

Title : Chiang Mai University Student's Behavioral Intentions: A Study of Purchasing Decisions for White and Black Swan Inspired Antique Style Jewelry

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Major : Gemology

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 Cooperative Education (กรณี นำเสนอผลงานสหกิจศึกษา)

ABSTRACT

Antique style is an artistic identity that focuses on bringing the glory of the past into the present. Its main features include delicate craftsmanship and graceful carvings, influenced by classical periods such as Baroque, Rococo, and Victorian. These elements represent historical value and are often created using natural materials like hardwood, marble, or precious metals.

In 2025, the introduction of white and black swans at Chiang Mai Provincial Administrative Organization Park became a highly popular trend, successfully attracting many tourists. This trend served as the inspiration to combine swan motifs with Antique style art to create a collection of five jewelry pieces: hair comb, bracelet, armlet, waist chain, and phone charm. The collection was designed using RhinoGold 5.0, a 3D modeling software specifically for high-detail jewelry. Therefore, a study was conducted on the purchasing behavior and satisfaction of Chiang Mai University students using an online survey with a minimum sample size of 200 respondents. The target group was Chiang Mai University students aged 18 to 23 years. The survey collected demographic data including gender, age, and monthly income to assess consumer satisfaction and attitudes towards the design work. Among first the 20

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participants, 14 were female (70%), 11 were in the 22–23 age group (55%). Regarding income, 3 participants (15%) earned less than 10,000 baht per month, 17 (85%) earned between 10,000-20,000 baht per month. And when comparing the influence on jewelry purchasing between swan and antique styles, it can be concluded that the antique style tends to be more of a preference among respondents. The most popular jewelry items were hair combs, belts, armband, phone charm, and bracelets, respectively.

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Title name guide.

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Associate Professor	รองศาสตราจารย์
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Assistant Professor	ผู้ช่วยศาสตราจารย์
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Major name guide.

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Biology	ชีววิทยา
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Zoology	สัตววิทยา
Biochemistry and Biochemical Technology or Biochemistry and Biochemical Innovation	ชีวเคมีและชีวเคมีเทคโนโลยี หรือ ชีวเคมีและชีวเคมีนวัตกรรม
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Industrial Chemistry	เคมีอุตสาหกรรม
Materials Science	วัสดุศาสตร์
Physics	ฟิสิกส์
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