Impact of Value Perceptions on Purchase Intentions of Luxury Handbags in Thailand

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Abstract

This research aims to investigate the impact of value perceptions on purchase intentions of the Thai's luxury handbags with three purposes. The first objective aims to study the impact of social value perceptions on purchase intentions of luxury handbags. The second objective aims to assess the impact of personal value perceptions on purchase intentions of luxury handbag. The third objective aims to investigate the impact of Functional value perceptions on purchase intentions of luxury handbags.

Sample size of this research were 223 samples and have purchased and utilized of luxury handbags. The questionnaire was distributed online based on convenience basis and have one screening question. Structural equation model (SEM) was developed to analyze the results of the research.

The results from conceptual model by SEM shown that goodness-to-fit (GIF) indices in the structural equation model were significantly accepted with CMIN/DF = 1.388, RMR = 0.034, GFI = 0.906, TLI = 0.965, IFI = 0.970 and CFI = 0.970. Therefore, the three hypotheses are accepted. Consequently, social value perceptions significantly influence purchase intentions. Personal value perceptions significantly influenced purchase intentions. Lastly, functional value perceptions insignificantly have impact on purchase intentions of luxury handbag.

Keywords : Luxury Brand Value Perception, Purchase Intentions, Personal Influences, Luxury Handbag

Introduction

The concept of luxury has been widely discussed among researchers.   Luxury has been defined as refined enjoyment of elegance of desirable things (Goody, 2006). Chattalas

and Skukla (2015) identified luxury products as a purchase of pleasure and comfort which are expensive to acquire. Nueno and Quelch (1988) characterized luxury products compose of six elements, including; high standard quality, high price, uniqueness, aesthetics, heritage and history. Weidmann et al. (2007) added that luxury goods depend on high subjective, situation contingent, individual needs and experiences of the consumers.

In terms of value perception, Vigneron and Johnson (1999) argued that various values, for instance; social and personal perceptions have great impact on the purchase intension of luxury goods. Similarly, Sumbly and Siraj (2019) argued that social, personal and functional value has a great impact on consumers' purchase intention of luxury products. In sum, the value perception including three factors, namely; social, personal and functional value have strong influence on the purchase intention of luxury goods (Dubois and Duquesne, 1993; Hendings et al., 2012). Han et al. (2010) define luxury handbags designed by well-known designers with high level of quality, price, and social-status and symbolic band name, which are sold for exclusive customers.

There are numbers of research paper have explored the effect of value perception on purchase intention. Abrar et al. (2019) studied personal ad social perception impact on purchase in luxury clothing. A study by Wiedmann and Hennigs (2007) found that consumers' value perception have impact on purchase of luxury products across difference cultures. However, none of research studies have explored on the impact of value perception of luxury goods in Thailand.

The luxury products in Thailand compose of handbags, cars, clothing, hand watches and jewelry (Economitor, 2021). According to Kadam and Deshmuk (2020) argued that the luxury handbags have highest revenue among others luxury products with market value was 58 billion dollars in 2018, 67 billion dollars in 2019 and 71 billion dollars in 2020. Similarly, the luxury handbags in Thailand also have the highest market others than other luxury products. Statista (2020) and Economitor (2021) reported that the luxury handbags in Thailand was value at 368 million baht in 2019 and rose to 374 million baht in 2020. Hence, this study examines the impact of value perception on purchase intention of luxury handbags in Thailand. (Yoo and Lee, 2009).

Objective of the research

This research aims to study the impact of the three value perceptions on the Thai's consumers purchase intension luxury handbags with the following objectives:

1. To explore the impact of social value perceptions on purchase intension of luxury handbags.

2. To assess the impact of personal value perceptions on purchase intension of luxury handbags.

3. To investigate the impact of functional value perceptions on purchase intension of luxury handbags.

Literature Review

This section will review literature in regards to value perception on the purchase of luxury goods, underlying three elements, namely; social, personal and functional value perception. Concept of purchase intensions will be also discussed.

Social Value Perceptions

The concept social value focuses on the individual consumption that tented to act according to his or her on interest (Kapferer, 1997). Consumers always purchase particular product in accordance to social group they belong to (Wiedmann et al., 2009). In other words, consumers' behavior are subject to the pressure so their social reference group and norms. The consumption of luxury goods rely mostly on social satisfaction (Shukla, 2012). Most consumers' acquire luxury goods to gain social prestige as well as enhance social status (Zhan and He, 2012). Similarly, Vigneron and Johnson (2004) added that the purchase of luxury goods have certainly related to social functions. Social functions refer to as individual purchase products or services that reflex their status among their peers (Kim, 1998). Hence, consumers make purchase of luxury goods or services to strengthen their social status, recognition and acceptance among their own social groups. This leads to the purchase decision of conspicuousness and prestige value, which in turn affecting the evaluation in purchasing luxury goods.

Personal Value Perceptions

Consumers' personal value perception always involve prior to make purchase of luxury products, including, the symbolic benefit of the brand, hedonic experience and personal motives (Shukla, 2012). Furthermore, the enjoyable experience from previous products

utilization and coupled with product image and personal tastes have certainly impact on the purchase decision of luxury products (Tsai, 2005). Wong and Ahuvia (1995) argued that most of consumers are purchasing luxury products due to personal value perception with hedonic experience and symbolic benefits. Therefore such benefits have contributed to consumption of luxury goods. Self-oriented consumers are seeking luxury products that can satisfy themselves as well as appearance to others (Wiedmann et al., 2009). Self-oriented consumers are contrasting of between achieving self-pleasure and self-image (Tsai, 2005). Hendings et al. (2012) argued that personal value perception has great impact in purchasing luxury products as a result from both personal use and enhancing personal appearance and social status.

Functional Value Perceptions

The functional value of luxury products refers to some particular luxury factors that can pursue the customers' to purchase, for instance, quality, uniqueness, trust brand name and durability (Seth et al. 1991). The functional value is main distingue luxury products from non-luxury products (Vickers and Renand, 2003). The functional value of luxury products include their attributes, high quality, durability and brand name (Shukla, 2008). Wiedmann et al. (2009) concluded that consumers anticipate the luxury products to be usable with high quality and brand differentiation. On the contrary, Han et al. (2010) argued that only the usability of luxury product is the most important factor affecting consumers' purchases. While, Shukla (2012) added that high quality of the luxury product itself is extremely essential for the consumers' consumptions. The high quality may include hand-made luxury product that contributes to excellent quality, enhance brand value and durability (Hendings et al., 2012).

Purchase Intentions

Purchase intention is refer to an individual's intention to buy particular product or service (Wong and Ahuvia, 1998). Ultimately, purchase intention derived from the previous purchased of the product, the purchase consideration process becomes less complex (Seth et al., 1991). Luxury brand name product and attitude have directs effect to consumers' purchase intention (Kim and Ko, 2010). Vickers and Renand (2003) suggested that the attributes of luxury products are the key factor contributed to consumers' purchase intention. Generally, consumers' intention to purchase particular brand name involve a comparison of various brand prior to make the actual purchase (Schiffman and Kanuk, 2000). The purchase of luxury product occurs when the consumers are satisfy with attributes, features and brand name of the product (Han et al., 2010). A study by Hendings et al. (2012) concluded that perceived

value and durability of the products can resulted in purchase intention. On the other hand, Shukla (2012) argued that consumers are beware of risks associated with intention to purchase luxury product. Thus, high decision involvement are necessary for consumers' intention to purchase luxury product (Han et al., 2010).

Hypotheses Development and Conceptual Framework

According to the literature review, the conceptual framework of the study is development upon theories of luxury value perceptions, including social, personal and functional value and purchase intention. The conceptual framework is as follows:
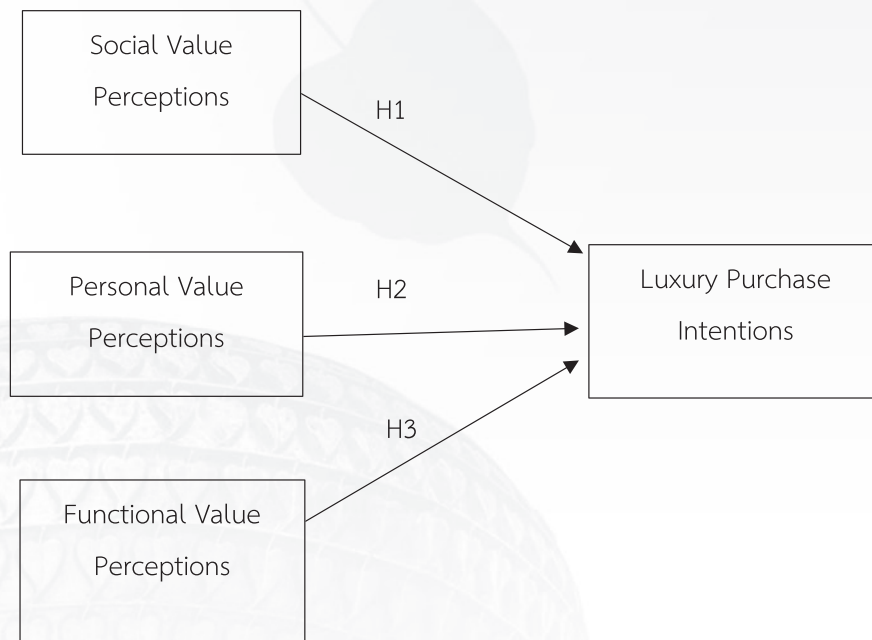

Figure 1 Proposed Conceptual Framework of Luxury Purchase Intension Adapted from Wong and Ahuvia (1998, p. 425), Wiedmann et al. (2009, p.16)

Social Value Perceptions and Purchase Intentions

Social values are refer to as the sense of belongings to society where the individual live (Wang and Waller, 2006). Social status has strong influences on consumers' purchase intention of luxury products (Podoshen et al., 2011). Consumers' intentions to purchase of luxury products are longing to be accepted to prestige social group (Hendings et al., 2012). Social value is strong motivation behind any purchase intentions that consumers make (Han

et al., 2010). Dawar and Parker (1994) suggested that consumer's social status has direct effect on purchase decision of luxury goods. Tsai (2005) added that consumers' purchase intention of luxury products often rely on two reasons, namely, self-reward and wealthy status. The perceived social value would definitely impact on consumers' purchase decision of luxury products in order to meet social standards (Nia and Zaichkowsky, 2000). Therefore, this study proposed that:

H1: Social value perceptions have positive impact on purchase intentions of luxury handbag.

Personal Value Perceptions and Purchase Intentions

Personal values contribute to individuals behaviors as a result from their own values (Tidwell and Dubois, 1996). Personal-oriented consumers are highly motivate by individuals taste (O'Cass and McEwen, 2004). Individuals perceived personal value have direct impact on luxury purchase intention (Goldsmith et at., 1999). Additionally, there are both the internal and external factors have strong impact on intention to purchase of luxury products (Marcoux et al., 1997). Tsai (2005) explained that the internal factor is hedonic, while external factor is materialism. Consumers purchase intentions of luxury goods rely on personal hedonic or personal pleasure (Lim and O'Cass, 2001). Furthermore, Hendings et al. (2012) added that consumers are materialize, may has a tendency of material possessions and physical comfort as more important than spiritual values that effect on purchase intentions of luxury goods. Therefore, this study proposed that:

H2: Personal value perceptions have positive impact on purchase intentions of luxury handbag.

Functional Value Perceptions and Purchase Intentions

Consumers often consider functional value prior to purchase of luxury goods for their quality and uniqueness value (Wiedmann et al., 2009; Shukla, 2012). In the world of luxury, consumers concern both quality and price in purchasing luxury goods (Wiedmann et al., 2007). Generally, luxury brands are more expensive than consumers' brands due to their premium quality (Shukla, 2012). Perceived function of luxury product have positive impact on consumers' purchase intentions in terms of quality (Wiedmann et al., 2007). Consumers considered the quality of luxury products as their premium pricing (Shukla, 2012). Therefore, this study proposed that:

H3: Functional value perceptions have positive impact on purchase intentions of luxury handbag.

Measurement Instruments

The questionnaire used in this study referenced literatures in the previous section and consists four parts, namely, social value perceptions, personal value perceptions, functional value perceptions and luxury purchase intentions. The study develops questions of social value perceptions from Dawar and Parker (1994) Nia and Zaichkowsky (2000) Podoshen et al, (2011). The scale of personal value perceptions followed questionnaire by Tidwell and Dubois (1996)

Goldsmith et al. (1999) and Lim and O'Cass (2001). For functional value perceptions, the questionnaire and scale bases on Wiedmann et al. (2007), Wiedmann et al. (2009) and Shukla (2012). Lastly, questions of luxury purchase intentions are adapted from the study by Wong and Ahuvia (1998), Schiffman and Kanuk (2000) and Kim and Ko (2010) (see Table 1).

Table 1 Construct of Questionnaire

Construct	Items	Sources
Social Value Perceptions (SV)	SV1 I use luxury handbag to impress others SV2 I feel prestige by owning luxury handbag SV3 I would buy luxury handbag because of status SV4 I would pay luxury handbag because of status SV5 The status of luxury handbag relevant to me	Dawar and Parker (1994) Nia and Zaichkowsky (2000) Podoshen et al, (2011)
Personal Value Perceptions (PV)	PV1 Owning luxury handbag makes you happy PV2 I would buy luxury handbag to enhance image PV3 I would buy luxury handbag to make me a fashion leader PV4 I would buy luxury handbag to ease your problems PV5 I feel excitement when you are going to buy luxury handbag	Tidwell and Dubois (1996) Goldsmith et at. (1999) Lim and O'Cass (2001)

Table 1 Construct of Questionnaire (continued)

Construct	Items	Sources
Functional Value Perceptions (FV)	FV1 I am very attracted to the unique of luxury handbag	Wiedmann et al. (2007)
	FV2 I am likely to bay a unique luxury handba	Wiedmann et al. (2009)
	FV3 I dislike luxury handbag that easy to buy	Shukla (2012)
	FV4 The quality of luxury handbag is important to me	
	FV5 The durability of luxury handbag is important to me	
Luxury Purchase Intentions (PI)	PI1 I will shop luxury handbag in the near future	Wong and Ahuvia (1998)
	PI2 I have strong possibility to purchase luxury handbag	Schiffman and Kanuk (2000)
	PI3 I'm likely to purchase luxury handbag	Kim and Ko (2010)
	PI4 I likely the unique luxury handbag	
	PI5 have high intention to purchase luxury handbag soon	

Research Design and Methodology

This study deploys quantitative questionnaire survey as research instrument to test on the conceptual framework and the three proposed hypotheses. Operational definition of luxury handbag refer to as the private designers of luxury handbags with symbolic design and band marks and associated with high quality, high status and high price for exclusive consumer (Han et al., 2010), with the minimum price of 1,000 U.S. Dollar (Mohd et al., 2016). The questionnaire composes to four parts. Prior to proceed to the questionnaire, there will be one screening question to qualify the respondents to ensure the accuracy of the research results (Tynan et al., 2010). The screening of respondents involve question regarding the previously purchased luxury handbag with the minimum value of 1,000 U.S. dollars (Mohd et al, 2016), based on exchange rate on the 9th of June, 2021 (Bank of Thailand) equivalent to approximate 31,387 Thai Baht and The first part of questionnaire is demographic detail and prefer favorite brand luxury choices of the respondents. The second part, the respondents will be asked to evaluate the impact of social value perceptions against their purchase

intentions of luxury handbag. The third part, the respondents will have to determine whether personal value perceptions have impact of their purchase intentions of luxury handbag. The last part of questionnaire, the respondents will be asked to assess whether the functional perceive values have impact on the purchase of luxury handbag. All questions in part two to four are the Likert scale of 1-5, rating from strongly disagree to strongly agree, respectively.

Population and Data collection

The proposed population of this study are Thai who are owing at least one luxury handbag. Sample size is calculated on ratio basis of 10 to 1 per indicator (O'Cass, 2004). Thus, this study composes of 20 indicators and the samples of the study are at least 200 respondents in order to conduct the Structural equation modeling (SEM) (Zheng et al., 2013). Instrument of this study is questionnaire survey with one screening question and were distributed online to individual who owned or purchased of luxury handbag before. The convenience sampling method and based on non-probability was used to collect the data. The questionnaire consisted items of Likert scale which is based on five anchors indicates the respondents agree with those questions. The scale of the questionnaire ranged from strongly agree, agree, neutral, disagree and strongly agree. The study adopted to total of 223 respondents which were deployed to conduct the research.

Data Analysis

This study has taken various quantitative approaches. Descriptive statistics deployed to analyze demographic factors of the respondents. The structural equation modeling (SEM) is the most reliable research data analysis in social science studies (Hair et al., 2006; Kline, 2010). Thus, the study deploys SEM to explore the proposed model of luxury handbag's purchase intentions. The evaluation of the goodness-of-fit of the research model is developed to summarize the discrepancy between observed values and the values expected under the model in question. In other words, measures of goodness of fit typically summarize the discrepancy between observed values and the values expected under the model in question. According to Watkins (2018), correlation coefficient matrix is deployed to measure the best used of all variables that demonstrate a linear relationship between each other. The confirmatory factors analysis (CFA) is conducted to measurement model quantitatively which defines the relationships between observed indicators and latent variables (Huber-Carol et al, 2002). Hypotheses testing and the SEM model verification of the study are also developed.

Research Result

Descriptive Findings

The composition of 223 respondents were 62.37% female and 32.27 male. Age range of were 45.45% for 45-54 years of age, 29.55% for 55 and above, 15% for 35-44 year of age and 10% for 25-34 years of age. In terms of income levels, the majority of respondents earn monthly income of 70,001- 100,000 baht for 45%, 100,001-130,000 baht for 30% and 40,000-70,000 baht for 25%. In terms of luxury handbag experiences, the respondents have previously purchased Louis Vuitton for 43.45% (156 handbags), Gucci for 24.32% (87 handbags), Channel for 12.81% (46 handbags), Hermès for 11.98% (43 handbags) and 7.52% (27 handbags) for Dior. In other words, the total of 359 luxury handbags owned by 223 respondents, implying that some respondents have purchased more than one luxury handbags previously.

Quantitative Findings

This research employed the Structural equation modeling (SEM) to analyze the proposed model. Amos software was utilized to analyze the data and to determining the goodness-of-fit to test to on how well sample data fit a distribution from a population with a normal distribution. The evaluation indices for goodness-of-fit of the overall model revealed that CMIN/DF =1.388, GFI = 0.906, IFI = 0.970, CFI = 0.970, TLI = 0.965 RMR = 0.034 and RMSEA = 0.04. The overall model goodness-of-fit is relevant because all of the measurements meet the standard evaluation requirements of Schumacker and Lomanx (2004), Kline (2011) and Hair et al. (2019).

Table 2 Correlation coefficient matrix and the square roots of average variances extracted

Construct (Latent Variables)	items	CR	AVE	Discriminate Validity			
				SV	PV	FV	PI
SV	5	0.848	0.532	**0.730**			
PV	5	0.841	0.516	0.183	**0.719**		
FV	5	0.840	0.535	0.135	0.087	**0.732**	
PI	5	0.834	0.502	0.570	0.501	0.135	**0.709**

*AVE = average Varianes extracted, CR = Composite reliability; SV = Social Value Perceptions, PV = Personal Value Perceptions, FV = Functional Value Perceptions, PI = Purchase Intention, Note: Off-diagonal elements are the latent variable correlations. The square root of AVE values is shown on the diagonal

Correlation coefficient matrix is conducted to ensure the validity of the indicators, the confirmatory factor analysis (CFA) was conducted to test whether measures of a construct are consistent with a researcher's understanding of the nature of that construct (or factor) and valid to develop the model of this research. According to Watkins (2018), correlation coefficient matrix holds that all items reliability of latent variable greater than 0.60 and the Z-value demonstrates that all variables have achieved a significance correlation between the manifest variables and latent variables (see Table 2).

Table 2 demonstrated the extract of the correlation coefficient matrix and the square roots of average variances by which the average variance extracted (AVE) of all variable were greater than 0.50 which is acceptable (Hair et al., 2010). Moreover, the square roots of average variances of the AVE of all latent variables were greater than correlation coefficients between variable, therefore, the manifest and latent variable were valid.

Confirmatory factor analysis (CFA) is conducted to test whether the data fit a hypothesized measurement of the proposed model. This hypothesized model is based on theory and measure all variables with factor loading or standardized regression weights have to surpass 0.60 (Hair et al., 2010). Social value perceptions (SV) indices are beyond 0.6 (0.689, 0.675, 0.739, 0.702, and 0.632). Similarly, the measurement of personal value perceptions (PV) indices are 0.575 0.989 0.560 0.426 and 0.922. However, the indices of functional value perceptions (FV) are 0.575 0.989 0.560 0.426 and 0.922 which are blow the standard measurement of CFA which deploy to evaluate the reliability and measure of endogenous latent variables of all indices which are determined by the Squared Multiple Correlations (SMC). Observed variable of sv1 sv2 sv3 sv4 and sv5; yield endogenous latent variable of SV by 47.5%, 45.5%, 54.7%, 49.3%, and 39.9%. While, observed variable of pv1 pv2 pv3 pv4 and pv5; indicates 47.5%, 45.5%, 54.7%, 49.3% and 39.9% of yield endogenous latent variable. Finally, observed variable of fv1 fv2 fv3 fv4 fv5; resulted in endogenous latent variables of FV at 33.0%, 97.9%, 31.4%, 18.1%, and 85.1%, respectively (see Table 3).

Table 3 Confirmatory factor analysis of the measurement model

Construct	Items	Significant test of estimated parameters				Item reliability	
		Unstandardized	SE	Z	p	Standardized	SMC
SV	sv1	1.140	.095	12.019	*	.689	.475
	sv2	1.072	.137	7.835	*	.675	.455
	sv3	1.107	.141	7.842	*	.739	.547
	sv4	1.319	.145	9.110	*	.702	.493
	sv5	1.000	-	-		.632	.399
PV	pv1	.895	.094	9.506	*	.629	.396
	pv2	1.046	.127	8.267	*	.642	.412
	pv3	1.148	.121	9.529	*	.759	.576
	pv4	1.204	.122	9.907	*	.814	.663
	pv5	1.000	-	-		.688	.473
FV	fv1	.647	.065	9.934	*	.575	.330
	fv2	1.138	.047	24.221	*	.989	.979
	fv3	.573	.060	9.604	*	.560	.314
	fv4	.492	.072	6.799	*	.426	.181
	fv5	1.000	-	-		.922	.851
PI	pi1	1.000	-	-	-	.685	.470
	pi2	.914	.094	9.688	*	.705	.497
	pi3	.928	.099	9.404	*	.697	.486
	pi4	.979	.099	9.862	*	.764	.583
	pi5	.953	.104	9.133	*	.689	.475

*SV = Social Value Perceptions, PV = Personal Value Perceptions, FV = Functional Value Perceptions, PI = Purchase Intention, SMC = Squared Multiple Correlations Note: Model goodness-of-fit indices.

As shown in Table 3, latent variables of luxury value perceptions in terms of social value perceptions (SV) indicated the following component variables; S3 (I would buy luxury handbag because of status) with path coefficient of 0.739, S4 (I would pay luxury handbag because of status) with 0.702, 0.689 for S1 (I use luxury handbag to impress others), S2 (I feel

prestige by owning luxury handbag) with 0.675, S5 (The status of luxury handbag relevant to me) has the least path coefficient of 0.632.

Latent variables of luxury value perceptions for personal value (PV) perceptions can be explained by path coefficient as the following order; 0.8145 for P4 (I would buy luxury handbag to ease your problems), 0.8145 for P4 (I would buy luxury handbag to ease your problems), 0.759 for P3 (I would buy luxury handbag to make me a fashion leader, 0.688 for P5 (I feel excitement when you are going to buy), 0.642 for P2 (I would buy luxury handbag to enhance image) and 0.629 for P1 (Owning luxury handbag makes you happy).

On the contrary, latent variables of luxury value perceptions for functional value perceptions have no path coefficient. In terms of purchase intentions (PI), component variables are interpreted by path coefficient with priority for PI4 (I likely the unique luxury handbag) with 0.764, .705 for PI2 (I have strong possibility to purchase luxury handbag), PI3 (I'm likely to purchase luxury handbag) with .697, PI5 (I have high intention to purchase luxury handbag soon) with .689. Lastly, PI1 has minimal path coefficient of .685 (I will shop luxury handbag in the near future

Hypotheses Testing

The study formulated SEM by utilizing Amos to test the threes hypotheses. Moreover, the study deployed the method of maximum likelihood estimates to evaluate the study's path values and to test hypotheses to the extent that they have obtained a level of significant (see Table 4).

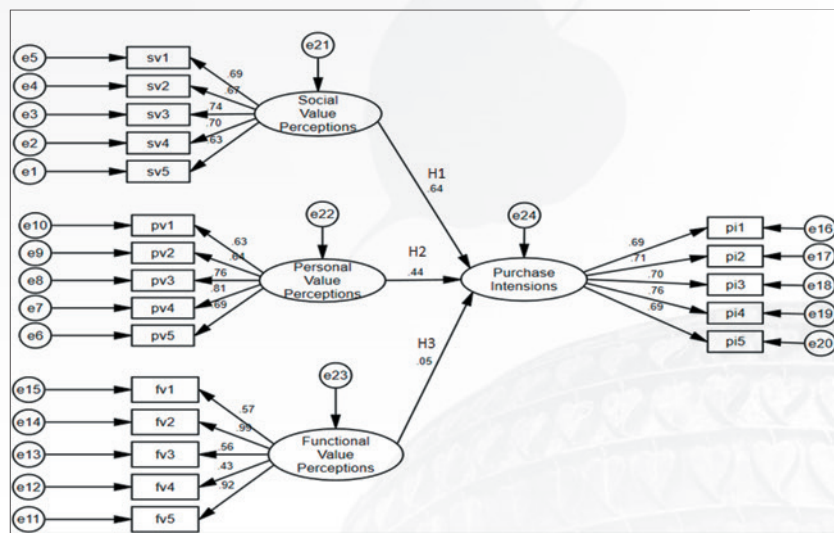Table 4 Hypotheses test of the research model

DV	IV	Unstandardized	SE	Z	p	Standardized	R²	Hypothesis
PI →	SV	0.648	0.064	6.113	*	0.640	0.457	H1 Supported
PI →	PV	0.455	0.076	5.480	*	0.440	0.457	H2 Supported
PI →	FV	0.040	0.040	0.748	0.45	0.050	0.457	H3 Not Supported

DV = dependent variable, IV = independent variable, *, p<0.05

As shown in Table 4 and Figure 1, hypothesis 1 demonstrated the path value between social value perceptions and purchase intentions of luxury handbags is 0.64 (P<0.05), implying

that social value perceptions have impacted of purchase intentions of luxury handbags among the Thai. Therefore, hypothesis 1 is accepted. Similarly, hypothesis 2 shown the path value of 0.44 (P<0.05) that linked personal value perceptions and purchase intentions of luxury handbags. This indicated that personal value perceptions also have significant impacted on the purchase intension of luxury handbags

The second hypothesis revealed impact between personal value perceptions and purchase intension of luxury handbags of the Thai's consumers with the path value of 0.44 (P<0.05), yielding that personal value have positive impact of the Thai's purchase intension of luxury handbags (see Figure 2 and Table 4).

SV = Social Value Perceptions, PV = Personal Value Perceptions, FV = Functional Value Perceptions,

Figure 2 Structural Equation Modelling (SEM) of the Theoretical Model.

For the third hypothesis, the study shown that there are no relationship between functional values and purchase intentions of luxury handbags in Thailand with the path value of   0.050 (p<0.05), indicating social value perceptions have no impact to the purchase intentions of luxury handbags of the Thai's consumers.

Figure 2 revealed the standardized estimated of the Structural Equation Model of the study of the essential of value perceptions on purchase intentions of luxury handbags in Thailand.

Discussions

The study of the impact of value perceptions purchase intentions of the Thai's luxury Handbags have three main objectives and revealed the following findings.

The findings are keeping up with the first aim of the study where the social value perceptions on purchase intension of luxury handbag, by which in accordance with the study of Zhan and He (2012) Wang and Waller (2006), Podoshen et al. (2011), and Shukla (2012). Similarly, the finding also agreed with the second objective of assessing the impact of personal value perceptions on purchase intension of luxury handbag and are in accordance with the studies by Tsai (2005) and Hendings et al. (2012). On the contrary, the finding denied the third objective where the functional value perceptions have negative impact on purchase intentions of luxury handbag among the Thai.

Conclusions

The consumption of luxury products are growing despite of unfavorable economic surroundings (Barnier et al., 2012). The idea of luxury always tied with wealth and high social statuses (Dubois and Paternult, 1995). This research aim the find the impact of value perceptions on purchase intentions of luxury handbags in Thailand which can draw three main conclusions. Brand value perceptions in term of social value perceptions have positive impact on the purchasing intention among the Thai, implying that they would purchase luxury handbags just to enhance their appearances and social status. Brand value perceptions of personal value perceptions yielding that the Thai would purchase luxury handbags due to self-satisfactions, to be fashion leaders among their peers and personal image. However, the Thai consumers do not concern the functional value of luxury handbags when considering to purchase them. Therefore, the luxury handbags producers or stores have the focus on developing luxury brand value perceptions in term of social and personal value perception in the Thai markets.

Implications

This research could be beneficial for academic purposes plus to marketer's strategies. For academicians, they can develop other studies based on this research model and findings. For marketers, understanding the nature of luxury brand value perceptions of the Thai market could help marketers in analyzing the influential factors of the Thai consumers purchase

intentions of luxury handbags. Influencing consumer's decision making of luxury handbags positively contribute to increasing sales as well as profits.

Recommendation for future research

There are a number of gaps in our knowledge around value perceptions and purchase intentions of luxury handbags in the Thai markets. In research that follow from our findings, and would benefit from further research, including realist evaluation to extend and further test the theory we have developed here:

First, the future research would deploy conceptual framework develop in this study to explore other luxury goods, for instance, luxury clothing, accessories an even luxury cars.

Secondly, while this study on focuses only on luxury handbags in the Thai markets. The next study would extend to study in other markets.

Lastly, there would be a great benefit to extend theories and framework of this study to compare value perceptions and purchase intentions of luxury handbags between two or more markets, for example, the Thai and Vietnam markets and so forth.

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