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How Brand Experience and Brand Image Drive Furniture Buying Decisions in Thailand: A Gender and Age Perspective

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Abstract

This study explores how brand experience-encompassing sensory, emotional, behavioral, and intellectual dimensions-and brand image shape Thai consumers' intentions to purchase designer furniture. Drawing on survey data from 200 participants, the research uses stepwise multiple regression to uncover how these factors vary across gender and age groups. Results show that affective brand experience is the strongest predictor of purchase intention among male consumers (β=.353, p<.001), while brand image credibility is most influential for female consumers (β=.245, p<.001). Younger consumers (aged 28–35) are primarily driven by brand reputation (β=.310, p<.01), whereas older consumers (aged 36–43) prioritized organizational trustworthiness (β=.322, p<.001). These findings provide actionable guidance for SMEs on how to tailor their marketing communications-focusing on emotional resonance for men, performance cues for women, social proof for younger buyers, and trustworthiness for older buyers-to optimize their limited budgets and enhance conversion.

Keywords: Brand Experience; Brand Image; Purchase Intention; Designer Furniture; Demographic Personalization

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Introduction

Designer furniture blends aesthetics with functionality, allowing consumers to express their personal style through everyday objects. Unlike mass-produced pieces, these items offer a sense of uniqueness and quality that appeals to a growing segment of Thai buyers. Brands like CHANINTR and Euro Creations have introduced premium collections from global designers, while local players such as PODIUM showcase handcrafted pieces that reflect Thai artistry (Santpradit, 2024). To effectively communicate the value of designer furniture, brands must craft marketing strategies that build trust and emotional connection -from the first visual impression to the final purchase decision (Keller, 1993).

While (Santpradit, 2024) investigated brand experience in the context of designer furniture, the moderating role of demographic variables (gender and age) in the relationship between brand experience, brand image, and purchase intention remains underexplored. This study addresses that gap for Thai SMEs by: 1) employing rigorous regression analysis in a new context; 2) providing targeted marketing strategies for SMEs; and 3) enhancing the understanding of brand experience and purchase intention across demographic segments. This study objective is to investigate how brand experience and brand image impact consumer purchase intentions in Thailand's designer furniture market, focusing on demographic variations by gender and age.

Literature Review

Brand experience refers to the sensations, emotions, thoughts, and actions that a brand evokes in consumers (Schmitt, 1999; Brakus et al., 2009). It comprises four facets: sensory, affective, behavioral, and intellectual responses. In digital environments, emotional engagement is especially important. (Ongkrutraksa, 2024b) found that consumers' attitudes toward content and innovation on YouTube significantly influenced their purchase decisions, emphasizing the role of emotional connection in online marketing.

Brand Image is the collection of beliefs and impressions that consumers associate with a brand (Keller, 1993). It's how people mentally picture the brand, including its functional qualities, symbolic meaning, credibility, and trustworthiness (Aaker, 1996; Erdem & Swait, 2004). A strong brand image helps reduce perceived risk and signals value, which can lead to higher purchase intention (Santpradit, 2024).

Purchase Intention is the likelihood that a consumer will buy a product or service in the future (Schiffman et al., 2010). It's a key indicator in consumer research and often serves as a proxy for actual buying behavior.

The Role of Gender and Age

Gender and age can shape how consumers interpret brand cues. Research shows gender differences in information processing and response (Meyers-Levy & Loken, 2015; Putrevu, 2001). Age influences trust formation and decision strategies-younger buyers may rely on social proof and reputation, while older buyers value reliability and transparency (Moschis, 2003; Eastman & Liu, 2012).

The Thai Market Context

To include recent Thai studies, this study draws on recent local work that focus on digital brand engagement or online furniture marketing to enhance contextual relevance-(Suttichai & Suriyawong, 2024) and (Ongkrutraksa, 2024a; 2024b)-which shows how emotion, credibility, and interaction play out on Thai digital touchpoints. Fresh market evidence also shows Thai purchase journeys are now video-first and non-linear, with influencer shorts, product demos, and shoppable videos moving consumers from awareness to consideration and conversion on local platforms (AnyMind Group, 2025). In parallel, UOB-BCG's ASEAN Consumer Sentiment Study (2023) finds Gen Y/Gen Z in Thailand are highly comfortable with tech-enabled, data-rich decision tools (mobile banking, e-wallets), which supports this study's age group segmentation. Finally, furniture e-commerce continues to grow in Thailand (2024–2025), underscoring why digital branding is central for designer furniture brands competing online and in social commerce.

Based on these insights, this study proposes the following hypotheses:

Hypotheses

H1: Brand experience and brand image influence the purchase intention of male consumers.

H2: Brand experience and brand image influence the purchase intention of female consumers.

H3: Brand experience and brand image influence the purchase intention of consumers aged 28–35.

H4: Brand experience and brand image influence the purchase intention of consumers aged 36–43.

Conceptual Framework

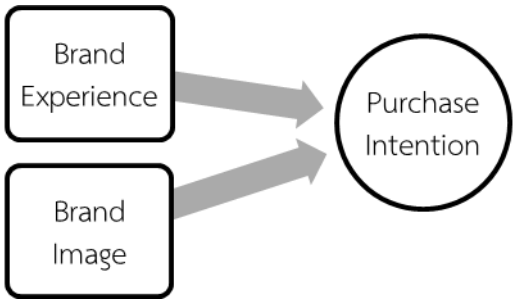


Figure 1: Conceptual framework

Source: Developed by authors

The framework positions brand experience and brand image as predictors of purchase intention, with gender and age as segmentation variables. In accordance with common research conventions, rectangles represent observed variables/items, while circles represent latent constructs (Purchase Intention).

Methodology

Population and Sample: The population consisted of Generation Y consumers aged 28–43 years, a key purchasing segment in Thailand's designer furniture market. Purposive sampling targeted consumers familiar with designer furniture brands such as CHANINTR, Euro Creations, and PODIUM. To ensure representativeness across demographic segments, quota sampling was applied within this purposive frame, balancing gender (50% male, 50% female) and age groups (28–35 and 36–43). The two age ranges (28–35 and 36–43) reflect early vs. later stages within Generation Y and align with differences in trust formation and decision-making reported in the literature (Moschis, 2003; Eastman & Liu, 2012). Recruitment was conducted online using social media platforms with screening questions to ensure demographic eligibility. Quotas were enforced for gender and age groups to maintain balance and reduce bias. Within each quota, eligible respondents were accepted in a controlled first-come/alternating sequence, and the quota was closed once full. The

minimum sample size of 100 was based on 5–10 times the number of measurement indicators (20 indicators), and 200 responses were collected to enable clearer analysis (Henseler et al., 2015; Chanthasane et al., 2017).

Data Collection and Ethics: Data collection occurred in May 2025. Prior to starting the survey, all participants were informed of the study's aims/objectives, the voluntary nature of participation, and the right to refuse or withdraw at any time without penalty. An informed-consent page outlined (a) purpose of the study, (b) anonymity/confidentiality protections, (c) data storage and use limited to aggregate reporting, and (d) minimal risks associated with participation. The institution's ethics policy reviewed the procedures and determined that formal IRB approval was not required due to minimal risk and adult participants (British Psychological Society, 2021; Creswell & Poth, 2017).

Research Instrument: The Thai-language questionnaire adapted validated scales for brand experience, brand image, and purchase intention (Brakus et al., 2009; Wang & Hariandja, 2016; Chen & Barnes, 2007, as cited in Santpradit, 2024). Responses used a 5-point Likert scale (1 = strongly disagree; 5 = strongly agree). The instrument comprised 20 observed items: Brand Experience (12 items: SE1–SE3, AE1–AE3, BE1–BE3, IE1–IE3), Brand Image (5 items: BI1–BI5), and Purchase Intention (3 items: PI1–PI3). Item wording and anchors were adapted from prior validated studies as cited above.

Validity and Reliability: Three experts reviewed the questionnaire for content validity and clarity prior to pilot testing. The pilot with 30 participants assessed reliability using Cronbach's alpha, with $\alpha \geq .70$ considered acceptable (Wanichbuncha, 2018). Reliability results were: Brand Experience $\alpha = .846$; Brand Image $\alpha = .847$; Purchase Intention $\alpha = .784$; Full Scale $\alpha = .902$. IOC indices were not calculated because validated scales from prior research were used (Brakus et al., 2009; Wang & Hariandja, 2016; Chen & Barnes, 2007). These instruments have established reliability and validity and reusing them aligns with methodological recommendations (Hair et al., 2019). Item-total correlation screening was applied with a retention criterion of $r \geq .30$, following (Hair et al., 2019). Actual values were verified during pilot testing alongside Cronbach's alpha thresholds.

Data Analysis

Data was analyzed using descriptive statistics, reliability checks, and hypothesis testing via stepwise multiple regression, segmented by gender and age. Brand Experience was modeled via four facets (sensory, affective, behavioral, intellectual); Brand Image via five items (BI1–BI5). Stepwise multiple regression was run within segments (gender; age), with entry/removal based on $p < .05$. Preliminary diagnostics of multicollinearity were performed using the Variance Inflation Factor (VIF). Non-selected predictors are reported as non-significance multicollinearity was examined via VIF, following James et al. (2014), with all VIF values ranging from 1.000 to 1.930, below the threshold of 10. Pearson correlation matrix is not included because regression analysis already accounts for relationships among predictors and checks multicollinearity via VIF (James et al., 2014; Hair et al., 2019). Reporting VIF and regression coefficients satisfies standard practice for multivariate analysis.

Results

Hypothesis 1: Brand experience and brand image influence the purchase intention of male consumers.

From Table 1, AE2 predicts male purchase intention (β = .353, $p < .001$; R^2 = .312), the analysis revealed that for male consumers, the affective dimension of brand experience-specifically the item *"feeling very good about these brands"* (AE2)-was the most influential predictor of purchase intention. This variable was statistically significant ($p<.001$), with the model explaining 31.2% of the variance in purchase intention. These results support Hypothesis 1.

Hypothesis 2: Brand experience and brand image influence the purchase intention of female consumers.

From Table 1, for female consumers, the most influential factor was brand image, particularly the item *"designer furniture from these brands delivers results as promised to consumers"* (BI3). This variable had a β=.245 and was statistically significant ($p<.001$), with the model accounting for 27.2% of the variance in purchase intention. These findings indicate that Hypothesis 2 can be partially accepted.

Hypothesis 3: Brand experience and brand image influence the purchase intention of consumers aged 28–35.

From Table 2, among younger consumers (aged 28–35), the strongest predictor was brand image, specifically the item *"designer furniture brands have a good reputation"* (BI1). This variable had a β=.310 and was statistically significant (p<.01), with the model explaining 23.5% of the variance in purchase intention. These results confirm Hypothesis 3.

Hypothesis 4: Brand experience and brand image influence the purchase intention of consumers aged 36–43.

From Table 2, for older consumers (aged 36–43), the most influential factor was brand image, particularly the item *"designer furniture brands can be trusted as reputable furniture distributors"* (BI5). This variable had a β=.322 and was statistically significant (p<.001), with the model accounting for 29.9% of the variance in purchase intention. These findings indicate that Hypothesis 4 can be partially accepted.

Table 1 Multivariate Regression of Brand Experience and Brand Image on Purchase Intention, by Gender

	Male							Female						
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				
						.312	.298						.272	.257
constant	1.037*	.109	1.964	.468	-			.698*	.112	1.508	.411	-		
Brand experience														
Sensory aspects														
SE1	.135	-	-	-	-			.046	-	-	-	-		
SE2	.122	-	-	-	-			.006	-	-	-	-		
SE3	.209	-	-	-	-			.058	-	-	-	-		
Affective aspects														
AE1	.167	-	-	-	-			-.041	-	-	-	-		
AE2	.350***	.173	.526	.089	.353***			.022	-	-	-	-		
AE3	.275	-	-	-	-			-.088	-	-	-	-		
Behavioral aspects														
BE1	.082	-	-	-	-			-.010	-	-	-	-		
BE2	.108	-	-	-	-			.033	-	-	-	-		
BE3	.143	-	-	-	-			-.079	-	-	-	-		
Intellectual aspects														
IE1	.190	-	-	-	-			-.035	-	-	-	-		
IE2	.031	-	-	-	-			.087	-	-	-	-		
IE3	.051	-	-	-	-			.031	-	-	-	-		

Brand Image														
BI1	.264	-	-	-	-			.162*	.032	.292	.066	.161*		
BI2	.333***	.152	.513	.091	.328***			.081	-	-	-	-		
BI3	.180	-	-	-	-			.235***	.110	.360	.063	.245***		
BI4	.105	-	-	-	-			.151**	.038	.264	.058	.170**		
BI5	.232	-	-	-	-			.211***	.094	.327	.059	.230***		

Note. *p<.05, **p<.01, ***p<.001, n.s.=not significant.

Source: Developed by Authors

Table 2 Multivariate Regression of Brand Experience and Brand Image on Purchase Intention, by Age Group

	35-28age group							43-36age group						
Variable	**B**	**95% CI for B**		**SE B**	**β**	R^2	ΔP^2	**B**	**95% CI for B**		**SE B**	**β**	R^2	ΔP^2
		LL	**UL**						**LL**	**UL**				
						0.235	0.219						0.299	0.285
constant	1.413**	0.42	2.407	0.5	-			.870*	0.053	1.656	0.413	-		
Brand experience														
Sensory aspects														
SE1	-0.037	-	-	-	-			-0.004	-	-	-	-		
SE2	0.091	-	-	-	-			0.016	-	-	-	-		
SE3	.271**	0.073	0.47	0.1	.265**			-0.017	-	-	-	-		
Affective aspects														
AE1	-0.073	-	-	-	-			-0.014	-	-	-	-		
AE2	0.174	-	-	-	-			0.035	-	-	-	-		
AE3	-0.01	-	-	-	-			-0.05	-	-	-	-		
Behavioral aspects														
BE1	0.079	-	-	-	-			-0.056	-	-	-	-		
BE2	0.083	-	-	-	-			0.129	-	-	-	-		
BE3	0.17	-	-	-	-			-0.052	-	-	-	-		
Intellectual aspects														
IE1	-0.172	-	-	-	-			-0.014	-	-	-	-		
IE2	-0.002	-	-	-	-			-0.011	-	-	-	-		
IE3	0.083	-	-	-	-			-0.055	-	-	-	-		
Brand Image														
BI1	.325**	0.122	0.528	0.102	.310**			.181**	0.047	0.314	0.068	.189**		
BI2	-0.021	-	-	-	-			0.11	-	-	-	-		
BI3	0.216	-	-	-	-			.250***	0.118	0.381	0.067	.266***		
BI4	0.144	-	-	-	-			0.068	-	-	-	-		
BI5	0.141	-	-	-	-			.300***	0.17	0.429	0.065	.322***		

Note. *p<.05, **p<.01, ***p<.001, n.s.=not significant.

Source: Developed by Authors

Conclusion and Discussion

In conclusion, this study confirms that brand experience (AE) and brand image (BI) both shape purchase intention in Thailand's designer-furniture market-but their weights vary by segment. In a country where video-first journeys and tech-enabled decisions are now widespread, segment-matched messaging is more effective than generic branding (Any Mind Group ,2025; UOB– Boston Consulting Group, 2023).

The discussion regarding the results supporting hypothesis 1) and partially supporting hypothesis 2) reveals that for male consumers, affective brand experience-specifically, the emotional connection and positive feelings toward the brand-was the strongest predictor of purchase intention (Santpradit, 2024; Brakus et al., 2009). This supports the notion that emotional engagement plays a central role in identity-expressive product categories such as designer furniture (Putrevu, 2001). In contrast, female consumers were more influenced by brand image credibility, particularly the perception that brands fulfill their promises (Keller, 1993; Erdem & Swait, 2004). This highlights the significance of trust-based messaging and performance assurance in attracting female buyers.

The results also support hypothesis 3) and partially support hypothesis 4) Younger consumers, aged 28–35, showed a higher responsiveness to brand reputation, suggesting they rely on social proof and public perception (Moschis, 2003; Eastman & Liu, 2012). This aligns with literature on generational consumer behavior, which indicates that younger adults seek validation through community and brand prestige. Conversely, older consumers, aged 36–43, prioritized organizational trustworthiness, emphasizing the importance of reliability, transparency, and long-term assurance in their purchase decisions (Aaker, 1996; Schiffman et al., 2010).

Synthesis across H1–H4: Overall, Thailand's designer-furniture decisions follow two complementary routes: a feelings route (AE) that supports self-expression and an assurance route (BI) that reduces perceived risk. Which route dominates depends on segment (gender, age) and the Thai digital context (video-first content; tech-enabled decisions). As a result, AE and BI are not one-size-fits-all drivers; their effects are segment-specific in Thailand's market.

Theoretical and Managerial Implications

Theoretical implication: People decide in two main ways in identity-expressive buying: through feelings (AE) and through trust/credibility (BI). The results show these routes vary by segment. Men lean more on feelings; women look more for proof and reliability-consistent

with work on how people process information differently (Meyers-Levy & Loken, 2015; Putrevu, 2001). Younger adults (28–35) respond to reputation and social proof, while older adults (36–43) prefer clear trust assurances-in line with research on how decision habits and trust change with age (Moschis, 2003; Eastman & Liu, 2012). In short, AE and BI are segment-specific drivers, not one-size-fits-all.

Managerial implications for SMEs: These results provide a decision map for Thai SMEs with limited budgets: (1) When targeting men, emphasize affective experiences (e.g., gallery-style pop-ups, immersive films) aligned with AE2's predictive strength (β = .353). (2) For women, highlight performance assurance and promise delivery in communications (BI3; β = .245). (3) For 28–35 buyers, leverage social proof and brand reputation cues (BI1; β = .310). (4) For 36–43 buyers, foreground trust policies, transparency, and service responsiveness (BI5; β = .322).

Limitations and Future Research

Cross-sectional data limit causal inference. While gender and age segmentation yielded meaningful insights, future work could incorporate additional moderators (e.g., income, lifestyle, digital behavior) and adopt longitudinal designs to track changes over time.

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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)