

UNIVERSITI TEKNOLOGI MARA

**EXAMINING THE FACTORS AND
MODERATORS OF CONSUMERS'
PURCHASE INTENTION TOWARDS
LUXURY HANDBAG BRANDS**

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ABSTRACT

This paper investigates consumers' purchase intentions towards luxury handbag brands. Specifically, price value, quality value, social value and individual value were used to predict consumers' intentions to purchase luxury handbag brands among Kota Kinabalu female consumers. Income and designation are the moderating variables in this study. 350 of Self-administered questionnaires were distributed to shoppers based on convenience sampling in selected major shopping malls in Kota Kinabalu, Sabah namely Imago shopping mall, Wisma Merdeka shopping mall, Suria Sabah shopping mall and One Borneo shopping mall. Smart Partial Least Squared (PLS) version 3.0, a Structural Equation Modeling (SEM) technique were used to analyze the data. All the independent variables were positively influence the consumers' purchase intention towards luxury handbag brands namely price value, quality value, social value and individual value. Contrary to the expectation, the moderating variables does not influence consumers' purchase intention towards luxury handbag brands. Results indicated individual value influences the most on Sabahan female consumers' purchase intention for luxury handbag brands. Implication of the study led into three perspectives namely theoretical implications, methodological implications and practical implications.

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