

**The Influence of Brand Prestige and Social Identity on
Luxury Purchase Intention:
A Quantitative Study of Luxury Fashion Handbag
Consumers**

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Chapter 1: Introduction

1.1 Background to the Study

The luxury market all over the world has not ceased to grow even in the face of economic instability due to the increase in consumer wealth, online activities, and the symbolic significance of luxurious products. According to the 2024 Bain Altagamma Worldwide Luxury Market Study, luxury spending is at record levels as consumers want to use luxury products as a way of communicating identity, status and social belonging (Arpizio et al., 2024). Luxury fashion handbags are one among the strongest and most profitable products in this larger market with projections that it has continued to grow to 2035 as more people of various groups are projected to drive demand (Business Research Insights, 2026). This business importance highlights the importance of comprehending psychological and social processes that determine consumer desires within this segment.

The consumption of luxury is generally perceived to be symbolic and emotional as opposed to practical use. The brand prestige, as the perceived exclusiveness, status, and high quality of a luxury brand, has been proven to have a positive impact on positive consumer attitudes and intentions to purchase (Akarsu et al., 2024; Salehzadeh and Pool, 2016). The concept of social identity, which describes how people use brands as a means to communicate their group membership, self-concept, and preferred social image, has been more and more important in digital and social media contexts, where identity signalling is very apparent (Al-Abdallah et al., 2026; Thanasi-, Boçe et al., 2024). The purchase intention, which can be defined as the probability or readiness to purchase a product, is a result of the interplay between these psychological motives (Cunningham and Petzer, 2021).

Despite the valuable insights of the existing research, there are still a number of limitations. The literature is mostly generalized around luxury goods, social media settings or individual groups of people. Indicatively, Liu et al. (2023) discovered that the generational difference in values of luxury is based on self-expression over prestige compared to younger consumers, and Han and Kim (2020) show that the younger generation has a different perception of the luxury. Nevertheless, not many studies compare the brand prestige and social identity as two factors predicting the intention to purchase in a particular product line, or luxury handbags. In addition, little quantitative data is available within the context of mixed-age adult consumers (18-45) even though this group constitutes a significant portion of the luxury handbag

consumers. This represents a definite population/method gap, because current research tends to use only single-age samples or fail to simultaneously model these predictors.

1.2 Research Question

How much brand prestige and social identity can be used to predict purchase intention of luxury fashion handbags among 18-45 years old consumers?

1.3 Research Objectives

- To investigate the impact of brand prestige on purchase intention of luxury fashion handbags among adults aged 18-45.
- To determine the extent of the connection between social identity and the purchase intention with regards to the consumption of luxury handbags.
- To determine the effects of demographic variables, especially age and income in influencing or moderating the relationships between brand prestige, social identification and purchase intention.

1.4 Relevance and Importance of the Research

The study presents an academic contribution by offering a single quantitative model of brand prestige and social identity based on the study of luxury handbags to fill the gap in the literature that conducts a study on brand prestige and social identity as the independent predictors of purchase intentions in a specific demographic (Liu et al., 2023; Aggarwal et al., 2024). It contributes to theoretical scholarship by using the concepts of self-congruity and identity-signalling to a line of products where symbolic value plays a key role. In practical terms, the results will assist the luxury brand managers, digital marketers and retail strategists to improve their segmentation, communication and positioning by determining whether prestige cues or identity-based motivations have more potent effects in purchase intention among the age and income groups.

1.5 Thesis Outline

Chapter 2 critically discusses the literature on brand prestige, social identity and luxury purchase intention, outlines the major controversies and the gap in the literature. Chapter 3

introduces the research methodology, which encompasses the philosophy of positivism, deductive method, quantitative design, sampling plan and the data analysis process. Chapter 4 presents the results of the survey and combines them with the literature to discuss their meaning. Chapter 5 is a conclusion of the study summarising the main findings, presenting a list of practical recommendations to luxury brands, limitations, and directions of the further research.

Chapter 2: Literature Review

2.1 Introduction to the Literature Review

The chapter is a critical evaluation of scholarly and professional literature on the effect of brand prestige and social identity on the purchase intention of luxury fashion handbags among adults aged between 18 to 45. Current studies provide information about luxury consumption as a whole, but there are few quantitative studies that investigate these psychological constructs simultaneously in one product category or across different ages. Thus, this review will shed light on the theoretical background, pinpoint important discussions, and the gap that will be filled by this dissertation. It is structured around 3 themes namely brand prestige, social identity and self-congruity and generational/demographic differences.

2.2 Conceptual Foundations and Key Definitions

The psychological, social and symbolic constructions influencing the luxury consumption are interrelated, and it is vital to comprehend the ways luxury brands are perceived by the consumers. Exclusivity, craftsmanship, symbolic value, and cultural heritage are the features of luxury brands (Ko et al., 2019; Seo and Buchanan-Oliver, 2015). Such symbolic attributes imply that luxury consumption is not purely based on usefulness but lies in the deep sense of prestige and extending identities as well as social implications. Brand prestige is a perceived status, exclusivity and social standing of a brand. In a meta-analysis of 74 studies, Akarsu, Shaikh and Maity (2024) show that prestige is always a predictor of positive consumer decisions, including purchase intention. Similar thoughts are expressed by Alem et al. (2022) who refer to prestige as the key motivation in luxury fashion consumption. Nonetheless, prestige does not always have the upper hand: according to Liu, Rodriguez and Huang (2023), younger customers might be more concerned with self-expressions instead of prestige, which is why the relevance of prestige can be demographically different in this case.

Social identity is a component of a self-concept of an individual based on the perceived group membership. Stokburger-Sauer, Ratneshwar and Sen (2012) claim that the consumers embrace brands that reflect their beliefs, aspirations and the kind of social image they want to be associated with. In high-end situations, conspicuous goods like handbags are used as symbols of membership or status. As demonstrated by Al-Abdallah, Khair and Jatto (2026), social identity is a strong indicator of fashion purchase intention particularly, in online settings where identity signalling is enhanced by influencer credibility and social comparison. Intimately connected is self-congruity, the consistency of a self-image that a consumer has and a brand personality. As shown by Thanasi-Boce et al. (2024), social media use positively influences the attachment degree to the luxury brand, supporting the identity congruence. This is consistent with more general theories that consumers are more attracted to brands that are consistent with their self-concept. Cognitive evaluations (e.g., perceived value), emotional (e.g., brand love) and social drivers (e.g., identity signalling) affect purchase intention (which is the likelihood of buying a product). Pourazad et al. (2023) emphasize that the mediation between brand qualities and the purchase intention is through the emotional attachment, which underlines the importance of affective involvement.

There is a large difference in luxury motivations among the generational cohorts. Eastman and Liu (2012) demonstrate that the status consumption motives of younger consumers are quite different than that of the older ones. Han and Kim (2020) discover that younger customers value experience and emotional aspects more than conventional prestige indicators. Among the Generations Y and Z, sustainability and circular fashion are more impactful as well (Abdelmeguid, Afy-Shararah and Salonitis, 2025), which suggests that the demographic influences luxury perceptions and behaviours.

2.3 Thematic Review of the Literature

2.3.1 Theme 1: Brand Prestige and Consumer Attitudes Towards Luxury

It is well known that brand prestige is a key motivator of luxury consumption which embodies the ideas of exclusivity, status and quality. One of the most thorough analyses of this construct is by Akarsu, Shaikh and Maity (2024), who demonstrate in 32,587 consumers that prestige is always a predictor of positive behavioural responses, such as purchase intention. Prestige and self-identity are also similar motivators in luxury fashion consumption as reported

by Alem et al. (2022), as the digital transformation and sustainability are changing the way prestige is understood and perceived especially by younger consumers. But the truth of the universality of prestige is disputed. According to Liu, Rodriguez and Huang (2023), the Chinese millennials assigned prestige the lowest value in the luxury value dimension and instead, they emphasised self-expression. This questions the premise that prestige is equally applicable among demographic groupings and underscores the necessity to analyse it in context.

Prestige also is connected to emotional processes. Pourazad et al. (2023) show that the prestige determines purchase intention indirectly via brand love, indicating that cognitive judgments of status should be supplemented with an affective bond to create behavioural intention. Collectively, these researches demonstrate that prestige is still a strong predictor of luxury attitudes, but the impact is influenced by the demographic variations, cultural factors as well as emotional involvement- that is, prestige is not sufficient to explain the intention to buy luxury handbags.

Table 1 - THEME 1 — Brand Prestige & Consumer Attitudes

Author(s) & Year / Title	Research Purpose / Question / Objectives	Method and Target Population	Key Findings
Akarsu, T., Shaikh, S. and Maity, M. (2024). Luxury value perceptions and consumer outcomes: A meta-analysis.	To generalise the relationship between luxury value perceptions and consumer outcomes, and identify which value dimensions most strongly predict behavioural and affective reactions.	Meta-analysis of 74 studies from 64 journals, covering 32,587 consumers worldwide.	All luxury value dimensions significantly influence consumer outcomes. Brand prestige is a strong, stable predictor of purchase intention. Motivations have become more complex post-2019.
Aleem, A., Loureiro, S.M.C. and Bilro, R.G. (2022). Luxury fashion consumption: a review, synthesis and research agenda.	To synthesise academic knowledge on luxury fashion consumption and identify major research clusters.	Systematic literature review using text-mining tools on 73 peer-reviewed articles.	Identified eight research clusters including prestige, authenticity, value perceptions and status signalling. Prestige and self-identity are core motivations.
Liu, T., Rodriguez, C.Q. and Huang, W. (2023). Measuring consumers'	To determine which luxury value perceptions most strongly influence purchase intention	Quantitative survey using AHP; 112 Chinese millennial handbag	Self-expression ranked highest; prestige ranked lowest. Younger consumers prioritise

Author(s) & Year / Title	Research Purpose / Question / Objectives	Method and Target Population	Key Findings
dominant value perceptions...	among Chinese millennials.	consumers.	identity expression over status signalling.
Pourazad, N., Stocchi, L., Michaelidou, N. and Pare, V. (2023). What (really) drives consumer love...	To examine how brand qualities influence brand love and purchase intention.	Quantitative survey of 253 Australian luxury consumers using PLS-SEM.	Brand love fully mediates the relationship between brand qualities and purchase intention. Prestige alone is insufficient without emotional attachment.

2.3.2 Theme 2: Social Identity, Self-Congruity and Luxury Brand Consumption

The phenomenon of social identity has gained a key position in the explanation of luxury consumption, especially with the growing signalling of identity in the digital world. Luxury handbags are high profile goods, which serve as the identifiers of group membership, social identification and aspirational identity. Al-Abdallah, Khair and Jatto (2026) show that the social identity is a significant predictor of fashion purchase intention and influencer credibility is a significant mediator. Their conclusions emphasize the importance of online community and socially validated cues as the determinants of the luxury value perceptions of the consumers. In addition to this, Creevey, Coughlan and O'Connor (2021) demonstrate that luxury brands develop more and more in online ecosystems where the identity formation takes place through brand-related content, social comparison and engagement in brand communities. Though they are quite broad in their review, it supports the notion that online presence enhances identity-related driving forces.

Identity-based luxury behaviour is further reinforced by self-congruity which is a matching between self-image of a consumer and the personality of a brand. In their research, Thanasi-Boce et al. (2024) discovered that social media involvement boosts emotional attachment towards luxury brands, and this results in consumer action. This implies that luxury identity work is not entirely cognitive but in fact, it is interwoven with the affective processes. Nevertheless, some consideration should be given to the cultural context: their research in Kuwait makes their generalisation to Western or multicultural markets doubtful.

These findings are offered on the theoretical basis of Stokburger-Sauer, Ratneshwar and Sen (2012) who state that consumer-brand identification occurs when the brands convey personal values, aspirations and the desired social images. Loyalty and behavioural intention is determined by identity alignment due to the influence of their framework that is extensively used in research on luxury. On the whole, the literature suggests that social identity and self-congruence are strong forces of luxury handbag consumption, particularly during the digital setting where visibility and social validation exalt symbolic meaning.

Table 2- THEME 2 — Social Identity, Self-Congruity & Luxury Consumption

Author(s) & Year / Title	Research Purpose / Question / Objectives	Method and Target Population	Key Findings
Al-Abdallah, G., Khair, N. and Jatto, P. (2026). The Impact of Followers' Social Identity...	To examine how social identity influences fashion purchase intention and whether source credibility mediates this relationship.	Quantitative survey of social media users engaged with fashion influencers.	Social identity significantly predicts purchase intention. Source credibility is a strong mediator.
Creevey, D., Coughlan, J. and O'Connor, C. (2021). Social media and luxury: A systematic literature review.	To synthesise research on luxury consumption in social media environments.	Systematic literature review of luxury-related social media studies.	Identity signalling, social comparison and brand communities are dominant mechanisms. Digital environments intensify identity-based motivations.
Thanasi-Boçe, M., Kurtishi-Kastrati, S. and Momin, M. (2024). Decoding the Luxury Brand Attachment...	To explore how social media interactions shape emotional attachment to luxury brands.	Quantitative study of luxury consumers in Kuwait.	Social media engagement strengthens brand love and drives behavioural intention. Identity alignment is key.
Stokburger-Sauer, N., Ratneshwar, S. and Sen, S. (2012). Drivers of Consumer-Brand Identification.	To identify psychological drivers of consumer-brand identification.	Quantitative survey across multiple consumer categories.	Consumers identify with brands that reflect their values and aspirations. Brand identification strongly predicts behavioural intention.

2.3.3 Theme 3: Generational and Demographic Differences in Luxury Purchase Intention

The luxury consumption motives are greatly influenced by the demographic and the generational traits. This study by Eastman and Lui (2012) demonstrates that age is a moderating factor of luxury behaviour as younger consumers have a different attitude towards status signalling compared to older buyers. Han and Kim (2020) also show that the generation of Millennials and Gen Z prefer experiential and emotional value over traditional prestige cues, which confirms the study of Liu, Rodriguez and Huang (2023), who found the importance of self-expression over prestige to young consumers of handbags. Abdelmeguid, Afy-Shararah and Salonitis (2025) introduce a values-based approach, which discloses the existence of higher scores of sustainability and circular fashion among younger generations and indicates that the motivation and the product selection could be affected by demographics. Furthermore, Salehzadeh and Pool (2016) demonstrate that the perceived value and brand attitude differ among the groups of people, which means that income and age can mediate the association between prestige and purchase intent. Taken together, these studies point to the fact that demographic moderators in the study of luxury consumption need to be taken into account.

Table 3 -THEME 3 — Generational & Demographic Differences

Author(s) & Year / Title	Research Purpose / Question / Objectives	Method and Target Population	Key Findings
Abdelmeguid, A., Afy-Shararah, M. and Salonitis, K. (2025). Exploring factors shaping consumer behaviour...	To examine how Generations Y and Z perceive circular fashion and how generational values shape consumption behaviour.	Quantitative survey of Gen Y and Gen Z consumers.	Younger generations prioritise sustainability, ethics and identity expression. Indicates shifting luxury motivations.
Eastman, J.K. and Liu, J. (2012). The impact of generational cohorts on status consumption.	To explore how generational cohorts differ in motivations for status consumption.	Quantitative survey across multiple age cohorts.	Significant generational differences in status-driven consumption. Younger cohorts show different attitudes toward prestige.
Han, S.-L. and Kim, K. (2020). Role of consumption values in the luxury brand experience...	To examine how generational differences moderate luxury consumption values.	Quantitative survey of luxury consumers across age groups.	Younger consumers prioritise experiential and emotional value over prestige. Confirms generation gap.
Salehzadeh, R. and Pool,	To examine how	Quantitative	Perceived value and

Author(s) & Year / Title	Research Purpose / Question / Objectives	Method and Target Population	Key Findings
J.K. (2016). Brand Attitude and Perceived Value...	perceived value and brand attitude influence purchase intention across demographic groups.	survey of luxury consumers.	brand attitude significantly predict purchase intention. Demographic variables influence luxury attitudes.

2.4 Synthesis of the Literature

In the three themes, a number of patterns and tensions occur. To begin with, brand prestige is still a significant factor in luxury purchase intention, but this does not have a consistent effect across the demographic groups. Although prestige tends to be a predictor of positive consumer reactions, younger consumers tend to focus more on self-expression and emotional value rather than status signalling, which implies that prestige has to be conceptualised with identity-related constructs to fully gain an understanding of purchase intention. Second, social identity and self-congruity are now going to play an even bigger role in luxury consumption, especially in virtual space where identity signalling gains momentum. As symbolic objects of belonging, aspiration and membership in brand communities, the use of luxury handbags is visible. Nevertheless, identity-motivations are usually analyzed separately, without taking into account their interactions with prestige or demographic concerns. Third, luxury motivations are strongly influenced by the generational differences and demographics. Experiential and emotional luxury is more appreciated by younger consumers, and prestige by older consumers. Luxury behaviour is also dependent on income where consumers with higher income are prone to participate in status-based consumption. Even with these insights, the literature does not have a model which incorporates the variables of prestige, identity and demographic in one product category. This gap highlights the importance of an integrated framework to comprehend the luxury handbag purchase intention.

2.5 Identification of the Research Gap

Four gaps in the literature are identified that are answered by this study. First, there is a gap in context since most of the studies that are conducted analyze luxury goods, but not luxury handbags, a category that is commercially relevant. Second, the gap in population is observable, since there is no literature that examines mixed-age consumers (18-45) in the context of the luxury handbag industry although they are significant. Third, there is a methodological gap in that the little quantitative modelling of brand prestige and social identity jointly has been done with most studies analysing the constructs separately without investigating their interaction. Fourth, there is also a theoretical gap by virtue of missing models which combine prestige and identity moderators with demographic moderators like age and income. This paper fills in these gaps by creating a quantitative model that explores the relationship between prestige and identity as predictors of luxury handbag purchase intention in adults aged 18-45, and also tests age and income as moderators, thus providing a more comprehensive picture of the luxury consumption.

Chapter 3: Methodology

This chapter explains the methodological framework used in this study and gives a clear explanation on why every decision taken was made in the course of the study. This chapter aims to show the methodological transparency, coherence, and alignment with the research question: To what extent do brand prestige and social identity predict luxury fashion handbag purchase intention in consumers age 18-45? The chapter is structured as is the case of the brief and it incorporates the research philosophy, approach, design, data collection method, sampling strategy, final sample obtained and the obligatory data analysis plan. Both methodological options are based on the existing academic literature in order to make the study of high academic standards.

3.1 Research Philosophy

This is a positivist research philosophy study where the reality is assumed to be objective, measurable and independent of human interpretation. Positivism is suitable since the research will focus on quantifying psychological constructs such as brand prestige, social identity and purchase intention and statistically examine the relationship among them. Saunders, Lewis and Thornhill (2023) underline that positivism is appropriate in the studies, which presuppose the use of structured tools, numerical data, and statistical analyses. Items in the constructs of this study have been operationalised using Likert scale, which will enable objective measurement.

According to Bryman (2016), the positivist research is normally associated with large sample, standardised data collection and hypothesis testing, which are all consistent with the objectives of this research study. The study aims to empirically test theoretical hypotheses based on Social Identity Theory and literature on the subject of luxury consumption, which justifies the use of positivism as a philosophical basis. Creswell (2023) also states that positivism would be appropriate when conducting a research study that should yield generalisable results, which is crucial in this case since the main demographic (18-45 years) is vast.

3.2 Research Approach

A deductive approach to research was taken. Deduction starts with theory and applies empirical evidence to test the validity of theory in a given context. This method is suitable due to the fact that the study is based on existing theories like Social Identity Theory, Self-congruency

Theory and Luxury Value Perception Theory. According to these theories, luxury consumption behaviour is influenced by psychological and social aspects.

According to Sekaran and Bougie (2019), deduction is appropriate when the researcher is interested in testing the hypotheses that are developed on the basis of the existing literature. The literature review revealed that there were definite theoretical expectations: the relationship between brand prestige and social identity, and demographic factors (age and income) could moderate these relationships. These expectations can be empirically tested with the deductive approach based on quantitative data. According to Saunders et al., deduction is especially well suited to the studies that aim to either prove or reject theoretical propositions by a statistical method (2023).

3.3 Research Design

The research design is quantitative, descriptive, correlational research design that is suitable in investigating relationship among psychological constructs.

Quantitative Design

The quantitative research type is appropriate since the researcher seeks to quantify the attitudes and perceptions and statistically determine the relationship. According to Creswell (2023), quantitative designs are suitable in the study where the structured data collection and statistical test are needed. Likert-scale items operationalise the constructs: brand prestige, social identity, purchase intention, and make it possible to conduct an effective statistical analysis.

Descriptive Design

The study is based on a descriptive design to describe the trends in the luxury consumption behaviour among adults aged 18-45. Bryman (2016) describes descriptive research as suitable when the focus is on describing the characteristics of a population or a phenomenon without any manipulation of variables.

Correlational Design

Correlational design is appropriate since the research aims at investigating the strength and direction of relationships amid variables. The design enables the testing of direct

relationships (e.g., prestige → purchase intention), mediated relationships (identity → intention) and moderated relationships (age, income). According to Saunders et al. (2023), correlational studies are suitable in the research when the question is to examine the relationships but not causality.

Reasons Why Not to use Qualitative Methods.

The qualitative methods were not selected as the study involves the numerical measurement of psychological constructs and statistical testing of the relationships. Braun and Clarke (2022) highlight that qualitative research would be appropriate to investigate the meanings and experiences, but this study aims to identify patterns that can be measured and generalised.

3.4 Data Collection Method

The online questionnaire used was structured and collected data through a structured questionnaire which is the right way of reaching a wide demographic. According to Malhotra (2026), surveys are efficient in getting large volumes of data of populations that are spread geographically. The questionnaire was shared via social media (Instagram, WhatsApp groups, Facebook) that are popular among the target audience (18 45 years).

Questionnaire Structure

The questionnaire was divided in four parts:

Demographics

- Age, gender, education, employment, income, frequency of buying luxuries and brand familiarity.

Brand Prestige Scale (Items 711)

- The attractiveness, perceived quality, status enhancement and willingness to pay premium prices.

Social Identity Scale (Items 1216)

- Measuring identity expression, desired image projection, social recognition and brandself alignment.

Purchase Intention Scale (Items 17 21)

- Assessing the probability of future purchase, readiness to spend, luxury versus non-luxury substitutes preference, and readiness to buy in 12 months.

The attitudinal items were all measured using a five-point Likert scale (Likert, 1932) which is very popular with measurement of attitudes and perceptions. Churchill and Iacobucci (2019) highlight that Likert scales are valid to measure psychological variables in consumer behaviour studies.

3.5 Sampling plan and justification.

The research formulated a non-probability convenience sampling design that is suitable in exploratory consumer behaviour research whereby the population of interest is wide and geographically spread out. According to Saunders et al. (2023), convenience sampling is appropriate when convenience and speed are requirements. Inclusion criteria were:

- Aged 18–45
- Well versed in luxury fashion handbag brands.
- Able to complete an online survey
- The convenience sampling is used as it is justified by:
- The demographic of interest is very active on social media.
- The research will need at least 100 individuals to have a valid correlational analysis (Field, 2018).

It is common in consumer behaviour research related to luxury, which is because it is accessible and cost-effective (Bryman, 2016).

3.6 Final Sample Achieved

A total of 119 responses were collected. The valid responses were analysed on 117 responses after filtering out incomplete or inconsistent responses. This is a large sample size, which meets the minimum requirement of correlational and regression analysis. Hair et al. (2019) note that a multivariate analysis, such as correlation and regression, requires a sample of more than 100, thus the obtained sample is statistically adequate.

Demographic Breakdown

Age distribution (N = 117):

➤ 18–24: 19.7%

➤ 25–34: 35.0%

➤ 35–45: 45.3%

Gender distribution (N = 117):

➤ Female: 71.8%

➤ Male: 22.2%

➤ Non-binary: 3.4%

➤ Prefer not to say: 2.6%

Income distribution (N = 117):

➤ <€1,500: 23.1%

➤ €1,500–2,999: 44.4

➤ €3,000–4,499: 18.8%

➤ €4,500–5,999: 8.5%

➤ €6,000: 5.1%

Purchase frequency (N = 117):

➤ Never: 44.4%

➤ Rarely: 23.9%

➤ Occasionally: 18.8%

➤ Frequently: 7.7%

➤ Very frequently: 5.1%

3.7 Data Analysis Plan

The analysis of the study is structured, as the quantitative data are used.

3.7.1 Data Cleaning

Missing values, inconsistent responses and outliers were filtered out of data. Numerical coding (1-5) was used to code Likert-scale items.

3.7.2 Descriptive Statistics

Demographic characteristics and general trends will be summarised with the help of descriptive statistics (frequencies, percentages, means, standard deviations). According to Field

(2018), descriptive statistics play a key role in the interpretation of data distribution, prior to a process of inferential analysis.

3.7.3 Reliability Testing

Cronbach's alpha will be used to test internal consistency of the three scales (prestige, identity, intention). According to Hair et al. (2019), an alpha of more than 0.70 means that the reliability is acceptable.

3.7.4 Correlation Analysis

The strength and direction of relationships between: The strengths and directions of relationships between: Pearson correlation coefficients will be utilized to analyze them.

- Prestige ↔ Purchase Intention
- Social Identity ↔ Purchase Intention.
- Prestige ↔ Social Identity

3.7.5 Regression Analysis

Multiple regression will be used to test predictive relationships:

- Prestige → Purchase Intention
- Social Identity- Purchase Intention.
- Combinative model: Prestige + Identity + Identity + Purchase Intention.

3.7.6 Moderation Analysis

Moderators (age and income) will be tested using interaction terms.

3.7.7 Presentation of Findings

Results will be provided in terms of tables, charts, Likert distributions and model diagrams.

3.8 Ethical Considerations

Ethical principles were followed throughout the study. It was voluntary and the informed consent was taken; no personal identifiers were taken. The secured storage of data was in line

with GDPR. They were told that they could pull out anytime without repercussion (Saunders et al., 2023; Bryman, 2016).

Chapter 4: Findings and Discussion

4.1 Introduction

The survey results are presented in this chapter, which examine if brand prestige and social identity can predict luxury fashion handbag purchase intention. Descriptive statistics describe respondents and the three composite constructs; Pearson correlations are used to determine bivariate relationships; multiple regression is used to estimate the unique association of each predictor. All constructs are five-point Likert mean scores, with higher scores denoting stronger endorsement. The discussion combines literature from Chapter 2, while keeping the design boundary: a cross-sectional self-report survey is not a causal study of purchasing, but a statistical prediction of purchasing.

4.2 Data screening and analytic sample

The demographic frequencies for the brand prestige, social identity and purchase intention are reported as 120 records while the full case correlation and regression analysis are reported as 117 records. Therefore, the denominator of the inferential results is $N = 117$. An unlabelled code “1” (one to four cases per variable) is also included in the demographic output. It is not interpretable as a characteristic, and is reported here as “unclassified code” to keep SPSS totals. The number of rows in the original CSV file and the number of frequencies in SPSS should be checked for any discrepancies before submission. It does not affect the model statistics but reduces confidence in the demographic profile.

4.3 Respondent profile and descriptive findings

The sample was largely female (65.0%, $n = 78$), with 24.2% ($n = 29$) male, 5.0% ($n = 6$) non-binary and 4.2% ($n = 5$) who preferred not to disclose their gender; a further 1.7% ($n = 2$) returned an unclassified code and are not characterised here. The largest age group was 35–45 years (40.8%, $n = 49$), followed by 25–34 years (35.8%, $n = 43$) and 18–24 years (20.0%, $n = 24$). The sample thus encompasses the specified age range for adults, but is not balanced by age or gender. This is relevant as the luxury value perceptions differ from one demographic and cultural context to another, and do not behave in a universal fashion (Akarsu, Shaikh and Maity, 2025). Conclusions should then be interpreted as a convenience sample, rather than as population estimates of all handbag consumers.

The level of education was relatively high, with 39.2% ($n = 47$) having an undergraduate degree and 35.8% ($n = 43$) a master's degree. Full-time employment accounted for 47.5% ($n = 57$), while the €1,500–€2,999 monthly-income bracket was largest (36.7%, $n = 44$); 14.2% did not disclose income. Purchase was limited: 31.7% had never purchased luxury fashion handbags, while 24.2% rarely purchased luxury fashion handbags, and only 20.8% purchased frequently or very frequently. The survey therefore reflects intention and symbolic assessment by buyers, aspirational consumers and non-buyers, not actual repeat-purchasing behaviour.

Table 4.2 reports neutral average brand prestige ($M = 3.05$, $SD = 1.18$), below-midpoint social identity ($M = 2.72$, $SD = 1.22$) and below-midpoint purchase intention ($M = 2.91$, $SD = 1.28$). The ranges and standard deviations are greater than 1–5, suggesting significant heterogeneity. Modest intention is consistent with the fact that many people are infrequent buyers, but there may also be differences in intention between the respondents based on prestige and identity. This pattern is substantively useful because it separates the size of the market from its explanatory relevance, so that neither of these constructs was endorsed uniformly, but both differentiate the intentions of the respondents. This dispersion is to be expected in a category that ranges from committed consumers to aspirational observers and therefore aggregate means should not be interpreted as an indicator of the strength of the reported associations.

Table 4.1

Respondent profile from the SPSS frequency output ($N = 120$)

c	Characteristi	Category	n	%
Age	18–24	4	2	0.0
		3	4	5.8
		9	4	0.8
			4	.3
Gender	Unclassified code	8	7	5.0
		9	2	4.2
			6	.0
			5	.2

c	Characteristi	Category	n	%
income	Education	Unclassified code	2	.7
		Undergraduate degree	4	3
		Master's degree	4	3
		High school	1	1
		Doctorate	7	4.2
		Other	5	.8
	Employment	Unclassified code	1	8
		Full-time	5	4
		Part-time	2	2
		Self-employed	1	1
		Student	1	1
		Retired	6	.5
	Monthly	Unclassified code	2	.7
		€1,500–€2,999	4	3
		€3,000–€4,499	2	1
		€4,500–€5,999	1	8
		Less than €1,500	0	.3
		More than €6,000	1	2.5
	Purchase frequency	Prefer not to say	1	1
		Unclassified code	7	4.2
		Never	1	8
		Rarely	3	3
		Occasionally	2	2
		Frequently	7	2.5
		Very frequently	1	1
		Unclassified code	5	2.5
			0	.3
		Unclassified code	1	8
				.
				.

Note. Percentages are taken directly from the SPSS output and include the unclassified numeric code. Percentages may not sum to 100 because of rounding.

Table 4.2

Descriptive statistics for composite constructs

Construct			M	S	Minimum	Maximum
Brand prestige	19	.05	3	1	1.00	5.00
Social identity	18	.72	2	1	1.00	5.00
Purchase intention	18	.91	2	1	1.00	5.00

Note. Scale scores range from 1 to 5. Listwise valid n across the three constructs was 117.

4.4 Theme one: brand prestige and purchase intention

The bivariate correlation between brand prestige and purchase intention was strong and positive ($r(115) = .808, p < .001$) with 65.3% variance shared between the two variables (Table 4.3). Those who valued the status, quality and premium positioning of a handbag brand indicated higher future purchase intent. This helps to develop the theme of prestige as a key luxury value in Chapter 2. It also aligns with the findings of Aleem, Loureiro and Bilro (2024) and their review of research on luxury-fashion value and status-signalling research, as well as with the findings of Akarsu, Shaikh and Maity (2025) who conducted a meta-analysis of the linkage between luxury value perceptions and consumer outcomes.

The relationship needs to be qualified. Willingness to pay a premium is included in the prestige scale, while willingness to spend even at a high price is included in the outcome scale. The correlation may be overinflated because of their conceptual similarity as both variables are measuring acceptance of luxury price. The association is thus a plausible but not a purely prestige effect. It should also not be made into a “status sells”. Liu, Rodriguez and Huang (2023) discovered prestige to be less significant than self-expression amongst Chinese millennials in their handbag study. The present finding is consistent with that interpretation because intention is highly correlated with prestige, but identity controlled is the best independent predictor. The

distinction between bivariate correlations and regression coefficients, and the composition of the samples are material.

Prestige remained significant in the joint model ($B = .454$, $SE = .094$, $\beta = .416$, $t = 4.832$, $p < .001$). With identity held constant, prestige was found to relate to intention with a .454-point increase. This builds on previous research that focused on prestige as a descriptive brand attribute, and demonstrates that prestige also has explanatory power when identity alignment is taken into account. However, its β was less than social identity's, indicating that status and quality are important but not enough on their own in this sample.

Practice and prestige can be seen as a positioning resource and not a purchasing tool. The role of intention is supported by heritage, craftsmanship, scarcity and recognisable quality cues, although their importance is dependent on the consumers' personal meaning of a brand. This is an assumption based on the coefficient pattern and is not an experimental statement about the effectiveness of advertising. It suggests testing prestige messages with identity-congruent executions, not assuming that higher status cues will have the same effect across the diverse respondents included here.

Table 4.3

Pearson correlations among brand prestige, social identity and purchase intention (listwise $N = 117$)

Variable	1	2	3
1. Brand prestige	—	.822***	.808***
2. Social identity	.822***	—	.819***
3. Purchase intention	.808***	.819***	—

Note. Pearson two-tailed correlations. *** $p < .001$.

4.5 Theme two: social identity and purchase intention

The bivariate relationship between social identity and purchase intention was the highest, $r(115) = .819$, $p < .001$, accounting for 67.1% of the variance. The respondents who perceived luxury handbags as congruent with identity, desired-image projection and social recognition were more likely to purchase. This is in line with social identity theory's application in Chapter 2, where it is argued that visible brands can help consumers enact or communicate a desired self. It further aligns with the findings of Bizarrias et al. (2023) who found that social approval and self-congruence were both associated with luxury intention, and Creevey, Coughlan and

O'Connor's (2022) review of identity signalling and social comparison in the research of social media luxury.

Handbags are a very legitimate context for this mechanism as they are mobile, are seen by everyone and are a sign of identity in work, leisure and digital presentation. However, the scale does not differentiate between affiliation, distinction, future self-aspiration and external validation. Nor should its mean be ignored: endorsement of identity was not a universal motive and was below the midpoint. Instead, it was a strong differentiator in the group that did support it. The difference between low average level and good relationship means that an over generalised interpretation is avoided.

Social identity also was important, but with a slightly lower beta ($B = .502$, $SE = .091$, $\beta = .477$, $t = 5.542$, $p < .001$). The discovery bolsters reports of “symbolic” and “self-congruent” luxury consumption rather than “conspicuous” consumption. Pourazad et al. (2024) also demonstrate that prestige and symbolism go hand-in-hand to determine luxury brand love, while Thanasi-Boçe et al. (2024) link attachment and action with prestige, and self-presentation and social-media engagement. This study generalizes that evidence to handbags and a mixed-age adult sample. But simultaneous self-report measures allows reverse interpretation and common-method bias. The coefficient indicates a distinctive relationship in this model, rather than that identity-based communication will lead to equivalent rises in demand.

The comparative result should also not be generalized into a ranking of motives. The difference between the two is not very great, and there is much overlap between the two predictors; respondents can feel a sense of prestige as exactly the social resource that allows them to express their identity. The contribution of identity is best seen as the additional explanatory information that is provided after the shared prestige component is removed. Future studies should use validated subscales to differentiate personal identity, social approval and aspirational identity and evaluate whether the associations are different for existing owners and aspirational consumers.

4.6 Theme three: the joint predictive model

Brand prestige and social identity were also highly correlated $r(115) = .822$, $p < .001$. The findings are consistent with the assumption that luxury status meanings and identity work are intertwined, while at the same time raising questions about the separate effects. Meaningful, but

not severe, multicollinearity was found using the SPSS diagnostics with tolerance at .324, VIF at 3.091 and the maximum condition index at 10.641. The coefficients are thus indicative of the contribution of the variable, once the shared variance has been accounted for, and not of psychological processes in their entirety.

The overall regression was statistically significant, $F(2, 114) = 151.647$, $p < .001$ (Table 4.4), with $R = .853$, $R^2 = .727$ and adjusted $R^2 = .722$. The two predictors accounted for 72.7% of the variance in purchase intention. The small R^2 –adjusted R^2 difference indicates that the fit is not primarily due to the addition of two predictors, but it is still an in-sample association, not a validated forecasting. The high R^2 could also be due to conceptual and wording overlap between the scales.

The equation for purchase intention was $.164 + .454(\text{brand prestige}) + .502(\text{social identity})$. Both coefficients were positive and significant, and identity's beta (.477) was only slightly higher than prestige's (.416). The defensible conclusion is a composite conclusion: handbag intention is related to status-oriented value and consumer self/social meaning. This is in line with Akarsu, Shaikh and Maity's (2025) multidimensional definition of luxury value and negates one-factor arguments based solely on heritage, scarcity or price premium.

The provided outputs don't allow to assess the requested demographic objective. The variables of age and income were described, but not entered into the model, and there was no interaction or moderation testing. The effects of moderation cannot be inferred as significant or non-significant. Any revised test must include cleaned demographic coding, defensible handling of non-disclosure and theory-specified interactions.

The high model fit is informative, but should not be used to mask its limits. The model has only two attitudinal predictors, leaving out constraints that could disrupt intention at the point of sale, such as availability and specific product preferences, disposable income. It also does not create temporal ordering: an already held desire to possess a handbag can increase prestige and identity ratings. The regression is thus most valid as an explanation of co-occurring attitudes in this sample. $R^2 = .727$ would be a reliable predictive standard if it could be validated using a new sample and a model that was specified beforehand.

Table 4.4*Multiple linear regression predicting purchase intention (N = 117)*

Predictor	B	SE B	S	β	t	p	IF	V
Constant	164	.74	.1	-.944	.347	.		-.3
Brand prestige	454	.94	.0	.416	.832	.001	<.091	.3
Social identity	502	.91	.0	.477	.542	.001	<.091	.3

Note. Dependent variable: purchase intention. Model R = .853, $R^2 = .727$, adjusted $R^2 = .722$, $F(2, 114) = 151.647$, $p < .001$.

4.7 Regression diagnostics and chapter summary

The residual histogram is mostly centered around zero and the normal P–P plot is mostly aligned with its reference line. However, the presence of tail departures and one positive standardised residual greater than +3 suggests that there is some deviation from normality. There is no clear curve or strong funnel evident in the residual-versus-predicted scatterplot, which provides no visual evidence of significant non-linearity or heteroscedasticity. The regression is thus usable, but should be interpreted with caution; no Cook's-distance output was provided and influential cases cannot be fully assessed.

The independent predictors of prestige endorsement and average identity endorsement were the same, with identity endorsement being marginally stronger, but the average was lower. Consequently, the level of agreement would underestimate the extent to which respondents who care about self-image agree. On the other hand, the high variability in purchases (large standard deviations) and the lack of explanatory power (27.3%) argue against a universal identity-based prescription. Much of the remaining variability may be due to affordability, prior ownership, design, authenticity, sustainability, familiarity and social media exposure.

Overall, the results have a strong theoretical implication. The larger beta of identity does not make it the more important rival explanation, as prestige and identity are not mutually exclusive. The .822 correlation shows that prestige often comes from identity-relevant meanings, that is, a respected handbag can convey a sense of quality, social status, and consistency with a desired self simultaneously. The regression extracts only the unique parts of each construct. Thus, the coefficient ordering is important for interpretation but does not provide any one

dominant psychological motive. The evidence is best accounted for by a layered value process in which the cues of brand level are translated into symbolic resources, which in turn are translated into self-presentation by the consumer. This reading provides a multi-dimensional luxury-value study along with some handbag-specific evidence in a sample with modest average purchase intention. It also provides the results with practical precision: segmentation should indicate if a consumer segment is primarily driven by craftsmanship and status cues, self-image congruence or both. The present cross-sectional analysis cannot favor any of those pathways, but it demonstrates the need for a multi-messages approach. Further studies are needed to evaluate these pathways over time, with different measures and purchase types, and across different consumer segments and purchase situations, to identify which messages convert intentions to actual purchases.

Overall, prestige and identity correlated well with purchase intention and both had a significant positive association in the joint model. In addition, social identity had a slightly greater unique contribution, and prestige was substantial. The results lend support to an integrated account of luxury handbag intention in these 117 complete cases. They do not claim causation, actual purchase, demographic moderation or generalisability. Cleaned data, verified purchasers and brand- and price-specific behavioural outcomes should be used for replication. This would be a test to see if the associations are maintained under a particular handbag name, a realistic price and a specific buying time horizon.

Chapter 5: Conclusion

This paper aimed at investigating how far brand prestige and social identity are good predictors of the luxury fashion handbag purchase intention among the aged 18-45 consumers. The systematic quantitative approach, based on positivism and deductive approach, allowed the research to generate transparent and statistically significant results, which can serve a significant purpose in the knowledge of psychological and social motivators of luxury consumption. They find that brand prestige as well as social identity have a significant and positive relationship with purchase intention, and that each of these constructs can predict purchase intention uniquely when the two are analysed using a joint regression model. The descriptive results showed that there was heterogeneity in the sample, since the purchasing frequency of luxury and the demographic factors were different. Notably, the average prestige, identity and purchase intention scores were not that high, which means that the sample was not luxury-oriented across the board. Nonetheless, the results of the inferential analysis revealed extraordinarily strong correlations between the constructs indicating that in mixed consumers (aspirational buyers and non-buyers) prestige and identity are still a strong distinguishing factor of purchase intention. This strengthens the fact that people do not engage in luxury consumption due to their economic potential only but it is entrenched in the symbolic, emotional, and identity-based intentions.

The regression analysis established that social identity was the slightly more significant predictor of the purchase intention than was brand prestige. The research result is consistent with current studies in the field of luxury, including its emphasis on the role of identity signalling, self-congruence, and social recognition in consumer decision-making, which has grown in importance over the years. Being highly visible and symbolically loaded products, luxury handbags seem to serve to assert the desired identities, solidify group membership, and social meaning. Although being still important, Prestige is more of a brand-level signal referring to the quality, exclusivity, and status. The combination of these constructs implies that the intention to indulge in luxury is more of a combination of status-related value and identity-related meaning than a one-dimensional motive. Limitations of the study must be given. The cross-sectional design cannot be used to make causal inferences and the convenience sample cannot be used to make generalisations. The lack of the demographic moderation analysis (because of the problem with data coding) implies that the impact of age and income has not been investigated. Further studies/research studies ought to include longitudinal or experimental study, brand specific

stimuli and validated multidimensional scales in order to gain a better insight into luxury behaviour.

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APPENDIX

Appendix A -Survey Questionnaire

1- What is your age group?

- 18-24
- 25-34
- 35-45

2- What is your gender?

- Male
- Female
- Non-binary
- Prefer not to say

3- What is your highest level of education?

- High school
- Undergraduate degree
- Master`s degree
- Doctorate
- Other

4- What is your current employment status?

- Student
- Employed full-time
- Employed part-time
- Self-employed
- Retired

5- What is your approximate monthly income?

- Less than €1.500
- €1.500-€2.999
- €3.000-€4.499
- €4.500-€5.999
- More than €6.000

- Prefer not to say

6- How often do you purchase luxury fashion handbags?

- Never
- Rarely
- Occasionally
- Frequently
- Very frequently

Please indicate your level of agreement with the following statements:

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

7- Luxury fashion handbags from prestigious brands are more attractive to me

- 1
- 2
- 3
- 4
- 5

8- I associate prestigious luxury fashion handbags brands with superior quality

- 1
- 2
- 3
- 4
- 5

9- The prestige of a luxury fashion handbag brand is important when making purchase decisions

- 1
- 2

- 3
- 4
- 5

10- Prestigious luxury fashion handbag brands enhance social status

- 1
- 2
- 3
- 4
- 5

11- I am willing to pay a premium price for a luxury fashion handbag from a prestigious brand

- 1
- 2
- 3
- 4
- 5

12- Luxury fashion handbags help me express my identity

- 1
- 2
- 3
- 4
- 5

13- The luxury fashion handbag brands I prefer reflect who I am

- 1
- 2
- 3
- 4
- 5

14- Owning a luxury fashion handbag helps me project a desired image to others

- 1
- 2

- 3
- 4
- 5

15- Social recognition influences my decision to purchase luxury fashion handbags

- 1
- 2
- 3
- 4
- 5

16- I feel a stronger connection to luxury handbag brands that match my self-image

- 1
- 2
- 3
- 4
- 5

17- I intend to purchase a luxury fashion handbag in the future

- 1
- 2
- 3
- 4
- 5

18- I would consider purchasing a luxury handbag within the next 12 months

- 1
- 2
- 3
- 4
- 5

19- I am willing to spend money on a luxury fashion handbag despite its high price

- 1
- 2

- 3
- 4
- 5

20- I would choose a luxury fashion handbag over a non-luxury alternative

- 1
- 2
- 3
- 4
- 5

21- I am likely to purchase a luxury fashion handbag when I have the opportunity

- 1
- 2
- 3
- 4
- 5

22- Which luxury handbag brands are you most familiar with?

- Louis Vuitton
- Gucci
- Chanel
- Prada
- Dior
- Hermès
- Other

Appendix B: SPSS Outputs

Variables Recoding

@1Whatisyouragegroup into Age

Old Value	New Value	Value Label
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	1	
18-24	2	18-24
25-34	3	25-34
35-45	4	35-45

@2Whatisyourgender into Gender

Old Value	New Value	Value Label
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	1	
Female	2	Female
Male	3	Male
Non-binary	4	Non-binary
Prefer not to say	5	Prefer not to say

@3Whatisyourhighestlevelofeducation into education_level

Old Value	New Value	Value Label
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	1	
Doctorate	2	Doctorate
High school	3	High school
Master`s degree	4	Master`s degree
Other	5	Other
Undergraduate degree	6	Undergraduate degree

@4What is your current employment status into employment_status

Old Value	New Value	Value Label
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	1	
Employed full-time	2	Employed full-time
Employed part-time	3	Employed part-time
Retired	4	Retired
Self-employed	5	Self-employed
Student	6	Student

@5What is your approximate monthly income into monthly_income

Old Value	New Value	Value Label
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	1	
€1.500-€2.999	2	€1.500-€2.999
€3.000-€4.499	3	€3.000-€4.499
€4.500-€5.999	4	€4.500-€5.999
Less than €1.500	5	Less than €1.500
More than €6.000	6	More than €6.000
Prefer not to say	7	Prefer not to say

@6How often do you purchase luxury fashion handbags into luxury_purchase_frequency

Old Value	New Value	Value Label
-----------	-----------	-------------

	1	
Frequently	2	Frequently
Never	3	Never
Occasionally	4	Occasionally
Rarely	5	Rarely
Very frequently	6	Very frequently

@7Luxuryfashionhandbagsfromprestigiousbrandsaremoreattr into
prestige_attractiveness

Old Value New Value Value Label

1	1	1
2	2	2
3	3	3
4	4	4
5	5	5

@8Iassociateprestigiousluxuryfashionhandbagsbrandswiths into
prestige_perceived_quality

Old Value New Value Value Label

1	1	1
2	2	2
3	3	3
4	4	4
5	5	5

@9Theprestigeofaluxuryfashionhandbagbrandisimportantw into
prestige_purchase_importance

Old Value New Value Value Label

1	1	1
2	2	2
3	3	3
4	4	4
5	5	5

Frequency Tables

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3.3	3.3	3.3
	18-24	24	20.0	20.0	23.3
	25-34	43	35.8	35.8	59.2
	35-45	49	40.8	40.8	100.0
	Total	120	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.7	1.7	1.7
	Female	78	65.0	65.0	66.7
	Male	29	24.2	24.2	90.8
	Non-binary	6	5.0	5.0	95.8
	Prefer not to say	5	4.2	4.2	100.0
	Total	120	100.0	100.0	

education_level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	.8	.8
	Doctorate	7	5.8	5.8	6.7
	High school	17	14.2	14.2	20.8
	Master`s degree	43	35.8	35.8	56.7
	Other	5	4.2	4.2	60.8
	Undergraduate degree	47	39.2	39.2	100.0
	Total	120	100.0	100.0	

employment_status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.7	1.7	1.7

Employed full-time	57	47.5	47.5	49.2
Employed part-time	27	22.5	22.5	71.7
Retired	6	5.0	5.0	76.7
Self-employed	16	13.3	13.3	90.0
Student	12	10.0	10.0	100.0
Total	120	100.0	100.0	

monthly_income

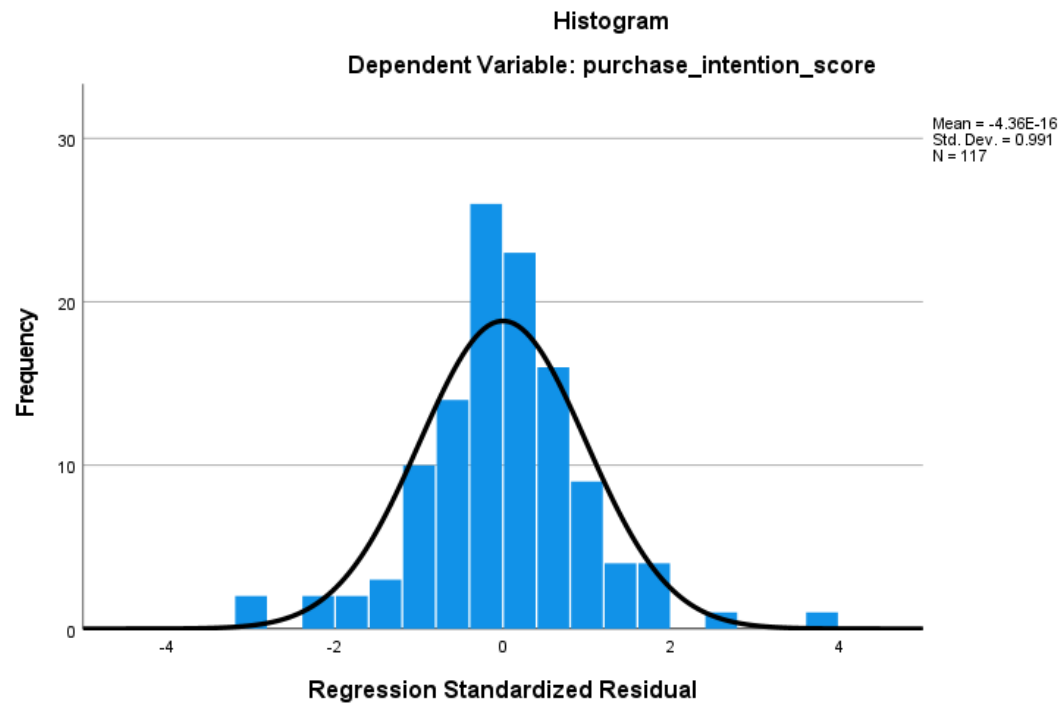
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	.8	.8
	€1.500-€2.999	44	36.7	36.7	37.5
	€3.000-€4.499	21	17.5	17.5	55.0
	€4.500-€5.999	10	8.3	8.3	63.3
	Less than €1.500	15	12.5	12.5	75.8
	More than €6.000	12	10.0	10.0	85.8
	Prefer not to say	17	14.2	14.2	100.0
	Total	120	100.0	100.0	

luxury_purchase_frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	.8	.8
	Frequently	15	12.5	12.5	13.3
	Never	38	31.7	31.7	45.0
	Occasionally	27	22.5	22.5	67.5
	Rarely	29	24.2	24.2	91.7

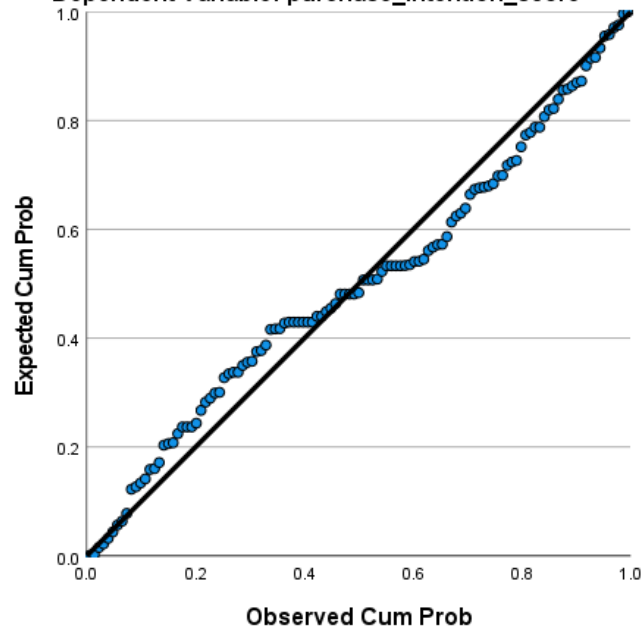
Very frequently	10	8.3	8.3	100.0
Total	120	100.0	100.0	

Data Visualization



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: purchase_intention_score



Scatterplot

Dependent Variable: purchase_intention_score

