for brand experience, brand image, and purchase intention (Brakus et al., 2009; Wang & Hariandja, 2016; Chen & Barnes, 2007, as cited in Santpradit, 2024) (see variables’ definitions in Appendix). All items were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The interpretation of mean scores was based on the following criteria: very high (4.21–5.00), high (3.41–4.20), moderate (2.61–3.40), low (1.81–2.60), and very low (1.00–1.80) (Ronaweck, 2020). The instrument included a total of 20 observed variables, consisting of Brand Experience with 12 items (SE1–SE3, AE1–AE3, BE1–BE3, IE1–IE3), Brand Image with 5 items (BI1–BI5), and Purchase Intention with 3 items (PI1–PI3). The wording of the items and scale anchors was adapted from previously validated studies referenced above.

Validity and Reliability: The questionnaire was evaluated by three subject-matter experts to ensure content validity and clarity before conducting a pilot study. A pilot test involving 30 respondents was conducted to examine reliability using Cronbach’s

alpha, with values of $\alpha \geq .70$ regarded as acceptable (Wanichbuncha, 2018). The reliability coefficients obtained were .846 for Brand Experience, .847 for Brand Image, and .784 for Purchase Intention, while the overall scale demonstrated high reliability with Cronbach's alpha of .902.

Data analysis: Data was analyzed using descriptive statistics, reliability checks, and hypothesis testing. Preliminary checks for multicollinearity were conducted using the Variance Inflation Factor (VIF). Predictors not retained in the models were reported as non-significant. Following the guidelines of James et al. (2014), all VIF values ranged from 1.000 to 1.930, well below the acceptable threshold of 10, indicating no multicollinearity concerns. Moreover, Pearson correlation matrix was examined to assess the relationships between independent and dependent variables and hypothesis testing using stepwise multiple regression, with analyses conducted separately by marital status and income groups. Brand Experience was operationalized through four dimensions-sensory,

affective, behavioral, and intellectual, while Brand Image was measured using five indicators (BI1–BI5). Stepwise multiple regression was applied within each segment, with variables entered or removed based on a significance level of $p < .05$.

Results

Among the 200 respondents, 100 individuals (50%) were single without children, while the remaining 100 respondents (50%) represented other marital statuses. Income was evenly distributed, with 100 respondents (50%) earning between 10,000 and 50,000 THB and another 100 respondents (50%) earning 50,001 THB or above.

The results of the descriptive analysis examining brand experience, brand image, and purchase intention across marital status and income groups indicate a consistent pattern. Specifically, brand experience and brand image were observed at the highest levels, whereas purchase intention was reported at a high level, as presented in Tables 1–2.

Table 1 Descriptive Analysis of Brand Experience, Brand Image, and Purchase Intention by income by marital status

Variable	single without children			Other statuses		
	Mean	S.D.	Interpretation	Mean	S.D.	Interpretation
Brand Experience	4.487	.496	highest	4.612	.407	highest
Brand Image	4.442	.391	highest	4.554	.357	highest
Purchase Intention	4.100	.606	high	4.227	.527	high

Table 2 Descriptive Analysis of Brand Experience, Brand Image, and Purchase Intention by income

Variable	10,000–50,000 THB			50,001 THB or above		
	Mean	S.D.	Interpretation	Mean	S.D.	Interpretation
Brand Experience	4.511	.451	highest	4.517	.475	highest
Brand Image	4.462	.409	highest	4.465	.351	highest
Purchase Intention	4.160	.577	high	3.990	.516	high

The results of the Pearson’s correlation coefficient analysis, conducted prior to performing multiple regression analysis on the independent and dependent variables, revealed that the independent

variables were significantly correlated with the dependent variables at the 0.001 level of statistical significance, as presented in Tables 3–4.

Table 3 Pearson correlations among Brand Experience, Brand Image, and Purchase Intention by marital status

Variable	single without children			Other statuses		
	Brand Experience	Brand Image	Purchase Intention	Brand Experience	Brand Image	Purchase Intention
Brand Experience	1	.638***	.381***	1	.691***	.325***
Brand Image		1	.434***		1	.325***
Purchase Intention			1			1

Note. *** $p < .001$

Table 4 Pearson correlations among Brand Experience, Brand Image, and Purchase Intention by income

Variable	10,000–50,000 THB			50,001 THB or above		
	Brand Experience	Brand Image	Purchase Intention	Brand Experience	Brand Image	Purchase Intention
Brand Experience	1	.703***	.421***	1	0.565***	.368***
Brand Image		1	.480***		1	.435***
Purchase Intention			1			1

Note. *** $p < .001$

Multicollinearity was examined to prevent problems arising from excessive intercorrelations among the independent variables in the multiple regression model. This assessment was based on the Variance Inflation Factor (VIF), with values not exceeding 10 considered acceptable. The results for

brand experience and brand image variables indicated that all VIF values were below the threshold of 10, demonstrating sufficient independence among the variables and confirming their suitability for inclusion in the regression analysis, as shown in Tables 5–6.

Table 5 Variance Inflation Factor (VIF) by marital status

Independent variable	Single without children	Other statuses
Brand Experience (BR)	1.679	1.914
Brand Image (BI)	1.000	1.000

Table 6 Variance Inflation Factor (VIF) by income group

Independent variable	10,000–50,000	50,001 THB or above
Brand Experience (BR)	1.980	1.469
Brand Image (BI)	1.000	1.000

Hypothesis 1: Brand experience and brand image positively influence purchase intention among consumers who are single without children.

From Table 7, for single without children, behavioral brand experience exerted a positive influence on purchase intention, whereas intellectual brand experience had a negative effect on purchase intention and brand image demonstrated a direct and positive influence on purchase intention. Moreover, the variable exerting the strongest influence on purchase intention toward designer furniture was behavioral brand experience, specifically the item stating that “these brands have provided opportunities for direct experience, such as trying to sit or lie on the furniture” (BE2) ($\beta=.324$, $p<.01$). The resulting multiple regression model explained 29.60% of the variance in purchase intention at the .05 level of statistical

significance. These findings indicate that hypothesis 1 can be partially supported.

Hypothesis 2: Brand experience and brand image positively influence purchase intention among consumers with other marital statuses.

From Table 7, for other marital statuses, only brand image demonstrated a direct and positive influence on purchase intention and the variable exerting the strongest influence on purchase intention toward designer furniture was brand image, specifically the item stating that “these designer furniture brands can be trusted as reputable furniture providers (corporate image)” (BI5) ($\beta=.345$, $p<.001$). The resulting multiple regression model demonstrated the ability to explain 23.80% of the variance in purchase intention at the 0.05 level of statistical significance. These

findings indicate that hypothesis 2 can be partially supported.

Hypothesis 3: Brand experience and brand image positively influence purchase intention among consumers with monthly income 10,000–50,000 THB.

From Table 8, for monthly income 10,000–50,000 THB, only brand image demonstrated a direct and positive influence on purchase intention and the variable exerting the strongest influence on purchase intention toward designer furniture was brand image, specifically the items stating that “designer furniture from these brands delivers outcomes as promised to consumers (customer image)” (BI3) ($\beta=.300$, $p<.01$) and “these designer furniture brands can be trusted as reputable furniture providers (corporate image)” (BI5) ($\beta = .300$, $p<.01$). The resulting multiple regression model demonstrated the ability to explain 26.60% of the variance in purchase intention at the 0.05 level of

statistical significance. These findings indicate that hypothesis 3 can be partially supported.

Hypothesis 4: Brand experience and brand image positively influence purchase intention among consumers with monthly income of 50,001 THB or above.

From Table 8, for monthly income of 50,001 THB or above, behavioral brand experience and brand image exerted a positive influence on purchase intention. Moreover, the variable exerting the strongest influence on purchase intention toward designer furniture was brand image, specifically the item stating that “these designer furniture brands can be trusted as reputable furniture providers (corporate image)” (BI5) ($\beta=.326$, $p<.001$). The resulting multiple regression model explained 21.00% of the variance in purchase intention at the 0.05 level of statistical significance. These findings indicate that hypothesis 4 can be fully supported.

Table 7 Multiple Regression of Brand Experience and Brand Image on Purchase Intention, by status

Single without children							Other marital statuses							
Variable	B	95% CI for B		SE B	β	R ²	ΔR^2	B	95% CI for B		SE B	β	R ²	ΔR^2
		LL	UL						LL	UL				
						0.296	0.266						.238	.222
constant	1.366*	.265	2.490	.560	-			1.639**	.688	2.590	.479	-		
Brand experience														
Sensory aspects														
SE1	.044	-	-	-	-			.067	-	-	-	-		
SE2	.128	-	-	-	-			.074	-	-	-	-		
SE3	.254	-	-	-	-			.153	-	-	-	-		
Affective aspects														
AE1	.080	-	-	-	-			-.059	-	-	-	-		
AE2	.065	-	-	-	-			.126	-	-	-	-		
AE3	-.006	-	-	-	-			.004	-	-	-	-		
Behavioral aspects														
BE1	.016	-	-	-	-			.007	-	-	-	-		
BE2	.286**	.118	.453	.084	.324**			.123	-	-	-	-		
BE3	0.048							.071	-	-	-	-		
Intellectual aspects														
IE1	-.217*	-.415	-.018	.100	-.212*			-.001	-	-	-	-		
IE2	0.141	-	-	-	-			-.017	-	-	-	-		
IE3	0.024	-	-	-	-			.064	-	-	-	-		
Brand Image														
BI1	.181	-	-	-	-			.252**	.073	.431	.090	.259**		
BI2	-.024	-	-	-	-			.147	-	-	-	-		
BI3	.253*	.052	.454	.101	.233*			.242	-	-	-	-		
BI4	.174	-	-	-	-			.109	-	-	-	-		
BI5	.289**	.115	.463	.088	.305**			.315***	.147	.483	.085	.345***		

Noted * means at a 0.05 statistical significance level, ** means a 0.01 statistical significance level, *** means at a 0.001 statistical significance level.

Table 8 Multiple Regression of Brand Experience and Brand Image on Purchase Intention, by income

Variable	10,000–50,000						50,001 THB or above					
	B	95% CI for B		SE B	β	R ²	B	95% CI for B		SE B	β	R ²
		LL	UL			ΔR^2		LL	UL			ΔR^2
						0.266 0.251						0.210 0.194
constant	1.634**	0.783	2.485	0.429	-		1.829***	1.000	2.659	0.418	-	
Brand experience												
Sensory aspects												
SE1	0.066	-	-	-	-		0.148	-	-	-	-	
SE2	0.188	-	-	-	-		0.176	-	-	-	-	
SE3	0.194	-	-	-	-		0.150	-	-	-	-	
Affective aspects												
AE1	0.085	-	-	-	-		0.134	-	-	-	-	
AE2	0.157	-	-	-	-		0.033	-	-	-	-	
AE3	0.058	-	-	-	-		-0.042	-	-	-	-	
Behavioral aspects												
BE1	0.159	-	-	-	-		-0.129	-	-	-	-	
BE2	0.166	-	-	-	-		0.203**	0.068	0.338	0.068	0.267**	
BE3	0.240	-	-	-	-		0.024	-	-	-	-	
Intellectual aspects												
IE1	-0.067	-	-	-	-		0.112	-	-	-	-	
IE2	0.084	-	-	-	-		0.131	-	-	-	-	
IE3	0.129	-	-	-	-		0.071	-	-	-	-	
Brand Image												
BI1	0.185	-	-	-	-		0.100	-	-	-	-	
BI2	-0.012	-	-	-	-		0.144	-	-	-	-	
BI3	0.284**	0.097	0.471	0.094	0.300**		0.154	-	-	-	-	
BI4	0.052	-	-	-	-		0.125	-	-	-	-	
BI5	0.284**	0.097	0.471	0.094	0.300**		0.280***	0.128	0.433	0.077	0.326***	

Noted * means at a 0.05 statistical significance level, ** means a 0.01 statistical significance level, *** means at a 0.001 statistical significance level.

The results of the hypothesis testing indicate that all four hypotheses were partially supported. Brand

image was found to be a significant predictor of purchase intention across all hypotheses, as presented in Table 9.

Table 9 Summary of Hypothesis Testing Results

Independent variable	Brand experience	Brand image	R ²	Hypothesis testing
Hypothesis 1: Brand experience and brand image positively influence purchase intention among consumers who are single without children.	Supported for some variables	Supported for some variables	.296	Partially supported
Hypothesis 2: Brand experience and brand image positively influence purchase intention among consumers with other marital statuses	Not supported	Supported for some variables	.238	Partially supported
Hypothesis 3: Brand experience and brand image positively influence purchase intention among consumers with monthly income 10,000–50,000 THB	Not supported	Supported for some variables	.266	Partially supported
Hypothesis 4: Brand experience and brand image positively influence purchase intention among consumers with monthly income of 50,001 THB or above	Supported for some variables	Supported for some variables	.210	Partially supported

Discussion

This study examined how Brand Experience and Brand Image influence Purchase Intention for designer furniture in Thailand, segmented by marital status and income. The discussion addresses the research objective and hypotheses as follows:

Hypothesis 1 can be partially supported, for singles without children, hands-on experience (BE2), trustworthiness (BI5) and promise delivery (BI3) significantly increase purchase intention while intellectual brand experience (IE1) shows a negative effect. These findings support the experiential route, where concrete interactions reduce uncertainty and create positive effect (Brakus et al., 2009), and the credibility route, where trust lowers perceived risk and improves choice (Erdem & Swait, 2004). The

prominence of BE2 aligns with evidence that sensory and behavioral experiences strengthen brand equity and downstream intentions (Pina & Dias, 2021). The negative IE1 effect is consistent with consumer behavior theory, which suggests that over-analysis can reduce immediate purchase decisions for hedonic or identity-driven products (Schiffman et al., 2010). For designer furniture, which is a high-involvement, hedonic purchase, single consumers may use IE elements (philosophy, sustainability stories, design narratives) to justify their choice. However, when these intellectual cues become too complex or extensive, they create cognitive burden rather than confidence. Single consumers, lacking a partner to share decision responsibility, may feel overwhelmed by intellectual demands and delay or abandon purchase.

Hypothesis 2 can be partially supported, for consumers in other marital statuses, reputation (BI1) and trustworthiness (BI5) positively influence purchase intention, while no brand experience dimensions show a positive effect on purchase intention. This emphasizes reputation and trust as key drivers under conditions of higher perceived risk and joint decision-making (Erdem & Swait, 2004)

Hypothesis 3 was partially supported: For consumers earning a monthly income between 10,000 and 50,000 THB, specific elements of brand image, namely that the company *delivers* (BI3) *on its promises* and is *trustworthy* (BI5) were the key drivers of purchase intention. Aspects of direct brand experience were not as significant for this group. These results make sense because when people have tighter budgets, they prioritize reliable assurances over experiential cues. This aligns perfectly with existing research that focuses on how consumers use perceived quality and value to reduce risk during purchasing decisions (Zeithaml, 1988), and confirms findings that brand image strongly influences intentions for budget-conscious buyers (Wang & Tsai, 2014)

Hypothesis 4 can be fully supported, for monthly income of 50,001 THB or above, hands-on experience (BE2), trustworthiness (BI5) indicating that affluent buyers value experiential evaluation while still relying on trust signals to finalize premium decisions. This finding is consistent with research showing experiential cues elevate equity and intention (Brakus et al., 2009) and credibility reduces residual risk even for resource-rich consumers (Erdem & Swait, 2004). In

digital contexts, trust mechanisms also amplify purchase intention, supporting the trustworthiness (BI5) effect in segments active on video-first platforms (Liang et al., 2024).

Conclusion

This study examined how brand experience and brand image influence purchase intention in Thailand's designer furniture market, segmented by marital status and income. The results show that behavioral brand experience emerged as the most powerful determinant of purchase intention toward Thai designer furniture among consumers who are single without children. In contrast, corporate brand image provided the strongest explanatory power for purchase intention among consumers with other marital statuses. Additionally, among consumers with a monthly income ranging from 10,000 to 50,000 THB, both the customer image and corporate image dimensions of brand image exerted the greatest influence on purchase intention. Conversely, among consumers earning 50,001 THB or above, corporate brand image was identified as the most salient factor shaping purchase intention.

Research Implications

Theoretical Implications

This study contributes to consumer behavior theory by showing that brand experience and brand image have different impacts on purchase intention depending on a consumer's marital status and income. The key implications are:

1. Brand Experience is Contextual: It confirms that hands-on experience (behavioral aspect) is crucial

for single consumers without children, supporting experiential marketing theory in this specific context.

2. Brand Credibility is Key for Others: For consumers with other marital statuses or specific income levels, corporate image and trustworthiness are more important, reinforcing the brand credibility theory under higher perceived risk conditions.

3. Segmentation is Essential: The findings highlight the need to integrate demographic factors (marital status, income) into current purchase intention models, moving beyond a universal approach to recognize how diverse groups manage risk and value different brand cues.

Practical Implications

The findings provide specific guidance for businesses in the designer furniture market. See Table 10: Conceptual Framework Summary and Mechanisms:

1. Emphasizing hands-on experiences among single consumers without children, design furniture businesses should prioritize marketing strategies that enable single without children's consumers to interact directly with products, such as providing in-showroom

trial areas, organizing pop-up experiential events, or delivering experiential digital content through demonstration videos or AR/VR technologies. Moreover, reduce extensive storytelling about brand philosophy, sustainability narratives, or design rationale in digital content targeting single consumers. Instead, focus on visual impact, emotional resonance, and lifestyle alignment. Use short, punchy messaging rather than long-form brand narratives.

2. Build Corporate Trust for Others: Emphasize company reputation, expertise, and reliability to consumers who are married or have children, where joint decision-making increases risk perception.

3. Highlight Value for Middle-Income Buyers: Communicate clear functional performance and durability to middle-income buyers (10,000–50,000 THB) to assure them of the product's value.

4. Reinforce Reputation Across All Incomes: Consistently build and reinforce a professional, high-quality corporate image among both middle and high-income groups, using channels like expert endorsements and design awards.

Table 10 Conceptual Framework Summary and Mechanisms

Consumer Segment	Key Drivers	Mechanism	Key Implication
Single, No Children (H1)	BE2 (hands-on), BI5 (trust), BI3 (promises)	Singles use both experience credibility routes; intellectual overload backfires	Minimize intellectual framing; emphasize sensory & trust
Married/Family (H2)	BI1 (reputation), BI5 (trust)	Family responsibility increases risk sensitivity; trust takes priority over experience	Lead with trust; family decision-making requires reliability signals
Low Income 10K–50K (H3)	BI3 (promises), BI5 (trust)	Budget limitations prioritize credibility indications over experiential cues	Emphasize affordability + guarantees; reduce risk perception
High Income 50K+ (H4)	BE2 (hands-on), BI5 (trust)	Rich consumers can afford both experience and quality confidence	Combine premium experience with quality assurance

Limitations and future research

The cross-sectional design restricts causal claims; longitudinal or field experiments could trace

movement from intention to purchase. Modeling moderators explicitly and incorporating price/value, design style, and social influence may increase explanatory power and clarify segment mechanisms.

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Appendix: Variable definitions

Brand Experience (BR)

Sensory aspects

1. These brands make a sensory impression, such as liking when they see a logo, or feeling good when they touch designer furniture (SE1)
2. The feeling that these brands are interesting when seen, heard, smelled, or actually touched (SE2)
3. These brands are tempting to take a closer look or want to try them out (SE3)

Affective aspects

1. These brands make you feel like or want to be (AE1)
2. You feel very good about these brands (AE2)
3. These brands make you feel something, such as feeling happy or feeling attached (AE3)

Behavioral aspects

1. Have attended an event or event organized by these brands (BE1)
2. These brands used to offer opportunities for hands-on experiences, such as trying to sit or sleep on designer furniture (BE2).

3. These brands emphasize users trying hands-on actions, such as experimenting with opening cabinets, drawers, or adjusting the height (BE3).

Intellectual aspects

1. Think analytically or consider a lot. When you come across products from these brands (IE1)

2. These brands make it possible to use ideas (IE2)

3. These brands encourage curiosity and help generate problem-solving ideas (IE3)

Brand Image (BI)

1. These "designer furniture" brands have a good reputation (corporate image) (BI1).

2. Designer furniture from these brands is a high-quality product (product image) (BI2).

3. Designer furniture from these brands delivers the results promised to consumers (consumer image) (BI3).

4. Designer furniture from these brands is a product which is widely known (product image) (BI4).

5. These "designer furniture" brands can be trusted as a well-known furniture supplier.

(Corporate Image) (BI5)

Purchase Intention (PI)

1. Intention to buy designer furniture in the near future (PI1)

2. If you have the opportunity, you have the intention to buy designer furniture (PI2).

3. If there is a chance, you expect to buy designer furniture in the future (PI3)