Determinant Factors of Purchase Intention of Luxury Handbags: A Case Study of Top Three Brands in Bangkok

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Abstract

The objective of this study is to understand and identify the factors influencing the purchase intention of top three brands of luxury handbags in Bangkok. The variables were social value, perceived luxury value, eWOM, trust, brand loyalty and purchase intention. This study employed quantitative research methodology by using a survey questionnaire to collect data from 150 respondents who had purchased or planned to purchase a luxury handbag in Bangkok through either online or offline channels. The descriptive and inferential analyses for this study employed frequency, percentage, mean, standard deviation, and Linear Regression. The study found that social value, perceived luxury value, eWOM, and brand loyalty factors have significant influences on purchase intention of luxury handbags in Bangkok. Trust is the variable that has no significant influence on the purchase intention.

Introduction

Even during the global coronavirus pandemic, the popularity of luxury goods has not diminished. In contrast, many luxury brands have seen higher growth rates, such as LVMH, an EU multinational conglomerate in the luxury business. It was able to turn a profit in the first three quarters of 2020 with total revenue of $369 billion. The leading French brand Hermes grew in the first quarter of 2020, increasing online purchases by 7 %; meanwhile, in-store sales increased by 12% and another 29% in Asia (MGRonline, 2021). In contrast, the Chanel brand has increased sales from last year from the information of the top luxury handbags of 2020, and shows that many brands have increased their profits even during the COVID-19 crisis, especially the three brands , namely Hermes, Louis Vuitton, Chanel (MGRonline, 2021).

Luxury brands give consumers a sense of profligacy and are expensive for the individual. Even though luxury brands have characteristics of premium quality, a heritage of

craftsmanship, recognizable style, premium price, uniqueness, and global reputation, luxury brand products are one of the things that can indicate class in society (Park et al., 2021). From the above information, we can recognize that the luxury market remains an important factor for the economy. Therefore, understanding the luxury brands can guide the way to expand the business and continue to add more avenues in the luxury business because to grow the economy, luxury is one thing that can explain the demand of the economic market. This study is helpful to those who are startups or companies with aristocracy customer groups in terms of understanding which factors consumers value the most.

Moreover, to determine the service that is the best fit, luxury brands may use the results of this study to build consumer preferences. It can also be the result of building brand loyalty and eWOM in marketing. Many new brands are being created, and becoming a leading brand is difficult because both high competitors and customer needs continue to change. Also, the price of luxury handbags will have a higher price; for some products, the price goes up to 1 million baht, but the demand will continue to increase. Hence, what is essential if we want to be a leading band is to know our customers very well, know what the customer needs, what kind of promotion should be, what kind of service will create brand loyalty.

For research objectives, the study aims:
    (1) To determine the influence of social value on e-WOM.
    (2) To determine the influence of perceived luxury value on brand loyalty.
    (3) To determine the influence of e-WOM on Trust.
    (4) To determine the influence of e-WOM on purchase intention.
    (5) To determine the influence of trust on purchase intention.
    (6) To determine the influence of brand loyalty on purchase intention.

Literature Review and Hypotheses Development

Social Value and Electronic Word of Mouth

Society values to be necessary to society because all members of society share that value or are to be a part of society by upholding the same values. Fundamentally, human society around the world is characterized as a collective society, in which one thinks, speaks, believes, and behave the same through educational institutions or family institution as we see that people in society will have ideas or behavior that are primarily in the same direction (Sambath & Karen, 2020). Social value dimensions, such as conspicuousness and prestige value, are the perception of the value of those things under the brand of goods or services that others in society perceive and have driven us to be served by luxury brands (Park et al., 2021). They can see that social value is the positive effect of eWOM because the above information says that humans tend to do something to be socially acceptable. All acts from what society says are good and accepted. Using the form of the Internet to communicate allows luxury brands to reach customers on social media directly (Khanijoh et al., 2020). For example, the Facebook page of Louis Vuitton had posted their fashion shows (Kapferer, 2012), this creates different opportunities for brand-related users to interact, entertain and share information. The past research has shown that people are paying attention to popular or accepted products by society. Be it using celebrities or influencers on the Internet. Because

when the trend is accepted in society, people will be talking about word of mouth, thus making the product attractive. Therefore, the hypothesis is formulated:

Hypothesis 1: *There is a significant influence of social value on eWOM.*

Perceived Luxury Value and Brand Loyalty

The concept of a luxury brand is multidimensional and includes personal and social meanings and functional and non-functional emotional values. Accordingly, the consumption of luxury brands derives both cognitive and emotional consumer values (Chung & Kim, 2020). The work of a luxury brand works with the minds and emotions of the customers considering many dimensions. Consequently, the consumption of luxury brands takes on both cognitive and emotional consumer values (Ko et al., 2019). When customers receive special privileges superior to other brands in both products and services, they will be brand loyalty.

Furthermore, this is key to attract loyal customers to stay longer. For perceived luxury value, customers of luxury brands tend to consider many outcomes such as superiority, rarity, authenticity, or higher quality of products or services than other brands (Chung & Kim, 2020). Consequently, by consuming a luxury product or service, the customer will receive feelings, thoughts, and emotional values. Moreover, in economics, making decisions based on emotion may imply that the economy is improving, with people using emotion to shop (Zhang et al., 2019). Perceived luxury value can be divided into three groups as follows:

1. Economic Value because horizontal mergers occur between brands with different levels of luxury. Brand changes can have a significant impact on the perceived economic value of consumers. Consumers may expect a change in the price of a target brand or a change in the perceived economic value of the brand, even if at the same price (Zhoa et al., 2020).

2. Symbolic value is a psychological and interpersonal determination between Therefore, it is a symbol of increasing confidence or uplifting society by using luxury goods (Quoquab et al., 2020).

3. Experiential value is the enjoyment of consumers prioritizing the brand experience. Therefore, creating a brand story is very important (Chung & Kim, 2020).

From the above information, the perceived luxury brand has a direct relationship with customers' loyalty. Because of the belief in the value of the product and the symbolic importance, we will find it from loyal customers. Therefore, the hypothesis is formulated:

Hypothesis 2*: There is a significant influence of perceived luxury value on brand loyalty.*

Electronic Word of Mouth and Trust

Earlier studies provided some insights (Tien et al., 2017) and found a very high chance of customers visiting the website and feeling insecure about the information in the online world. Customers will immediately change their interest in the brand. Therefore, for every platform and information in the online world, the band must be professional to reflect the credibility and competence of the company. However, we cannot get an upper hand to deduce the comprehend risks in online purchasing intention compared to the shop. Therefore, information in the online world is all information that makes customers reliable or credible (Rahman et al., 2020). From the content mentioned above, people in the digital age are all searching for information from the Internet. Whether the customer believes it or not is all information on the Internet from the company and others. Therefore, it is very consistent if we make the eWOM of the product excellent and widespread, we will gain higher trust from customers.

According to Zhoa et al. (2020), trust is a crucial property of maintaining customer relationships. It is also the positive implications customers have on brands and services they can perceive (Park et al., 2021). Trust is the predilection of the customer to confide in the brand and on its keep, which is considered an essential antecedent of brand loyalty. Therefore, from the preceding, brands must look to stand out or create unique traits to engage and motivate customers, motivating companies to design the characteristics to produce the extreme level of trust and loyalty (Zhoa et al., 2020). Trust from customers is a crucial step in keeping customers alive and making them loyal in the future. Moreover, when customers have confidence, no matter what product we promote, we will always get the Purchase intention of our customers. Therefore, maintaining long-term brand standards should start with building trust among customers. Therefore, the hypothesis is formulated:

Hypothesis 3: There is a significant influence of eWOM on trust.

Electronic Word of Mouth and Purchase Intention

Many social media users use information from others on various platforms to enhance their product evaluation and purchase intention (Mihalj et al., 2020). The key challenge for firms in the digital world is increasing customer interaction across all platforms such as Facebook, Twitter, Instagram, YouTube. These platforms will help deliver information from one person to many people in the fastest time. Everything guides the purchase decision through posts, comments, and recommendations (Quoquab et al., 2020). eWOM is the most accessible and helpful information for customers. Because it contains images and experiences directly from real users or people around them instead of the company-generated data, the Internet will serve as a medium for transmitting such information to other customers through various platforms. Therefore, more and more people choose to pay attention to social media sites to get information from new brands (Erkan et al., 2016). Consumer Behavior eWOM has become a critical factor in determining consumer purchasing behavior and decision-making processes (Farzin & Fattahi, 2018). In the context of eWOM, this is relatively consistent with trust because it shows the recipient accepts the information. Therefore, if the information is reliable, confidence in purchasing decisions will increase (Tien et al., 2017). Today's world is an accessible technology world, so there is much information to access. If the information we choose to know and accept, it means we

put our trust and interest in it. Furthermore, that will be the cause to purchase intention in the future. The past research has shown that people are paying attention to popular or accepted products by society. Be it using celebrities or influencers on the Internet. Because when the trend is accepted in society, people will be talking about word of mouth, thus making the product attractive. Consequently, the hypothesis is formulated:

Hypothesis 4: There is a significant influence of eWOM on purchase intention.

Trust and Purchase Intention

Trust, perceived value, and creativity represent the intention to purchase; therefore, we should maintain the Trust given by our customers because this is one of the customers' purchasing decisions (Tien et al., 2017). A close relationship arises from communication between the customer and the brand. The trusted customer creates a feeling of confidence in the brand and confidence in the product and service composition. This kind of relationship is often created by customers who have purchased consistently or are of the highest quality (Soe & Nuangjamnong, 2021; Deeananlarp et al., 2020). It is, therefore, an essential part of the purchase intention, but Trust has become a measure of the problematic relationship between brands and customers. Consequently, the hypothesis is framed:

Hypothesis 5: There is a significant influence of trust on purchase intention.

Brand Loyalty and Purchase Intention

They can give meaning both in buying behavior and in a psychological perspective. This view of buying behavior is the most used meaning because it can be easily measured. Brand loyalty is when a consumer makes a repeat purchase of the same brand. Moreover, often until it becomes loyal to the brand. In addition, the loyalty brand is an essential strategy for marketing. Therefore, it is not strange to see that today many brands focus on the brand loyalty market. Brand loyalty is to create a bond in which customers feel connected to the brand and encourage them to make purchases that are in line with the brand's needs (Atulkar, 2020; Bisen & Nuangjamnong, 2021; Deeananlarp et al., 2020; Khanijoh et al., 2020; Soe & Nuangjamnong, 2021; Sritanakorn & Nuangjamnong, 2021; Sukhumalanon et al., 2020). There is an intention to do or the desire to do, which attempts to do that behavior. However, suppose the behavior is completely under the control of the person. In that case, the intention alone can cause behavior, but if the behavior is not under the person's control, the intention may not be enough to cause the behavior (Erkan et al., 2016). Intention to purchase expresses the choice of service. For example, as the first choice, consumers to buy luxury bags are often planned, and so on (Zhoa et al., 2020). Purchase intent is the willingness of the consumer to purchase a product or service. However, once the consumer has made a choice, the purchase's final decision depends on the consumer's purchase intention (Farzin & Fattahi, 2018; Khanijoh et al., 2020). Anywise purchase intention can indicate the trust and loyalty of customers because the customer intends to buy a product or service, they have already thought about it. It also indicates the quality of eWOM that makes consumers in our products. Therefore, brand loyalty will happen when consumers are inclined to brand trust and emotional attachment factor.

To be truly loyal customers, we should look at the timeline because brand loyalty often takes a long time to stay with us, even with more options. Consumers have a positive attitude towards a brand, whether it stems from confidence, thinking, and satisfying the

consumer's mind, and there has been a continuous repeat purchase. Generating one new customer costs 5 - 10 times more than retaining one old customer, and nowadays, there is a variety of brands. Therefore, an important marketing strategy is creating brand loyalty (Sukhumalanon et al., 2020). Moreover, brand loyalty can be defined in terms of purchase intention. Because if customers are interested in the brand and repeat purchases occur often. Therefore, this brand will be the first choice for this group of customers. Hence, the hypothesis is proposed:

Hypothesis 6: *There is a significant influence of brand loyalty on purchase intention .*

Conceptual Framework

Three theoretical frameworks were used to construct the conceptual framework in this study. The first theoretical framework is about studying antecedents and outcomes of social media WOM towards luxury brand purchase intention by Park et al. (2021). This research develops a conceptualized model that illuminates the role of luxury perceptions in explaining consumer engagement in social media WOM and luxury purchase intention. This article also demonstrates the power of luxury shopping intent and expands our knowledge of how eWOM affects consumer purchasing decisions. The second research framework concerned the effects of mergers and acquisitions on brand loyalty in Luxury Brands: The moderating roles of luxury tier difference and social media by Chung and Kim (2020). This study revealed that the evaluation of M&As has a positive relationship with perceived brand beliefs, luxury values, and consequently on brand loyalty. The study was the main indication for the group analysis in high-class customers. The framework also shows that the relationship between perceived values and brand loyalty is strengthened when the acquired brand comes from a higher level of luxury. Lastly, the third research framework is about Brand Image, eWOM, Trust, and Online Purchase Intention of Digital Products among Malaysian Consumers by Rahman et al. (2020). This study demonstrated that eWOM, brand image (BI), and trust have a significant positive effect on online purchase intention (OPI) and sheds light on the brand's impact affects trust in customers to lead to eWOM. Therefore, from the previous, whatever Trust is an important part that will make customers believe until they go-to word of mouth. Therefore, the conceptual framework of this study has been proposed detailed can be viewed in Figure 1.

Figure 1

The Conceptual Framework
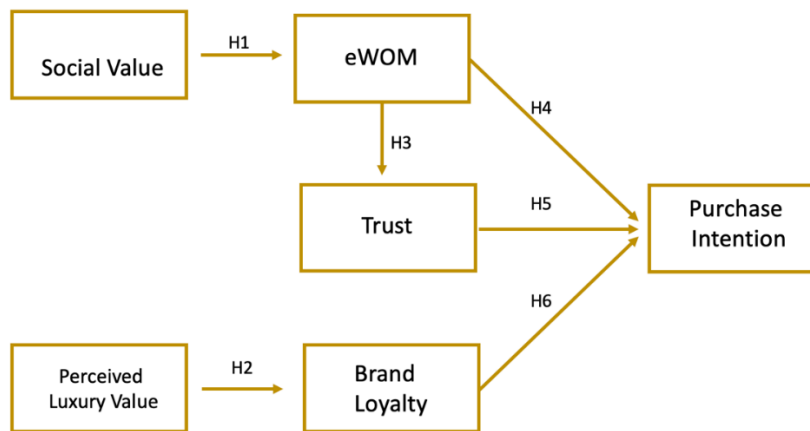
Research Methodology

This study has six variables: social value, eWOM, trust, perceived luxury value, brand loyalty, and purchase intention. The authors used the formula by Yamane (1967) to evaluate the sample size of respondents defined with 90% confidence level and an error allowed with 10% was applied, hence, the sample size in this study was assigned at 100 participants. Since this study is quantitative research, data analysis used descriptive statistics (frequency, percentage, mean, standard deviation) and inferential statistics (simple and multiple linear regression). For validity, the Item-Objective Congruence (IOC) was used to evaluate the questionnaire items based on the score range from -1 to +1. Congruent = + 1, Questionable = 0, and Incongruent = -1, the items that had scored lower than 0.5 were revised. However, the items that had scores higher than or equal to 0.5 were reserved. Therefore, all items have been appropriated and passed with a score of each item more than 0.5. The questionnaire's reliability was determined to ensure that the responses collected through the instrument were reliable and consistent. The questionnaire was tested with 50 respondents that were not in the sample group. The reliability value was calculated using Cronbach's alpha to ensure internal consistency within the items. Khanijoh et al. (2020) exemplified the value of Coefficient Cronbach's Alpha as the following: ≥ 0.9= Excellent, ≥ 0.8= Good, ≥ 0.7= Acceptable, ≥ 0.6= Questionable, ≥ 0.5= Poor, and ≤ 0.5=Unacceptable. Therefore, for the research questionnaire to be reliable, its value of Coefficient Cronbach's Alpha must be at least 0.7. According to the pilot test, Cronbach's Alpha was over 0.8, so the questionnaire was highly reliable, as presented on Table 1.

Table 1

Results from Pilot Test – Cronbach's Alpha (n=50)

Variables	Cronbach's Alpha	Number of Items
Social Value	0.840	3
eWOM	0.862	3
Perceived Luxury Value	0.847	3
Brand Loyalty	0.832	3
Trust	0.859	3
Purchase Intention	0.856	3

Results

Descriptive Analysis of Demographic Data

The demographic information included gender, age, education level, occupation, and income per month. The purpose is to analyze the characteristics of respondents. A total of 150 respondents were shown through the frequency distribution as follows. The gender of respondents revealed that majority were female with 73.3% (110) . Respondents aged around 22- 30 years old consisted of 53.3%. The third is occupation; among all the 150 respondents, most respondents were employees (60.0%) . Most of the respondents hold Bachelor's Degree (73.3%). The income per month of THB 20,000-35,000 was earned by 46.0% of the respondents.

The sixth demographic question on "Which brand of luxury handbag do you have?" The result shows that most of the respondents had Louis Vuitton with 63.3% (95), Followed by Chanel, which is 32% (48), and Hermes, which is 4.7% (7).

The seventh demographic question is the frequency of purchase of the luxury handbag. Among all the 150 respondents, most were Purchase one time per 2-3 years, with 70 contributing 46.7%. Purchase one time per 4-5 years with 43 contributing 28.6%. Following with 1-2 times per year with 33 contributing 22%. And more than two times per year 4 contributing 2.7%.

The eighth demographic question is "In which country do you purchase luxury handbags most often?" The result shows that most of the respondents were purchasing in other countries with 51.3% (77) by comparing to Purchase in Thailand is 48.7% (73), detailed can be viewed on Table 2.

Table 2

Demographic Data of Respondents

Demographic	Frequency	Percentage
Gender		
Male	27	18.00%
Female	110	73.30%
Prefer not answer	13	8.70%
Total	**150**	**100%**
Age		
22-30 years old	80	53.30%
31-40 years old	59	39.30%

41-50 years old	8	5.30%
50 +	3	2.00%
Total	**150**	**100%**
Occupation		
Government Service	5	3.30%
Employee	90	60.00%
Self employed	28	18.70%
Retired	3	2.00%
Others	24	16.00%
Total	**150**	**100%**
Education Level		
Hight school	8	5.30%
Bachelor's Degree	110	73.30%
Master's Degree	32	21.30%
Total	**150**	**100%**
Income per month (baht)		
20,000-35,000	69	46.00%
35,001-50,000	47	31.30%
50,001-75,000	20	13.30%
75,001-100,000	11	7.30%
100,000+	3	2.00%
Total	**150**	**100 %**
Consumer behavior Questions		
Which brand of luxury handbag do you have		
Hermes	7	4.70%
Chanel	48	32.00%
Louis Vuitton	95	63.30%
Total	**150**	**100 %**
Frequency of purchase on the luxury handbag?		
1 time per 4-5 years	43	28.60%
1 time per 2-3 years	70	46.70%
1-2 time per year	33	22.00%
More than 2 time per year	4	2.70%
Total	**150**	**100 %**
In which country do you purchase luxury handbags most often?		
Thailand	73	48.70%
Others	77	51.30%
Total	**150**	**100 %**

Descriptive Analysis with Mean and Standard Deviation

The highest mean of social value was "I would pay special attention to the popular bag," which equals 4.55. Furthermore, the lowest mean is "I am very happy if I can occupy popularly or get the most attention of luxury handbag." which equals 4.55. For the standard deviation, the highest still be "I would pay special attention to the popular bag." Which equals 0.594, and the lowest is "I am very happy if I can occupy popularly or get the most attention of Luxury handbag." with equals 0.550. Next, the highest mean of electronic word-of-mouth is "I would purchase a luxury handbag based on recommendations from friends, relate, workmates," which equals 4.62. The lowest mean is "I always give attention to products based on the popularity of the general public or celebrity," which equals 4.36. For the standard deviation, the highest is "I always give attention to products based on the popularity of the public or celebrity," which equals 0.754, and the lowest is "I would purchase a luxury handbag based on recommendations from friends, relate, workmate" Which equals 0.598. Then, the highest mean of perceived luxury value is "I'd satisfied when

people pay attention to my luxury handbag," which equals 4.58. The lowest mean is "I would be happy to discuss my luxury bag." which equals 4.50. The standard deviation, the highest, is "I would be happy to discuss my luxury bag." which equals 0.673, and the lowest is "I'd satisfied when people pay attention to my luxury handbag," which equals 0.569. Next, the highest mean of brand loyalty is "I insist on purchasing products of the luxury brand anymore," which equals 4.59. The lowest mean is "I am glad to receive news from all channels and be ready to see every new collection from my luxury brand." which equals 4.51. The highest standard deviation is "I am glad to receive news from all channels and be ready to see every new collection from my luxury brand." which equals 0.672, and the lowest is "I insist on purchasing products of the luxury brand anymore," which equals 0.556. Then, the highest mean of trust is "I trust on the luxury handbag products and services," which equals 4.66. The lowest mean is "Luxury brand always give me a trustworthy impression." which equals 4.52. The standard deviation, the highest, is "Luxury brand always give me a trustworthy impression." which equals 0.587, and the lowest is "I trust on the luxury handbag products and services," which equals 0.502. Lastly, the highest mean of purchase intention is "Luxury handbag is always the attraction to me" equals 4.6333. The lowest mean is "Buying a bag is a reward for myself," which equals 4.400. In contrast, the highest standard deviation is "Buying a bag is a reward for myself," which equals 0.65004. The lowest is "I trust on the luxury handbag products and services," which equals 0.53616, as detailed can be presented on Table 3.

Table 3

Results of Mean and Standard Deviation

Social Value	Mean	Std. Deviation
SV1: I would pay special attention to the popular bag.	4.68	0.594
SV2: I am very happy to occupy popularly or get the most attention of Luxury handbags.	4.55	0.550
SV3: I always use Luxury handbags to go social contact	4.58	0.57
eWOM		
eW1: I would purchase a Luxury handbag based on recommendations from friends, related workmates.	4.62	0.598
eW2: I always look at user reviews on the Internet before making a purchase.	4.54	0.641
eW3: I always give attention to products based on the popularity of the general public or celebrity.	4.36	0.754
Perceived luxury value		
PLV1: I'd satisfied when people pay attention to my luxury handbag	4.58	0.569
PLV2: I'd be happy to discuss my luxury bag.	4.50	0.673
PLV3: I expect better all service from using the bag from a luxury brand.	4.57	0.648
Brand loyalty		
BL1: I insist on purchasing products of the luxury brand anymore	4.59	0.556
BL2: I am glad to receive news from all channels and see every new collection from my luxury brand.	4.51	0.672
BL3: No matter which country I go to, I always go into the luxury handbag shop.	4.54	0.597
Trust		
TR1: I trust the Luxury handbag products and services	4.66	0.502

TR2: I believe the Luxury brand has high quality.	4.58	0.570
TR3: Luxury brands always give me a trustworthy impression.	4.52	0.587
Purchase intention		
PI1: Luxury handbags are always an attraction to me.	4.63	0.536
PI2: I would purchase a luxury handbag that fulfills my usage requirement.	4.56	0.536
PI3: Buying a bag is a reward for myself	4.44	0.650

Hypothesis Testing Results

In the first part, simple linear regression was used as a statistical analysis approach to determine the influence of social value towards electronic word-of-mouth, perceived luxury value toward brand loyalty, and electronic word-of-mouth toward trust. The variable analyses by simple linear regression can be explained using the R-square value, which will show the proportion of variation in the dependent variable based on the independent variable, as detailed in Table 4.

H1, the result of R square was .238 at 90% confidence level, which means that social value can provide electronic word-of-mouth by 23.8%. The significant level was at <.001, which is less than 0.05. The null hypothesis was rejected, and it can be concluded that social value has a substantial influence on electronic word-of-mouth. It has a standardized coefficient of .488, implying that if social value increases by 1%, electronic word-of-mouth can be raised by 48.8%, as detailed can be presented on Table 4.

H2, the significant level was at <.001, which is less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that perceived luxury value has a significant influence on brand loyalty. It has a standardized coefficient of .651, implying that if social value increases by 1%, electronic word-of-mouth can be raised by 65.1%, as detailed can be presented in table 4.

H3, the significant level was at <.001, which is less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that electronic word-of-mouth has a significant influence on trust. It has a standardized coefficient of .554, implying that if social value increases by 1%, Electronic word-of-mouth can be raised by 55.4%, as detailed can be presented on Table 4.

Table 4

Simple Linear Regression Results

Hypothesis	R square	Adjust R Square	Std. Error	Beta	Sig.
H1: Social Value → Electronic word-of-mouth	.238	.233	.091	.488	<.001**
H2: Perceived luxury value → Brand loyalty	.424	.420	.062	.651	<.001**
H3: Trust → Electronic word-of-mouth	.307	.303	.054	.554	<.001**

Note: *$p< .05$; **$p<.001$*

H4, the significant level was at .018, which is less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that electronic word-of-mouth has a significant influence on purchase intention. It has a standardized coefficient of .180, implying that if electronic word-of-mouth increases by 1%, purchase intention can be raised by 18%.

H5, the significant level was at 0.066, which is more than 0.05. The null hypothesis fails to be rejected. As a result, it can be concluded that Trust has no significant influence on purchase intention. It has a standardized non-coefficient.

H6, the significant level was at <.001, which is less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that Brand Loyalty has a significant influence on purchase intention. It has a standardized coefficient of .484, implying that if consumer perception increases by 1%, purchase intention can be raised by 48.4%.

Table 5

Multiple Linear Regression Results

Hypothesis	Std. Error	Beta	Sig.
H4: eWOM → Purchase Intention	.063	.180	.018*
H5: Trust → Purchase Intention	.081	.142	.066
H6: Brand loyalty → Purchase Intention	.064	.484	<.001**
R square	**.470**		
Adjust R square	**.459**		

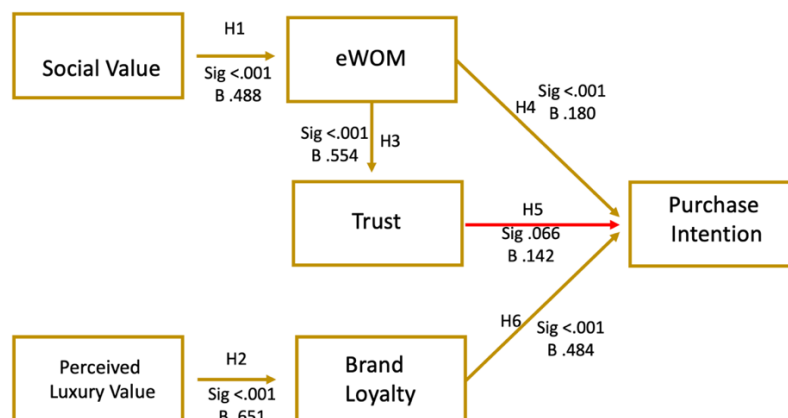*Note: *p< .05; **p<.001*

Discussion and Conclusion

The study was conducted to examine the determinants of purchase intention on luxury brand products. This study intends to provide a guideline to understand luxury customers' needs better and help inform the development of luxury brand products and services.

Figure 2

The Results of the Structural Model

Source. *Constructed by the authors*

The results in Figure 2 presents a structural model that shows that the greatest influencer that drives customers to make luxury purchases is brand loyalty; this means impressing customers and coming back to buy more. More importantly, this group also provides good recommendations or eWOM. When the customers are impressed, they pass on words of satisfaction to the public. After that, the customer's satisfaction form, e.g., word of mouth, taking pictures, and putting those pictures into an online platform among a

decision-maker interested in luxury bags, they will attract by the digital social network and aim to occupy luxury handbags. The results found that this group of customers want products and want to enhance the social level. The results of structural model show that perceived luxury value is very high. Therefore, customers want not only products but also excellent service.

The results of the simple linear regression show that the perceived luxury value (β = 0.651), eWOM (β = 0.554), and social value (β = 0.488 and results of multiple linear regression show result of brand loyalty (β = 0.484) and eWOM (β = 0.118). Furthermore, trust had no significant influence on purchase intention, as presented in the structural model results.

In this study, the results revealed the significant factors towards purchase intention influence of luxury brands of handbags. The customers in luxury brands are niche, and there are not many in Thailand due to the relatively high prices of products, in contrast to the population's average income. So, the researchers opted to use Facebook groups in discussing luxury goods, then started the conversation and asked them to fill out a survey. Bangkok is the researcher's study area because it has more stores than other provinces, making it more accessible to customers. According to this study, 73% of the respondents were women, indicating women's main customer group for luxury goods. When looking at the product they own, Louis Vuitton has 63%, probably because the price of Louis Vuitton starts not as high as the other two brands. When the survey and analysis began, it was found that the main determinant of this group's purchase of luxury bags was brand loyalty, which had a higher beta value of .484. Since luxury bags are an accessory that informs social class, people want luxury goods and impressive services.

One thing that makes brand loyalty important is keeping each brand's customers firmly; as research by Shijie and Lingfang (2013) stated that keeping loyal customers generates more money than acquiring new customers, followed by an electronic word of mouth with a beta value of .180. The lower beta may be due to the customer's influence over brand loyalty. However, eWOM is still important for marketing luxury bags, resulting in what makes the product famous and widely known in the market. But what does not influence Purchase intention is trust. It will have a relationship with eWOM alone. From the above process, multiple linear regression will show the result of the purchase intention should be the focus of the most is brand loyalty (Park et al., 2021). When customers become loyal to the brand, no matter how high the price, customers are always ready to support and make a continuous purchase because they believe in the brand's quality and value. Thus, we can see from Hermes brand marketing selling Birkin and Kelly bags to only loyal customers, even though growing up to more than a million and in demand by the customers.

Based on the simple linear regression results, the most influential pair is perceived luxury value to brand loyalty, which has a beta of .651, which means customers value the importance they receive. Whether it is a service, a place to sell, or even a customer wants to add value to their lifestyle and the luxury bag is one thing that tells the social class. It follows that the eWOM to trust counterpart has a beta of .554. Nowadays, we can find various online information, either on brand websites or reviews from real users. This means that customers tend to study the product before making a purchase. Finally, the social value of eWOM has a beta value of .488. Although the least valuable in this category, it has a significant influence on the luxury brand. As a result of there is a very strong influence on eWOM. When the social value is given to customers and users, they will pass their satisfaction to the public, either through word of mouth, by taking pictures on online platforms, or as a decision-maker

for those around them who are interested in luxury bags. Therefore, every variable is important and contributes to the goal of making purchase intention, so when we are going to do luxury goods or services, we should consider these variables.

Recommendations

This study shows the significant determinants of purchase intention of luxury brand products . The researcher suggests that companies pay attention to customer brand loyalty because of the high beta value of .484. and suggests that when customers develop love and dedication to the brand; they will become loyal customers when they receive products and services that meet their expectations. As we can see from many brands, sale associates often provide content directly to their customers and to take care of their customers. It is also important to focus on eWOM because it not only makes the brand popular but also attracts customers that are more new and most importantly good eWOM makes customers decide to purchase a product. When they are satisfied with their purchase, they want to share it with other people.

Recommendations for Further Study

The researchers recommend that to include respondents such as luxury goods operators, luxury brand managers, or marketers, as well as those interested in further understanding the motivations for luxury purchases and the behavior of these customers. The results in this study might contribute to the development of the brand and the production of products and services more precisely and understand the luxury goods market. It will be interesting to include how Internet marketing will have a greater impact on purchasing decisions.

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