

ABSTRACT

Customer behavior has been studied by many researchers for over two decades. To be successful in any business sector, the firms should pay attention on understanding the customer behavior in order to win in long-term business. Revisit intention and repurchase intention are two important consumer behaviors in the luxury business. The researcher studies about the factors which affect the customer repurchase intention towards Louis Vuitton in Bangkok, Thailand.

In order to measure customer repurchase intention, this research surveyed 420 respondents who ever purchased Louis Vuitton products. The questionnaire was distributed to the male and females who were living in Bangkok, Thailand. It comprised of a questions about demographic factors, attitude towards behavior, functional value perception in terms of uniqueness value and price-quality perception, personal value perception in terms of hedonism value and materialism value, social influence, emotional value, subjective norms and customer repurchase intention. The researcher applied Pearson correlation coefficient and multiple regression linear analysis for the data analysis.

The result of this study indicated that all of the independent variables have a significant relationship with customer repurchase intention. The strongest significant relationship was revealed between social influence with customer repurchase intention (.602). Secondly, this study found out the second strongest relationship between emotional value and customer repurchase intention (.597). The moderate positive is the relationship between attitude towards behavior and customer repurchase intention. Besides, functional value perception in terms of uniqueness value and price-quality perception and personal value perception in terms of hedonism value and materialism value are statistically significant influenced on repurchase intention. However, there is weak significant relationship between subjective norms and customer repurchase intention.

To sum up, this research provides valuable implication for the enterprises to find a suitable path to cultivate or attract more customers to extend the market size.