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

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## Introduction

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.

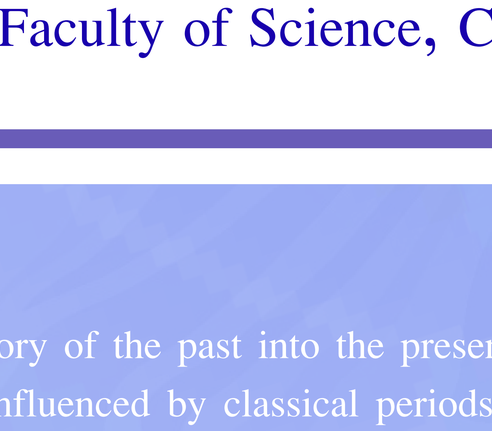
In 2025, the introduction of white and black swans at Chiang Mai Provincial Administrative Organization Park became a highly popular trend, successfully attracting many tourists. This trend served as the inspiration to combine swan motifs with Antique style art to create a collection of five jewelry pieces: hair comb (Fig.11), bracelet (Fig.3), armlet (Fig1), waist chain (Fig.6), and phone charm(Fig.9). Study was conducted on the purchasing behavior and satisfaction of Chiang Mai University students using an online survey

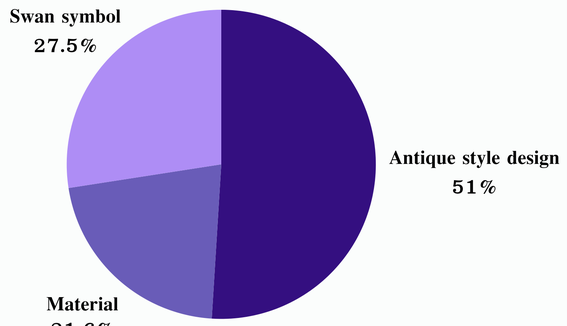
## Methodology

The research process involved conducting market trend analysis and antique jewelry research, followed by manual conceptualization. Subsequently, a 3D model was developed using Rhino 5.0 software, and an online survey was conducted with a target sample size of 200 participants.

## Results

The survey results from 56 participants indicate a 91.1% purchase intent, with 51 respondents expressing interest in the collection. Demographically, the majority of respondents are female (60.7% / 34 people) and students from the Faculty of Science (50.% / 28 people), with the most frequent monthly income ranging between 5,000–10,000 THB (39.3% / 22 people). Regarding product preference, bracelets were the most popular item among 54.9% of interested respondents (28 people). Furthermore, the antique aesthetic served as the primary driver for interest, accounting for 47.1% (24 people) of the respondents.



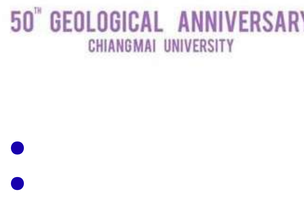




## Conclusion

The survey results from 56 participants demonstrate a high market interest in this jewelry collection, with a 91.1% purchase intent. The findings highlight that bracelets are the most preferred product (54.9%) and that the antique aesthetic is the primary driver for customer acquisition (47.1%). These insights validate the project's design concept and suggest that focusing production and marketing efforts on antique -inspired bracelets will be essential for converting consumer interest into successful sales.

## Model































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