ABSTRACT

The luxury market is perceived as an attractive one since the growth of this market has significantly increased over the past two decades. Luxury consumption behavior has shifted from Western countries to Asia's emerging countries. In many Asian countries, including Thailand, consumers tend to find social brand images that enhance group membership and affiliation to be more attractive. Thus, the luxury market is an interesting area to study, especially in emerging Asian markets. Consumption of luxury automobiles, one of the categories of luxury products, has been studied quite widely in the Western context, however, there are few researches in Eastern, especially Asian countries. This study focuses on the intention to purchase luxury cars in the Thai context. Specifically, the study explores luxury value perceptions, Big Five personality and attitudes influencing Thai consumers' intention to purchase luxury cars. Moreover, this study applies one demographic variable, gender, as a moderator of intention behavior.

This study employed both qualitative and quantitative research methodology. In-depth exploratory interviews were conducted with twenty respondents. As for quantitative research, a self-administered questionnaire survey was used to gather data. A total of 600 questionnaires were distributed using judgment sampling at the Bangkok International Motor Show 2016 at Impact Muang Thong Thani, as well as, authorized dealers of luxury car brands in the Bangkok area.

The hypothesized relationships posed in this study were measured by Structural Equation Model (SEM) with 436 usable questionnaires. The findings revealed that conspicuous value has a positive and significant relationship with attitude towards luxury consumption. Moreover, three sub-dimensions of functional values showed significant relationships with attitude towards luxury consumption. In terms of Big Five personality factors, only agreeableness showed a significant relationship with attitude towards luxury consumption. Furthermore, attitude towards luxury consumption was positively and significantly related to intention to purchase luxury cars. The study found no gender differences between males and females on intention to purchase luxury cars. The final sections of the study discussed implications for academicians and practitioners, limitations, and suggestions for future research.