Determinant Factors Influence the Purchase Decision through Handbags in the Luxury Product in China

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Abstract

The main objective of this research is to investigate the factors influencing the purchase decision through Balenciaga handbags which is a luxury product in China. The research objectives are: (1) To explain retail atmospherics toward Balenciaga handbags and the luxury product purchase decision in China. (2) To explain customer engagement and Balenciaga handbags the luxury product purchase decision in China. (3) To explain function value and Balenciaga handbags the luxury product purchase decision in China. (4) To explain the social value and Balenciaga handbags in the luxury product purchase decision in China. (5) To explain the symbolical value and Balenciaga handbags in the luxury product purchase decision in China. (6) To explain attitude and Balenciaga handbags the luxury product purchase decision in China. The quantitative research methodology has been applied, to 508 respondents from data collection thru both online and hand-on (face-to-face) questionnaires, using the convenience sampling technique inside retail stores in China. Then, both descriptive such as frequency, percentage, mean and standard deviation and inferential statistics with multiple linear regression and simple linear regression were used to analyze the data. The findings in this study showed that retail atmospherics, customer engagement, function value, symbolical value, and attitude toward Handbags as Luxury products have a significant influence on purchase intention.

Keywords – Retail atmospherics, customer engagement, function value, social value, symbolical value, attitude, purchase intention

JEL code classification: D30, D41, D42, D43, M30, M37

1. INTRODUCTION

The customers are expecting something that stands out and makes them special rather than necessarily an amazing finish that people would find with some traditional brands (Beauloye, 2019). Balenciaga stands out from all luxury brands. Balenciaga is a famous luxury fashion house founded in 1919 in Spain. The designer and the originator was Cristóbal Balenciaga from Bilbao, Spain and at that time it was based in Paris, France. Balenciaga was closed in 1972 and it was reopened under new ownership in 1986. The Balenciaga brand is now owned by the luxury group named Kering. Handbags are not well known by most customers. For this reason, it is a chance for the retailer to have a better understanding of the factors which go to influence the purchase decisions. The survey questionnaires are applied. The Coronavirus (COVID-19) become a globally pandemic event, it affects the customer's purchase decisions throughout the whole luxury industry. China still leading the luxury market compared with other countries. The luxury brands for the Chinese market are consequently a subject attracting much coverage, lots of motivating factors relating to consumer consumption, consumer perception, and commitment exhibited towards all kinds of brands (Sung & Choi, 2010). The research objectives are trying to

explain the relationship between retail atmospherics, customer engagement, function value, symbolical value, attitude, and purchase decision. The research questions are whether or not the retail atmospherics, customer engagement, function value, symbolical value, and attitude will significantly affect the purchase decision through the Balenciaga handbag which is a luxury product in China. The significance of the study is linked to the finding out of the knowledge and is aimed to add to both theory and real excises. This research is contributing to the Balenciaga retail business in handbags in China market. Due to the increasing competition in the handbag business in the luxury market, Balenciaga's sales increase highly depend on the shoe business. It is significant to investigate the factors which going to affect purchase decisions through Balenciaga handbags.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Retail Atmospherics and purchase decision

In this study, the retail atmospherics refers to store factors such as visual merchandising (Display), fixtures, smell, store lighting, music, temperature, wall coverings and so on which entice customers to enter the store and purchase. The retail atmospherics are physical and environmental characteristics of a retail store are used to create an image to attract customers. Lighting Biswas et al. (2017), store layout Wu et al. (2013), and smells (Lunardo & Mbengue, 2013). The store image, increase customers' feeling of value and improve performance and purchase decision. The retail atmospherics is a very important element to manage through the retail day-to-day business. Atmospherics is a significant characteristic of visitors' experiences during a visit to a store (Shao et al., 2019).

Hypothesis 1: *Retail atmospherics has a significant influence on Balenciaga handbag purchase decision.*

2.2 Customer Engagement and Purchase Decision

In this study, customer engagement is identified as an emotional connection or link between customers and products. The product visibility Sun et al. (2019) and perceived values from both product and service will affect the purchase decision Wongkitrungrueng and Assarut (2020) and so on. Therefore, it is important and interesting to investigate the customer engagement's relationship with purchase decisions through the retail business.

Hypothesis 2: *Customer engagement as a factor is going to influence the purchase decision.*

2.3 Function Value and Purchase Decision

Function value defined that set luxury brands are different from the normal brands which include consumer-perceived superiority in quality, craftsmanship, and ability to function or perform at a significant level (Vigneron & Johnson, 2004). For luxury products, the product's quality, craft, and performance have a link to functional value. The function values will increase the brand's ability to enhance future purchase decisions have confirmed by Hung et al. (2011) and Shukla and Purani (2012), where the belief that brand quality has a positive causal influence and impact on accepting a positive causal attitude from the customers (Li et al., 2008).

Hypothesis 3: *Function value has a significant influence on Balenciaga handbag purchase decision.*

2.4 Social Value and Purchase Decision

Social value is defined as a measurement or capturing of an image to financial achievement with the brand. This value significantly influences the customer's loyalty to the brand. It is demonstrating the consistency of significant presence and versatility across various retail distribution mediums (Kim et al., 2010). Social value is the determinant of the customers' purchases decision. The link between social value and purchase value has now been recognized, especially in the industry of luxury products in China marketplace (Wongsawan & Nuangjamnong, 2022; Zhang & Kim, 2013).

Hypothesis 4: *Social value has a significant influence on Balenciaga handbag purchase decision.*

2.5 Symbolical Value and Purchase Decision

Symbolical value defined has a relationship with the work of Wiedmann et al. (2009), it is showed that the customer's self-identification will affect the customer's value dimension toward products. The indicial status derived by luxury products had deceived the message to encourage customers to afford products, which can bring the customer successful status (Li et al., 2012).

Hypothesis 5: *Symbolical value has a significant influence on Balenciaga handbag purchase decision.*

2.6 Attitude and Purchase Decision

Attitude is the individual's predisposed state of mind regarding a value. In all, attitudes, refer to customers' overall evaluation of people, objects, and issues. It has been defined and regarded as an important predictor of behavior by Glasman and Albarracín (2006). The theory of planned behavior (TPB) by Ajzen (1991), showed that purchase behavior is determined by purchase decision, which in turn is determined by attitudes (Hill et al., 1977).

Hypothesis 6: *Attitude has a significant influence on Balenciaga handbag purchase decision.*

2.7 Conceptual Framework

The conceptual framework is assembled based on a literature review of the previous research, existing literature, and theoretical concepts. The first theoretical framework from the article "*The effects of perceived luxury value on customer engagement and purchase decision in live streaming shopping*" by Yu and Zheng (2021). The second theoretical framework from the article "*Chinese consumers' purchasing: impact of value and affect. Journal of Fashion Marketing and Management*" by Li et al. (2013). The third theoretical framework from the article "*Role of conspicuous value in a luxury purchase decision. Marketing Intelligence & Planning*" by Jain (2020). Therefore, the conceptual framework of the factors that affect purchase decisions through the Balenciaga handbag the luxury handbag in China will be present in Figure 1.

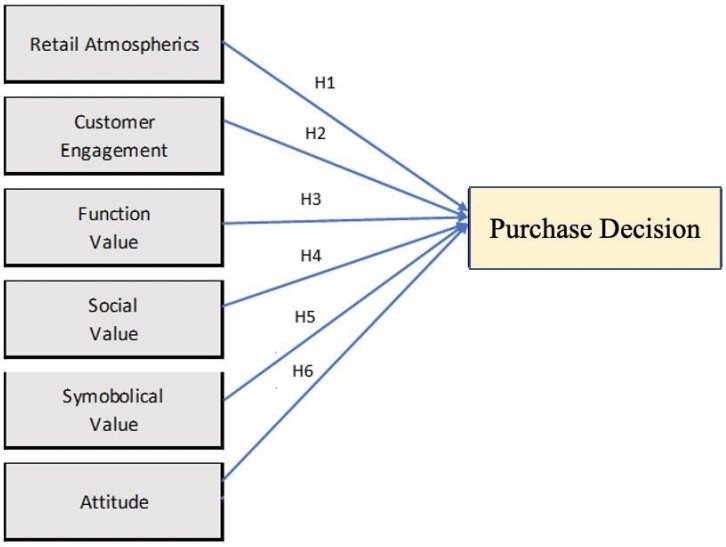

Figure 1. The conceptual framework
Source. *Constructed by author*

3. METHODS AND MATERIALS

In this study, the methodology includes target population and sample sizes, research instruments, questionnaire design, validity, data collection methods and processes, and statistical data treatment. Prior to data collection used Item Objective Congruence (IOC) and Cronbach's Alpha to assess content validity and reliability. Then, this study utilized a non-probability sampling strategy and applied a quantitative method. A five-Likert scale questionnaire was created and disseminated to the target group both online and offline. The sample size was defined at 400 respondents by using the table for determining the sample size for a finite population (Krejcie & Morgan, 1970) with over 1.4 billion upward in China, 90% confidence level and an error allowed of 10%. The sampling procedures in this study applied convenience sampling techniques in non-probability techniques. The questionnaire was used to collect the data from target respondents from January 2022 to March 2022.

This study has seven variables: attitude, Balenciaga handbag purchase decision, customer engagement, function value, retail atmospherics, social value, symbolical value. Since this study is quantitative research, data analysis used descriptive statistics (frequency, percentage, mean, standard deviation) and inferential statistics (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. Cronbach (1951) 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 in Table 1.

Table 1. *The value of Reliability Analysis of Each Item and Variable in this Study (n=50)*

Variables/Measurement Items	Cronbach's Alpha	Number of Items	Strength of Association	IOC Results
Attitude	0.897	5	Good	A 1, 4, 5 = 1.00 A 2, 3 = 0.67
Balenciaga Handbag Purchase Decision	0.887	5	Good	BHPI 1, 2, 3, 4 = 1.00 BHPI 5 = 0.67
Customer Engagement	0.811	3	Good	CE 3 = 1.00 CE 1, 2 = 0.67
Function Value	0.929	3	Excellent	FV 2 = 1.00 FV 1, 3 = 0.67
Retail Atmospherics	0.965	6	Excellent	RA 3, 4, 5, 6 = 1.00 RA 1, 2 = 0.67
Social Value	0.945	4	Excellent	SV 1, 3 = 1.00 SV 2, 4 = 0.67
Symbolical Value	0.964	4	Excellent	SBV 1, 2, 4 = 1.00 SBV 3 = 0.67

4. RESULTS

4.1 Descriptive Analysis of Demographic Data

The researcher demonstrates this investigation with the analysis of the findings. In total, the researcher collected the data 508 from the respondents through survey questionnaires. Through the screening questions, there are 486 sets of questionnaires, which met the investigation request. The detailed information were as below:

Gender: 486 respondents were divided into Male 238 or 49.0% of the population sample, females 245 or 50.4% of the population sample, and, LGBTQ+ 3 or 0.6% of the population sample.

Age: 486 respondents were divided into 18 - 25 years old group, 85 respondents or 17.4% of the population sample, 26 – 35 years old 141 respondents or 29.0% of the population sample, 36 – 45 years old 111

respondents or 22.8% of the population sample, 46 – 55 years old 75 respondents or 15.4% of population sample and, over 55 years old 74 respondents or 15.4% of the population sample.

Marital Status: the "Married" group of customers was the majority group of the population which surveyed 337 individuals or 69.3%, while the "Single" and "Divorced" group of customers surveyed 99 or 20.3% and 50 or 10.4% of the total population sample size.

Education Level: 21 or 4.4% were from the "Lower than high school" group, 86 or 17.6% were from the "High School" group, while the majority of 323 or 66.4% respondents from "Bachelor's Degree". 56 were from "Master's Degree" or 11.6% of the population size and 0 respondents had a Degree of Doctorate.

Monthly Income: the total respondents' income level was between "6,001 – 10,000 Yuan" per month from 157 or 32.4% of individuals. Closely followed by "3,001 – 6,000 Yuan" and "Over 10,000" per month from 145 or 29.8% and 108 or 22.2% of individuals. Individuals with an income of "Less than 3,000 Yuan" per month respondents were among the least with only 76 or 15.6%.

Store Visit Frequency: most of the customers visit the Balenciaga Retail store with the frequency "1 – 3 times per year". 176 or 36.2% of the respondents belonged to this group. Was closely followed by the "Less than once a year" group with 123 or 25.3% of respondents. The frequency of store visits per year from 4 – 9 times per year took 90, 66 or 18.5% 13.5% of individuals from the population. Only 31 or 6.4% of the individuals visit Balenciaga retail store "More than 9 times per year".

4.2 Descriptive Analysis with Mean and Standard Deviation

The research applied descriptive analysis to analyze the questionnaires. The researcher focuses on mean and standard deviation of all variables described (Table 2) below:

Table 2. *The results of Mean, Standard Deviation (S.D) and Interpretation*

Variables	Constructs	Mean	S.D.	Interpretation
Atttitude	I like Balenciaga handbag because it looked good.	3.99	1.15	High Agreement
	I always willing to try new handbag from Balenciaga.	3.90	1.11	High Agreement
	I strongly agree that many people in China prefer the Balenciaga handbag like me.	3.95	1.11	High Agreement
	I feel happy when I purchased the Balenciaga handbag.	3.98	1.16	High Agreement
	It is a good option to purchase the Balenciaga handbag.	4.04	1.11	High Agreement
Balenciaga Handbag Purchase Decision	My desire to purchase the Balenciaga handbag is strong.	3.98	1.14	High Agreement
	I intend to purchase the Balenciaga handbag because the store environment make me feel good.	4.00	1.09	High Agreement
	I intend to purchase the Balenciaga handbag because the sales personal contact me.	3.93	1.12	High Agreement
	I intend to purchase the Balenciaga handbag because the quality of the handbag is very good.	3.96	1.13	High Agreement
	Most of my friends like my Balenciaga handbag.	3.97	1.13	High Agreement
Customer Engagement	I feel comfortable when the salesperson contacts me.	3.94	1.15	High Agreement
	I enjoy seeing the advertisement they post on public social network.	4.01	1.10	High Agreement
	I visit the Balenciaga retail store quite often.	3.99	1.13	High Agreement
Function Value	I strongly agree the quality of the Balenciaga handbag is good.	3.98	1.12	High Agreement
	I do think the craftsmanship of Balenciaga handbag is good.	3.98	1.16	High Agreement

	I think the quality of the Balenciaga handbag is worth for me to pay such price.	4.00	1.13	High Agreement
Retail Atmospherics	I strongly agree inside of the Balenciaga retail store looked good and fancy.	3.97	1.16	High Agreement
	The furniture inside Balenciaga retail store looked very new.	3.96	1.15	High Agreement
	I prefer the fragrance (smell) inside the Balenciaga retail store.	3.97	1.15	High Agreement
	I think the light inside the Balenciaga retail store make me feel comfortable.	4.03	1.15	High Agreement
	I like the music played inside the Balenciaga retail store.	3.97	1.14	High Agreement
	The temperature inside the store makes me feel neither to cold nor to hot.	3.98	1.14	High Agreement
Social Value	I always got the willingness to use the Balenciaga handbag when I attend to important activities.	3.96	1.12	High Agreement
	Most of my friends think I looked good when I am with the Balenciaga handbag.	3.93	1.10	High Agreement
	I feel confident when I am using the Balenciaga handbag.	3.95	1.13	High Agreement
	I will introduce the Balenciaga handbag to my friend.	3.99	1.14	High Agreement
Symbolical Value	I strongly agree that the Balenciaga handbag fit my personal style.	3.96	1.12	High Agreement
	I feel that the Balenciaga handbag make my outfit looked very fashion.	4.02	1.10	High Agreement
	When I use the Balenciaga handbag, I feel I am unique.	4.02	1.14	High Agreement
	I feel that the Balenciaga handbag can represent my fashion attitude.	3.94	1.13	High Agreement

4.3 Hypothesis Testing Results

Based on the conceptual framework, the Multiple Linear Regression (MLR) a statistical analysis approach was going to apply to determine all variables. The significant level, standardized coefficient, and R-square value are going to show the proportion of variation in the dependent variable based on the independent variable. According to Hair et al. (1992), the value of variance inflation factor (VIF) can be maximum at "10" is acceptable and defined as moderate multicollinearity when the relationship among the independent variables is moderate, as detailed in Table 3 below.

Table 3. Summary of the Multiple Linear Regression Analysis for all Hypotheses

Hypotheses	Variables	B	Standard Coefficients β	P-value	VIF	Results
H1	Retail Atmospherics (RA)	0.205	0.194	0.000*	9.448	Supported
H2	Customer Engagement (CE)	0.187	0.148	0.000*	5.344	Supported
H3	Function Value (FV)	0.142	0.130	0.002*	5.550	Supported
H4	Social Value (SV)	0.122	0.134	0.004*	7.145	Supported
H5	Symbolical Value (SBV)	0.131	0.150	0.001*	6.806	Supported
H6	Atttitude (A)	0.146	0.219	0.000*	7.135	Supported

R Square	0.852
Adjust R Square	0.850

Note: **p< .05; Dependent Variable: Balenciaga Handbag Purchase Decision (BHPI)*

The result of multiple linear regression for H1 is shown in Table 3, Purchase decision through Balenciaga handbag can be explained by retail atmospherics (RA), customer engagement (CE), function value (FV), social value (SV), symbolical value (SBV), and attitude (A) for 85.2% with confidence level 95% shown by R Square value of 0.852. H1, H2, H3, H4, H5, and H6 were supported since the p-value (Sig.) was less than 0.05. From Table 3, all variables have a VIF lower than 10, and the model has no interlacing variable. For the β, atttitude (A) and the retail atmospherics (RA) had the highest β which are 0.219 and 0.194, which means these two independent variables have the strongest effect to purchase decisions through the Balenciaga handbag in China. Symbolical value (SBV) β = 0.150 and customer engagement (CE) β = 0.148, which also showed these two variables have a stronger effect to Balenciaga Handbag Purchase Decision (BHPI). Social value (SV) β = 0.134 and function value (FV) β = 0.130, which showed two independent variables have a strong effect to Balenciaga Handbag Purchase Decision (BHPI).

H1; retail atmospherics (RA) has an Unstandardized Coefficients B of 0.187, implying that if retail atmospherics increases by one unit, the purchase decision can be raised by 0.187 units.

H2; the customer engagement (CE) has an Unstandardized Coefficients β of 0.142, implying that if the customer engagement increases by one unit, the purchase decision can be raised by 0.142 units.

H3; Function value (FV) has an Unstandardized Coefficients B of 0.122, implying that if the function value increases by one unit, the purchase decision can be raised by 0.122 units.

H4; the social value (SV) has an Unstandardized Coefficients B of 0.131, implying that if social value increases by one unit, the purchase decision can be raised by 0.131 units.

H5; Symbolical value (SBV) has an Unstandardized Coefficients B of 0.146, implying that if the Symbolical value can be increased by one unit, the purchase decision can be raised by 0.146 units.

H6; atttitude (A) has an Unstandardized Coefficients B of 0.217, implying that if attitude increases by one unit, the purchase decision can be raised by 0.217 units.

Therefore, table 4 and table 5 show the summary of hypotheses testing results and strengths of influence factors of retail atmospherics (RA), customer engagement (CE), function value (FV), social value (SV), symbolical value (SBV), and attitude (A) with Balenciaga handbag purchase decision.

Table 4. The summary of the hypotheses testing results

Hypotheses	Statements of Hypothesis	p-value	Decision Results
H1	Retail atmospherics has no significant influence on Balenciaga handbag purchase decision in the luxury product in China.	.000*	Rejected
H2	Customer engagement has no significant influence on Balenciaga handbag purchase decision in the luxury product in China.	.000*	Rejected
H3	Function value no significant influence on Balenciaga handbag purchase decision in the luxury product in China.	.002*	Rejected
H4	Social value has no significant influence on Balenciaga handbag purchase decision in the luxury product in China.	.004*	Rejected
H5	Symbolical value has no significant influence on Balenciaga handbag purchase decision in the luxury product in China.	.001*	Rejected
H6	Attitude has no significant influence on Balenciaga handbag purchase decision in the luxury product in China.	.000*	Rejected

Note. *p < .05

Table 5: The summary strengths of influence factors of each dependent variable

Dependennt variable	Rank	Independent varable	Standardized coefficient β
Purchase Intention	1st	Attitude	0.219

	2nd	Retail Atmospherics	0.194
	3rd	Symbolical Value	0.150
	4th	Customer Engagement	0.148
	5th	Social Value	0.134
	6th	Function Value	0.130

5. DISCUSSION AND CONCLUSION

Through this research, there are six independent variables which are attitude, the retail atmospherics, symbolical value, customer engagement, social value, and function value that will influence the purchase intention of the Balenciaga handbag in China. The findings between each independent variable to dependent variable have been discussed and introduced.

5.1 Retail atmospherics and Balenciaga handbag purchase decision

The finding regarding retail atmospherics is a significantly significant influence on Balenciaga handbag purchase decision. The researcher primely gave the respondents a brief explanation of the definition of what is retail atmospherics through the questionnaires. The respondents have been asked to rate 6-items through the questionnaires, which aimed to measure their general ideal levels on the 5-points Likert scale. The p-value (sig.) is .000* which is lower than 0.05. This means that the retail atmospherics such as visual merchandising (Display), fixtures, smell, store lighting, music, and temperature will affect customers' purchase intention when they entered the retail store. As this result corroborated with the literature review in chapter two. Based on Turley and Milliman (2000), retail atmospherics is the set of arrangements, which manipulate the physical environment to influence shopper behavior. It generally included music, light, temperature, and visual display inside the retail store. The Standard Coefficients β of retail atmospherics is 0.194, which means retail atmospherics has a very strong relationship with purchase intention. The unstandardized coefficient B of retail atmospherics is 0.205. It means the increase in retail atmospherics in one unit, the purchase intention increases by 0.205 units. It also corroborated with the previous study, which was mentioned in Chapter two.

The results are consistent with the hypotheses:

H1: Retail atmospherics has a significant influence on Balenciaga handbag purchase decision.

The result of this study further supports the customer the previous responses, changes in atmospheric factors include music style, tempos (Petruzzellis et al., 2017), light (Biswas et al., 2017) store layout (Wu et al., 2013), and smells (Lunardo & Mbengue, 2013) will enhance sales by Shao et al. (2019) the retail atmospherics is a significant effect on the customer's visitor experiences inside the retail store. A retail store that operates with an unpleasant atmosphere, will be made the customer feel hesitant to get inside, therefore, it will be reducing their purchasing intention (El Hedhli et al., 2013).

Take a better look or visual merchandising display the store has, the more the purchase intention the Balenciaga retail can get from the customer. To keep the furniture inside the store new and clean is also very important to attract the purchase intention. The in-store smell is also very important to attract purchase intention through the Balenciaga handbag. Moreover, providing, the retail store with suitable light, music, and cozy temperature also has a positive affection on the purchase intention through the Balenciaga handbag in China.

5.2 Customer Engagement and Balenciaga handbag purchase decision

Customer Engagement finding in this study has a significant influence on purchase intention. Through questionnaires provided to the respondents, a short definition of customer engagement was provided. The extent of the relationship a customer has with Balenciaga. The repeat purchase rate and interaction times will be two very important metrics to measure.

All respondents were asked to rate for 3-items inside the questionnaires, which aimed to gather their general ideal levels toward a 5-points Likert scale. The p-value (sig.) is .000* which is lower than 0.05. This means that Customer Engagement has a significant relationship with purchase intention through Balenciaga handbags in China. When the salesperson contacts the customer properly, customers seemed much more likely to increase their purchase intention. The advertisement which posts on the public social networks will also help to increase the customer's purchase intention. The higher the frequency the customers go to the Balenciaga retail

store the higher their got for their purchase intention. The Standard Coefficients β of retail atmospherics is 0.148, which means the customer engagement has a strong relationship with purchase intention. The unstandardized coefficient B of the customer engagement is 0.187, which means the increase in customer engagement in one unit, the purchase intention increases by 0.187 units. It also corroborated with the previous study, which was mentioned in Chapter two. It also showed that customer engagement had a relationship between customer perceptions and behavioral intention based on Harrigan et al. (2017), and Dabbous and Barakat (2020).

The results are consistent with the hypotheses:

H2: Customer engagement has a significant influence on Balenciaga handbag purchase decision.

Previous researcher Moliner et al. (2018) defined customer engagement as a kind of emotional link between customers and brands Sun et al. (2019) and furthermore, they perceived values by Wongkitrungrueng and Assarut (2020) and so on.

Therefore, contact with customers is an important and a proper post of the advertisement on the social network has a positive and significant relationship with purchase intention. Lastly, the frequency of the customer who visits the Balenciaga retail store affects the purchase intention through the Balenciaga handbag.

5.3 Function Value and Balenciaga handbag purchase decision

Function value has a significant influence on Balenciaga's handbag purchase decision. Through the questionnaire provided to the respondents, a short definition of Function Value was provided. Quality also can be defined as the function value. It is the consumer-perceived quality of the product, craftsmanship, and ability towards function.

All respondents were asked to rate for 3-items inside the questionnaires, which aimed to gather their general ideal levels toward a 5-points Likert scale. The p-value (sig.) is .002 which is lower than 0.05. This means that Function Value has a significant relationship with purchase intention through the Balenciaga handbag in China. The research result showed the quality of the Balenciaga handbag has a significant relationship with purchase intention. Also, the craftsmanship of the Balenciaga handbag affects the purchase intention too. Lastly, the quality to worth paying affects the purchase intention. Chinese customers prefer a particular emphasis on luxury products. Especially the quality of the products. They were concerned about the texture of the product, alongside materials, production processes, the performance of the product, and also, what they could have if they had that specific product, which is shown by Zhan and He (2012). Therefore, the functional value's ability to create the future intention through the repurchase is identified by Hung et al. (2011) and Shukla and Purani (2012), who believed that the brand's quality has a positive impact on effective attitude (Li et al., 2008). In the same way, if the product's price increases in the future, the customer will get much wiliness to accept it. The Standard Coefficients β of Function Value is 0.130, which means function value has a strong relationship with purchase intention. The unstandardized coefficient B of the function value is 0.142. It means the increase in function value in one unit, the purchase intention increases by 0.142 units. It also corroborated with the previous study mentioned in Chapter two. All different brands are being apart from their competitor by the function value. (Vigneron & Johnson, 2004).

The results are consistent with the hypotheses:

H3: Function value has a significant influence on Balenciaga's handbag purchase decision.

The result of this study further supports the quality of the Balenciaga handbag, the craftsmanship, and the performance of the products have an inter-relationship representing function value. In China marketplace, most customers hold dearly to the brand's quality, comprising martial (Atsmon & Dixit, 2018). The function value's ability to enhance future intention to re-purchase was identified by the researcher named Hung et al., (2011) and Shukla and Purani (2012), who did believe that particularly in brand quality has a positive impact on attitude (Li et al., 2008). A product or brand with good function value can price their product at a higher price.

Therefore, the quality of the Balenciaga handbag has a significant relationship with purchase intention. Secondly, there is a significant relationship between the craftsmanship of the Balenciaga handbag with purchase intention. Lastly, quality worth the price also affects the purchase intention.

5.4 Social Value and Balenciaga handbag purchase decision

Social value significantly has a significant influence on Balenciaga's handbag purchase decision. Through the questionnaire provided to the respondents, a short definition of Social Value was provided. The social

value means the importance of customer perceived self-enhancement, they might have the positive impressions on their own and achieved the social approval.

All respondents were asked to rate four items inside the questionnaires, which aimed to gather their general ideal levels toward a 5-points Likert scale. As the p-value (sig.) is .004 which is lower than 0.05. This means that social value has a significant relationship with purchase intention through the Balenciaga handbag in China. The willingness to use the Balenciaga handbag to attend important activities has a significant relationship with purchase intention through Balenciaga handbags in China. The thought of the customer's friends on whether or not the owner looked good has a positive relationship with purchase intention. The owner's confidence level through using the Balenciaga handbag has a significant relationship with purchase intention. Lastly, whether or not introducing the handbag to the owner's friends has a significant relationship with purchase intention. This result corroborated with the literature review in chapter two. It is very important that that consumer's perceived social value will be realized by the brand acquirement and use of that product. The development of the customer's perception of acceptance, self-enhancement, and the creation of positive impressions will raise the customer's social approval (Wongsawan & Nuangjamnong, 2022; Sweeney & Soutar, 2001). Also, "the motivational process by which individuals strive to improve their social standing through status consumption of consumer products that confer or symbolize status for both the individual and surrounding others.," which Eastman et al. (1999) showed can also be proved. Here in this research, the Standard Coefficients β of social value is 0.134, which means retail atmospherics has a strong relationship with purchase intention. The unstandardized coefficient B of retail atmospherics is 0.122. It means the increase in retail atmospherics in one unit, the purchase intention increases by 0.122 units. It also corroborated with the previous study mentioned in Chapter two.

The results are consistent with the hypotheses:

H4: Social value has a significant influence on Balenciaga's handbag purchase decision.

Kim et al. (2010) had the result showed that the customer perceived self-enhancement has positive impressions and realization of the social approval has a significant and positive impression on the purchase intention. This value of social value leads significantly influences customer brand loyalty, demonstrating consistency The impact of social value on purchase intention has been long recognized. Hung et al. (2011) proved that the relationship between social value and purchase value was positive. This theory especially can apply in the luxury fashion industry Zhang and Kim (2013) established in the Chinese study of social comparison's role in tandem with various antecedents on intention to purchase.

Therefore, the willingness of customers got to hold the Balenciaga handbag to attend the important events has a significant affection on the purchase intention of the Balenciaga handbags. Secondly, the comments from customers' friends about looking good have a significant affection on the purchase intention of the Balenciaga handbag. Thirdly, the confidence level which the customer got has a significant relationship with purchase intention through the Balenciaga handbags. Lastly, whether or not the customer had the wellness to introduce the handbag to their friends also has a significant relationship with purchase intention.

5.5 Symbolical Value and Balenciaga handbag purchase decision

Symbolical value has a significant influence on Balenciaga's handbag purchase decision. Through the questionnaire provided to the respondents, a short definition of symbolical value was provided. The symbolical value help customer with self-expression from both image and personal presentation. For the Balenciaga handbag, the symbolic value will be stylish, fashionable, unique, and extravagant.

All respondents were asked to rate 4-items inside the questionnaires, which aimed to gather their general ideal levels toward a 5-points Likert scale. As the p-value (sig.) is .001 which is lower than 0.05. This means that symbolical value has a significant relationship with purchase intention through the Balenciaga handbag in China. The fitness of the Balenciaga handbag to the customer's personal style has a significant relationship with purchase intention. Balenciaga handbag as an accessory can make a customer's outfit look fashion has a significant relationship with purchase intention. Moreover, whether the Balenciaga handbag makes a customer feel they are unique has a significant relationship with purchase intention. Lastly, the Balenciaga handbag represents the customer's fashion attitude and has a significant affection on purchase intention. The Standard Coefficients β of symbolical value is 0.150, which means symbolical value has a strong relationship with purchase intention. The unstandardized coefficient B of symbolical value is 0.131, which means the increase in symbolical value in one

unit, the purchase intention increases by 0.131 units. This result corroborated with the literature review in chapter two. The symbolic values paid and defined by consumers influence their attitudes.

The results are consistent with the hypotheses:

H5: Symbolical value has a significant influence on Balenciaga's handbag purchase decision.

The result of this study further supports that the symbolical value being defined has a relationship with self-identify as a value dimension which was declared by Wiedmann et al. (2009). The social settings request higher standards of living standards which provides the luxury brands a chance to provide products and services to assist customer's life in a better and Haigh standard way (Tsai, 2005). They have indicated status showed that such luxuries and the messages afforded around brands acting as success symbols work positively will positively encourage consumers to pay more to get the product with good symbolical value. Especially influence the industry of fashion and luxury Li et al. (2012).

Therefore, Balenciaga handbag's fitness to customer's personal style has a significant relationship with purchase intention. The mix and match of holding a Balenciaga handbag make the outfit looked fashionable has the significant relationship with purchase intention. Followed by using the handbag to make the customer feel unique has a significant relationship with purchase intention. Lastly, the Balenciaga handbag represents the customer's fashion attitude and has a significant relationship with purchase intention.

5.6 Attitude and Balenciaga handbag purchase decision

Attitude has a significant influence on Balenciaga's handbag purchase decision. Through the questionnaire provided to the respondents, a short definition of attitude was provided. Attitude is a way of thinking and feeling about the Balenciaga handbag. It is feeling opinion, and disposition about the Balenciaga handbags. All respondents were asked to rate for 5-items inside the questionnaires, which aimed to gather their general ideal levels toward a 5-points Likert scale. As the p-value (sig.) is .000* which is lower than 0.05. This means that consumers' attitude concerning a product is an outcome of knowledge obtained via their "personal experiences and information collected from society and social groups" close to them was affect purchase intention. The respondents were asked to rate a 5-items measurement, which aimed to measure their general sensation levels in a 5-points Likert-scale format. As the p-value (sig.) is .000* which is lower than 0.05. This means that Attitude has a significant relationship with purchase intention through the Balenciaga handbag in China. Consumers' attitude based on "characteristics, benefits, and added advantage" attached to a particular product has a strong influence on customers' purchase intentions (Sharda & Bhat, 2019). The Standard Coefficients β of attitude is 0.219, which means attitude has the strongest relationship with purchase intention. The unstandardized coefficient B of attitude is 0.146. It means the increase in attitude in one unit, the purchase intention increases by 0.146 units. It also corroborated with the previous study mentioned in Chapter two. attitude is an individual's predisposed state of mind regarding a value. Therefore, attitudes are the overall customer's overall evaluation of objects, and the presented behavior by Glasman and Albarracín (2006).

The results are consistent with the hypotheses:

H6: attitude has a significant influence on Balenciaga's handbag purchase decision.

The result of this study further supported by Ajzen (1991), which showed the importance of the theory of planned behavior (TPB), it is showed that purchase behavior is determined by purchase intention, which in turn is determined by attitudes (Hill et al., 1977).

Therefore, the usage of the Balenciaga handbag, because it looked good, has a significant relationship with purchase intention. Secondly, the wiliness to try new series of Balenciaga handbags have a significant relationship with purchase intention. Thirdly, many people in China prefer the Balenciaga handbag have a significant effect on the purchase intention as well. Fourthly, the feeling of happiness after purchasing the Balenciaga handbag also has a significant affection on purchase intention. Finally, it is a good option to purchase the Balenciaga handbag has a significant relationship to purchase intention too.

6. RECOMMENDATIONS

The findings showed that the attitude towards the brand or product is the most important factor which going to effects the purchase decision. The company can find out ways to improve the outlook of the handbag. To understand the mainstream aesthetic through the handbag. For creating the customer's positive attitude toward the

Balenciaga handbag. The retail salesperson can educate the customer properly. Creating the feeling toward the product is meet their need and can bring them happiness. Also, the company can lead the mainstream media to have a positive introduction to the Balenciaga handbag. The Balenciaga retail store can reeducate its guests by influencing their preferences and aesthetics. Increase their satisfaction through the shopping experience. Make their shopping experience happy and remarkable.

For the retail atmosphere, to have a better display in-store, do better visual merchandise, maintain the furniture properly, provide better smell, comfortable lamplight, melody music and suitable temperature inside the store can positively increase the purchase decision through the Balenciaga handbag in China.

For the symbolical value, to have a better advertisement for the Balenciaga handbag, will help and support present the audiences with "The brand is with symbolic value with stylish, fashion, uniqueness and extravagant" can increase the purchase decision through the Balenciaga handbag in China.

Customer engagement takes fourth place as a factor which going to affect the purchase decision through the Balenciaga handbag in China. Making the customer feel comfortable to contact you will support increasing the frequency of the customer who comes to the retail store can improve the purchase decision in a positive way.

For the social value, it is the fifth important fact that going to affect the purchase decision through the Balenciaga handbag in China. It is very important to take care of the accompanying people who come with the customer. The comments from the customer's friend are very important to increase the purchase decision.

Lately, function value takes a less important influence on the purchase decision through the Balenciaga handbag in China market. Increasing the quality and craftsmanship of the Balenciaga handbag will lead to an increase in purchase decisions.

7. FURTHER STUDY

Future research could investigate purchase decisions toward online luxury products. Another suggestion for further study is to investigate through factors which going to affect the attitude towards the Balenciaga. Further studies might research the customers' attitudes towards Balenciaga handbags. Or to understand the mainstream aesthetic through the luxury handbag is also very important. Also, further studies can go for investigating the key iconic luxury handbag in the industry. Future research can set up qualitative research, by setting up personal interviews as well. Moreover, the results of the research sample can be used for future research when managed using different sample groups (Expect China). Future research can also be done to get on a larger sample to test the reliability of this research.

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