

Influencing the Purchase Decisions on Luxury Fashion Brand: Social Value as the Determinants

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ABSTRACT

The fashion industry is one of the world's largest industries and holds an important part in consumer culture nowadays. This re-search objective is to find the impact of social value and personal value on purchase decisions on luxury fashion brand products. This research is based on Indonesian respondents who have purchased fashion luxury brand products at least once. The total respondent of this research is 203 respondents, which was gathered using online questionnaire. The data was processed using PLS-SEM analysis method to predict the relationship between variables. The finding of this research is product quality in personal value doesn't affect customer purchase decisions towards luxury fashion brand products, while social value, perceived price, and brand image affect the customer purchase decisions.

1. INTRODUCTION

The fashion industry is one of the world's largest and best-known industries, especially now, with digital and internet access everywhere. On a global scale, the fashion industry is regarded as an important factor in the economy, knowing the fact that it plays an important role in our daily life and also provides many job opportunities as 300 million people across the value chain are employed in this industry (Ellen MacArthur Foundation, 2019). Wen et al. (2019) also stated that the fashion industry had gained attention because of the continued growth of the global fashion industry and brands. The value of the worldwide fashion industry is predicted to increase from \$1.5 trillion in 2020 to over \$2.25 trillion in 2025 (Ikram, 2022; Papamichael et al., 2022).

According to Candra and Abadi (2018), individuals in Indonesia nowadays are worried about luxury brands in addition to their basic necessities, making luxury fashion a current phenomenon and a component of lifestyle. Singh (2010) defines consumer culture as a social arrangement in which purchasing, using, and selling goods is more than a daily routine task but also a crucial component of social organization and social life. This implies the significance of purchasing and using goods for social life needs. In short, luxury goods' importance is valuable in boosting social life. This kind of phenomenon has a cause, as Amatulli et al. (2020) stated about how luxury is connected with status and admiration, which gives social value. According to Sheth et al. (1991) and Sweeney and Soutar (2001), social value is the capacity of a product to influence how others see the wearer in terms of social image, identity, and social self-concept. While social status is the main reason for people to purchase luxury fashion products, there are several other factors that intervene in someone's purchasing decisions, which a factor that is perceived by themselves, not by others, namely the perceived price of the items and the perceived quality of the products (Purwianti and Suryani, 2021). The level of confidence about a product in consumers gets higher as the level of the product's quality gets higher. It is believable that consumers will make purchasing decisions on the product they believe has a high-quality level (Kotler and Keller, 2009). As for the price, it has a relationship with the value given by the product, as people tend to expect to get value based on the money they spend. That expression shows how consumers judge a product to have good quality if its price is high. Such expression is not absolute, as consumers can always get a bad quality on expensive products or vice versa. The values mentioned could form a consumer's perception, which is the brand image. The brand image proves to be important in consumers purchasing decisions as the brand image is a consistent perception of one brand in the long term (Ali et al., 2020). With a good brand image, consumers can be certain about a brand and could develop a purchasing action or vice versa.

There are few studies regarding purchase decisions on luxury fashion brands. A study by Kim et al. (2010) researched the customer-salesperson relationship in purchasing decisions at luxury brand stores. Another study by Peng et al. (2020) researched how the brand's logo affects luxury purchasing decisions. A study by Nguyen et al. (2017) also researched luxury brand purchase decisions, which showed the relationship between self-concept and brand personality towards

luxury consumers' purchasing decisions. After conducting further research on previous studies, there is no research that uses social value, perceived quality, perceived price, and brand image towards purchasing decisions on luxury fashion brand cases. As stated in the discussion explanation, this study intends to close the research gap by examining factors such as social value, perceived quality, perceived price, and brand image that influence individuals in Indonesia when purchasing luxury fashion brands.

Luxury Fashion. When defining luxury, luxury is bound to focus on social and economic perspectives (van der Veen, 2003). The terms of luxury itself are said as excess in the way of life or display a wealth aimed at satisfying desires that transcend real needs (Cabigiosu, 2020). As Sombart (1967) stated luxury is any expense that exceeds what is necessary. Those statements are supported by a study from Giovannini et al. (2015) which stated that a luxury brand represents an expensive and non-essential product that appears to be exclusive, prestigious, and authentic, on top of that it also gives a high level of symbolic and emotional status. By being a status symbol, using luxury products gives intrinsic emotional value for the users and bystanders (Kauppinen-Räsänen et al., 2014). Because of that, consumers could demonstrate high levels of their well-being just by wearing luxury brands, because the luxury products could boost their status (Makkar and Yap, 2018), and this proves Kauppinen-Räsänen statement. With the explanation above, arguably luxury fashion is a term for fashion items or brands that have a high level of status and expensive price, which is used to get recognition from society.

Purchase Decision. Purchasing decision is a stage at customer's decision-making process to perform purchases on the product being considered (Kotler and Armstrong, 2014). To support that statement, Zhang and Dong (2020) stated that purchase decision involves a sequence of choices before making purchases, which supports Kotler and Armstrong's statement that purchasing decision is part of decision-making process to perform purchases. Kahle and Xie (2008) and Weidmann et al. (2012) stated that purchasing decisions are influenced by factors namely personal and social value. In agreement with Kahle and Xie, and with Weidmann, Lamb et al. (2010) also stated that a consumer's buying (purchasing) decisions are influenced by factors like motivation, perception, attitudes, learning, and beliefs. With that being said, purchasing decisions occur when consumers want to buy luxury fashion. This process called purchasing decisions happen because there are things to consider before buying the product (luxury fashion), namely the social value given by the brands or products. After judging the merit of the brands or products, eventually the consumers will perform the purchasing action towards the luxury fashion brand.

Brand Image. Based on the attributes, benefits, and attitudes of one brand, brand image is the set of associations of the brand in consumers' mind that reflects how the brand is being perceived in consumers' thought (Keller, 1993). This explains how influential a brand image is because it distinguishes a brand from the others (Webster and Keller, 2004). With that being said, there is a relation between brand image and luxury brand purchase decisions, as the image

of luxury (brand) can distinguish luxury fashion brand product from non-luxury fashion brand product, which will help in consumers' purchasing decision journey. Brand image also gives perception which will be perceived by consumers that makes consumers will have a good perception of a brand that has good brand image and thus increasing the trust and chance in performing purchasing action. Some studies researched the relationship between brand image and purchase decisions. A study by Hermiyenti and Wardi (2019) and Maharani et al. (2023) showed that brand image affects purchase decisions positively. Based on the information and explanation about relationship between brand image and purchase decisions, this research formulates the following hypotheses:

H1: Brand image positively affects purchase decisions

Social Value. According to Soelaeman et al. (2022), social value is the social relationship that establishes overtime between customers within brand social values. This relationship brings values to customers such as awareness of belonging and social identity (Nambisan and Baron, 2009). On top of that, Sheth et al. (1991) and Sweeney and Soutar (2001) stated that social value stands for a product's or brand's ability to make the user obtain compliment appraisal from others on aspects like social image, identification, and social self-concept. With that being said, in terms of the relationship between social value and products or brands, social value is the social perception by others towards oneself as a result of using certain products or brands. Social value does have relation with luxury fashion product purchase decisions, Lim et al. (2012) stated luxury goods are made for customers to be a power enhancement and status achievement, and thus become one of the reasons to purchase luxury goods. In addition, Park et al. (2008) said that luxury consumption purpose is to create a favorable social image and gain social recognition. Some studies researched about the relationship between social value and customer purchase, study Attiq and Azam (2012) and Miao et al. (2017) showed how social value positively affects purchase decisions. There is also a correlation between social value and brand image. Aaker (1997) stated that symbolic value concerns people to maintain identity and social image. This makes symbolic value of brand the same as brand image as Rosenbaum and Massiah (2007) stated that brand symbolic value reflects consumers' potential social recognition, personal expression, and self-esteem. Some studies researched the correlation between social value and brand image. A study by Alhaddad (2015) showed social value which in perceived value significantly influences brand image. In agreement with the study by Alhaddad, study by Wijaya et al. (2020) showed social value which a part of perceived value positively influences brand image. Based on the explanation about social value above, this research formulates the following hypotheses:

H2: Social value positively affects purchase decisions

H3: Social value positively affects brand image

Perceived Quality. Perceived quality is an important thing for consumers to decide whether to purchase a product or not (Aaker, 1991). Perceived quality is the appraisal result from a customer based on the product's image, brand or advertisement (Tjiptono and Chandra, 2005).

Parasuraman et al. (1988) defined perceived quality as customer's appraisal based on oneself's perception towards overall score between products. To support this, Aaker (1991) and Zeithaml (1988) stated that perceived quality is not the actual quality of the brand or product, but as the customer's overall judgement about the brand or product. The correlation between perceived quality and purchase decisions towards luxury fashion brand products is the products or the brands itself has their own standard of quality, but it's up to the consumer to perceive and judge it based on their personal preferences and judgement, because on purchasing luxury fashion item, the item itself must have a good quality either generally or personally perceived by consumers as it become an assesment of the brands or products. Some studies researched the relationship between perceived quality and purchasing decisions. Studies by Yee and San (2011) and Puspitasari and Indriani (2018) showed that perceived quality does have a positive impact on purchase decisions, where highly perceived quality leads to purchase action. How people perceive the quality of brands surely affects the brands' image. Regarding this, some studies researched the relationship between perceived quality and brand image. A study by Fajariah et al. (2016) showed how perceived quality significantly affects brand image. Another study by Ramadhan et al. (2021) also showed the same result on how perceived quality significantly affects brand image. With the explanation and support by other studies on relationship between perceived quality on brand image and purchase decisions, this research formulate the following hypotheses:

H4: Perceived quality positively affects purchase decisions

H5: Perceived quality positively affects brand image

Perceived Price. Perceived price is how people perceive a brand or product price, whether the brand or product is worth the price or not. Perceived price could be described as a customer's judgement about price fairness of a product in comparison with its competitor's prices (Han and Hyun, 2015; Lin, 2013). With that being said, perceived price is not the same as a product's actual price. Supporting the statement, many researchers also stated that perceived price is different from actual price (Bei and Chiao, 2001; Kim et al., 2012; Lichtenstein et al., 1988). Perception of price (perceived price) are created from evaluation based on comparison between actual price and its acceptability e.g., "acceptable", "too-expensive", "very reasonable" (Lichtenstein et al., 1988; Monroe and Lee, 1999; Oh and Jeong, 2004). When talking about purchasing luxury fashion item, perceived price of the brands or products is an important thing to notice, because the way consumers perceive the product price will matter because if the perceived price of the brands or products is not good, then most likely the consumers will not perform the purchase action, especially on luxury fashion item where consumers surely be more careful on judging as the price of the products are not cheap. There are studies that proved this point by showing the relationship between perceived price and purchase decisions. A study by Sutrisno et al. (2020) showed that perceived price has a significant effect on purchase decisions. Study by Lestari et al. (2022) and Haitao (2022) also showed the same conclusion that perceived price

impacted or related to purchase decisions. How consumers perceive the price of brands tends to affect the brands' image. Price that is perceived as fair most-likely gives positive influence on brand image. Regarding this, some studies researched the relation between perceived price and brand image. A study by Setiawan et al. (2016) showed how price fairness (fairly perceived priced) positively impacts brand image. Another study by Stiawan and Jatra (2022) also showed how fairly perceived price positively impacts brand image. Knowledge by explanation and statement about relationship between perceived price on brand image and purchase decisions, this research formulates the following hypotheses:

H6: Perceived price positively affects purchase decisions

H7: Perceived price positively affects brand image

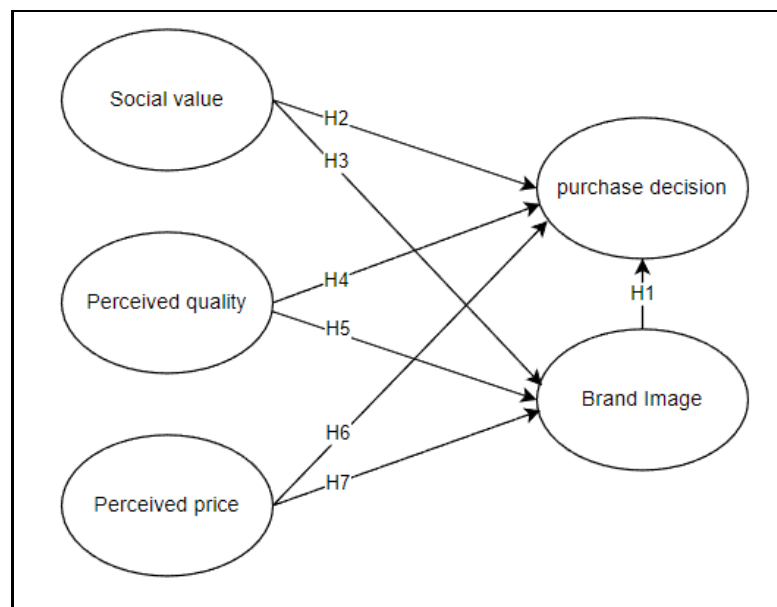


Figure 1. Research Model

Source: Author 2024, Jakarta

2. RESEARCH METHODS

Measurement. This research uses previous research studies as references to determine the measurement items. Social value is measured using four items adapted from Sweeney and Soutar (2001). The perceived quality measurement uses four items adapted from Grewal et al. (1998). The measurement for the perceived price is done by using four items adapted from Sweeney and Soutar (2001) and Feick and Price (1987). For brand image, the measurement is based on five items adapted from Low and Lamb (2000) and Cretu and Brodie (2007). Lastly, Purchase decisions are measured using three items adapted from Pandey et al. (2021). A 5-point Likert scale is used to evaluate each item. The measurements used for this research are shown on Table 1.

Table 1. Variable Measurement Scale

| Label | Statement |
|-----------------------|---|
| A. Social Value | |
| SV1 | Luxury brand would help me feel acceptable |
| SV2 | Luxury brand would improve the way I am perceived |
| SV3 | Luxury brand would make a good impression on other people |
| SV4 | Luxury brand would give me social approval |
| B. Perceived Quality | |
| PQ1 | Luxury brand will be reliable |
| PQ2 | Luxury brand appears to be of quality |
| PQ3 | Luxury brand appears to be durable |
| PQ4 | Luxury brand appears to be dependable |
| C. Perceived Price | |
| PP1 | Luxury brand is reasonably priced |
| PP2 | Luxury brand offers value for money |
| PP3 | Luxury brand is a good product for the price |
| D. Brand Image | |
| BI1 | Luxury brand is fashionable |
| BI2 | Luxury brand is popular |
| BI3 | Luxury brand quality has favorable reputation |
| BI4 | Luxury brand is elegant |
| BI5 | Luxury brand is sophisticated |
| E. Purchase Decisions | |
| PD1 | I feel that my needs can be met if I purchase luxury brand |
| PD2 | I feel that luxury brand are the best to suit my need compared to other brand |
| PD3 | I bought a luxury brand and felt the benefits, such as it is comfortable to use |

Source: Author (2024)

Sample. This research involves people in Indonesia who have purchased at least one luxury fashion brand product before. Because the term luxury may differ between consumers, it will be based on respondents' perception, with the respondent disclosing the brand they think of as a luxury brand. A sample is a subset of the population (Sekaran and Bougie, 2013). Purposive sampling with a questionnaire is the non-probability sampling methodology used in this study, aiming to collect data on people who have purchased at least one item from a luxury fashion brand. The sample size is formulated using the sample-to-item ratio, which was mentioned as a formula to calculate sample size by Memon et al. (2020). This research uses a 10-to-1 ratio, which should not be below 5-to-1 (Gorsuch, 1983; Hatcher, 1994; Suhr, 2006). Based on the sample-to-item ratio calculation, this research uses a sample size of 200 samples.

Data Analysis. This research used PLS-SEM for data analysis, which simultaneously estimated complex relationships between independent and dependent variables with a causal-predictive approach (Hair et al., 2021). PLS-SEM provides a better model fit than ordinary regression analysis (Ramli et al., 2018). To check the goodness of data, this research uses SmartPLS 4.0 software. This research uses a reflective measurement model with convergent and discriminant validity tests of each variable's component to check the validity. From the analysis, the relationship between variables is proven if $\text{sig} < 0.05$ and the coefficient is positive because the relation between variables is a positive relationship. This research also conducts structural model tests to check the goodness of data. There are three components in structural model tests, first is to check that there is no multicollinearity, which can be proved if VIF inner model value < 3.3 . The second is to check the variables' predictive ability, which is strong if $R^2 \geq 0.75$. Last is to check the path coefficient, which is acceptable if the t-value > 1.645 and p-value < 0.05 .

3. RESULTS & DISCUSSION

Respondents. The respondents profile for this research is shown on Table 2. with a total of 203 respondents. 79% respondents have bought a luxury fashion brand product using their own money while 21% haven't. Among the respondents, 45.8% are male and 54.2% are female. The respondents were from a range of occupation, education, marriage status, and average monthly income. They were aged <17 to >54 years.

Table 2. Respondents Profile

| Demographic | Total | % |
|-------------------------------------|--------------|----------|
| Gender | | |
| Male | 93 | 45.8% |
| Female | 110 | 54.2% |
| Age | | |
| <17 | 1 | 0.5% |
| 17-24 | 41 | 20.2% |
| 25-34 | 60 | 29.6% |
| 35-44 | 34 | 16.7% |
| >54 | 19 | 9.4% |
| Education | | |
| High School | 32 | 15.8% |
| Bachelor Degree | 144 | 70.9% |
| Graduate | 20 | 9.9% |
| Post Graduate | 0 | 0% |
| Others | 7 | 3.4% |
| Occupation | | |
| Private Employee | 113 | 55.7% |
| Public Civil Servant | 4 | 2% |
| Entrepreneur | 33 | 16.3% |
| Housewife | 41 | 20.2% |
| Others | 12 | 5.8% |
| Marital Status | | |
| Married | 102 | 50.2% |
| Not Married | 98 | 48.3% |
| Average Monthly Income (IDR) | | |
| <10.000.000 | 33 | 16.3% |
| 10.000.000 - 15.000.000 | 29 | 14.3% |
| 15.000.001 - 20.000.000 | 27 | 13.3% |
| 20.000.001 - 25.000.000 | 31 | 15.3% |
| 25.000.001 - 30.000.000 | 40 | 19.7% |
| >30.000.000 | 43 | 21.2% |

Source: Author (2024)

Descriptive Statistic, Validity and Reliability. The descriptive statistics, convergent validity, and reliability data are shown on Table 3. For convergent validity, the component is valid if the outer loading value ≥ 0.708 or ≥ 0.5 if $AVE > 0.5$. In this research, component BI2 has an outer loading value of < 0.708 but still accepted because the components AVE are > 0.5 . For the

reliability test, data is reliable if the Cronbach's alpha > 0.7 and this research shows that all components are reliable for the research as the Cronbach's alpha value is > 0.7 .

Table 3. Descriptive Statistic, Convergent Validity and Reliability

| Components | Mean | Outer loadings | AVE | Composite Reliability | Cronbach's Alpha |
|------------|-------|----------------|-------|-----------------------|------------------|
| BI1 | 4.005 | 0.890 | | | |
| BI2 | 3.724 | 0.575 | | | |
| BI3 | 4.069 | 0.887 | 0.731 | 0.930 | 0.902 |
| BI4 | 4.163 | 0.926 | | | |
| BI5 | 4.246 | 0.944 | | | |
| PD1 | 2.670 | 0.847 | | | |
| PD2 | 3.089 | 0.922 | 0.779 | 0.934 | 0.905 |
| PD3 | 3.793 | 0.872 | | | |
| PD4 | 3.882 | 0.887 | | | |
| PP1 | 2.842 | 0.930 | | | |
| PP2 | 3.749 | 0.941 | 0.879 | 0.956 | 0.931 |
| PP3 | 3.379 | 0.941 | | | |
| PQ1 | 3.276 | 0.843 | | | |
| PQ2 | 4.153 | 0.866 | 0.765 | 0.929 | 0.897 |
| PQ3 | 3.946 | 0.899 | | | |
| PQ4 | 3.852 | 0.889 | | | |
| SV1 | 3.542 | 0.910 | | | |
| SV2 | 3.709 | 0.960 | 0.889 | 0.970 | 0.958 |
| SV3 | 3.793 | 0.955 | | | |
| SV4 | 3.576 | 0.946 | | | |

Source: Author (2024)

The discriminant validity results are shown on Table 4. Based on Fornell-Larcker Criterion for discriminant validity, the component is valid if $AVE > \text{Correlation}$. This research shows discriminant validity for all components are valid as all the values of $AVE > \text{Correlation}$, this could be seen as the outermost of each component is bigger than the inner value.

Table 4. Fornell-Larcker Criterion

| | BI | PD | PP | PQ | SV |
|----|-----------|-----------|-----------|-----------|-----------|
| BI | 0.855 | | | | |
| PD | 0.778 | 0.883 | | | |
| PP | 0.758 | 0.845 | 0.937 | | |
| PQ | 0.814 | 0.779 | 0.836 | 0.874 | |
| SV | 0.681 | 0.794 | 0.696 | 0.664 | 0.943 |

Source: Author (2024)

Hypotheses Test and Predictive Capability. The hypothesis test results are shown on Table 5., while the predictive capability shown on Figure 2. which explains that predictive capability of brand image is moderate and for purchase decisions is strong.

Table 5. Hypotheses Test Result

| Hypotheses | Coefficient | T Statistic | P Values | Result |
|-------------------|--------------------|--------------------|-----------------|---------------|
| BI>PD | 0.187 | 2.946 | 0.002 | Supported |
| PP>BI | 0.157 | 1.850 | 0.032 | Supported |
| PP>PD | 0.439 | 5.703 | 0.000 | Supported |
| PQ>BI | 0.543 | 6.898 | 0.000 | Supported |
| PQ>PD | 0.035 | 0.449 | 0.327 | Not Supported |
| SV>BI | 0.211 | 3.138 | 0.001 | Supported |
| SV>PD | 0.337 | 5.017 | 0.000 | Supported |

Source: Author (2024)

Based on the hypotheses test result, all hypotheses are supported except the one regarding relation between purchase quality towards purchase decisions, as the T statistic and p value doesn't meet the requirement to be classified as supported.

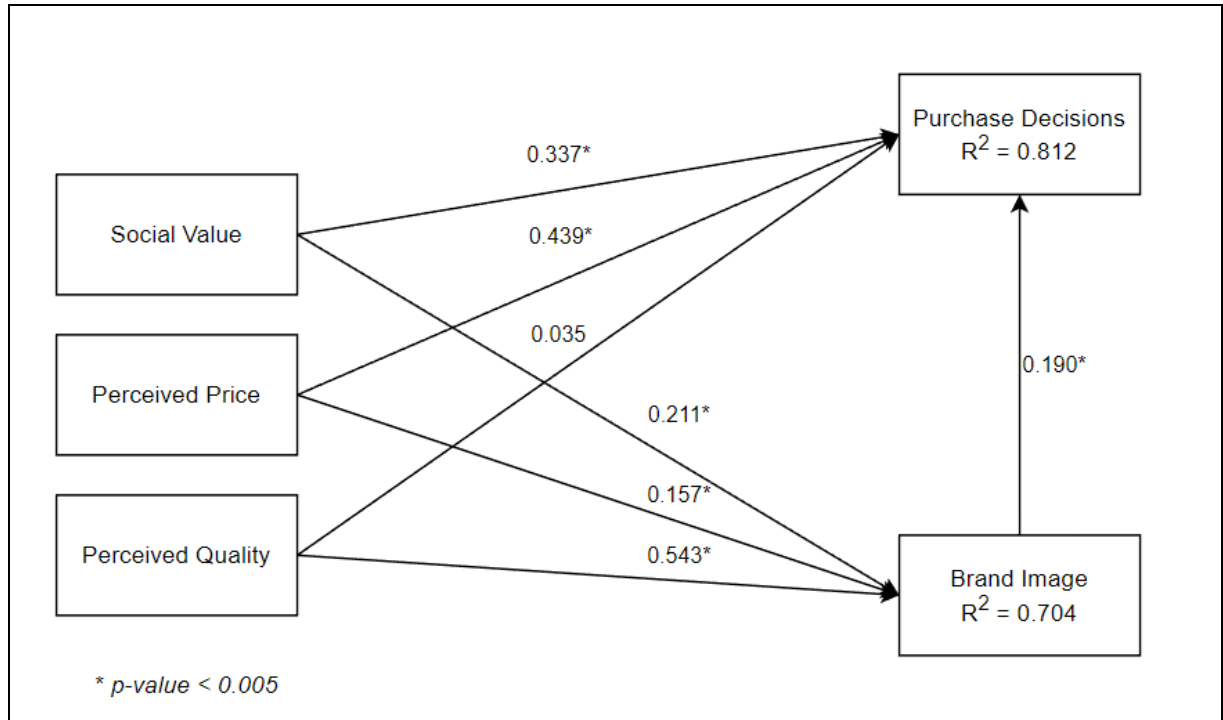


Figure 2. Hypotheses Test

Source: Author 2024, Jakarta

Discussions. Regarding relation between brand image and purchase decisions on luxury fashion brand products, this research confirms the research by Maharani et al. (2023) which concluded that brand image has a positive effect on purchase decisions. In the research by Maharani et al. (2023) it was explained that brand image has a significant positive effect on purchase decisions because the component of brand image itself is valid and reliable, thus the result would be eligible. As for the brand image itself on the fashion luxury brand products, the image of being sophisticated is the most impactful aspect on brand image in terms of making the customer make the decision on purchasing fashion luxury brand products.

This research confirms the research by Wijaya et al. (2020) which concluded that social value does have a significant positive impact on brand image. Wijaya et al. (2020) believed that the higher the perceived value of society, will increase the brand image itself. This statement is in agreement with this research as this research also shows how social value significantly affects brand image as the requirement for the hypothesis to be supported is fulfilled. Regarding the relation between social value and purchase decisions on fashion luxury brand products, this research confirms the research by Attiq and Azam (2012) which showed that social value does have a significant impact on purchase decisions. It is only logical regarding how social value affects brand image and purchase decisions on luxury brands as people tend to buy luxury brands to show their status as we live in an era where the phenomenon of consumer culture is

rooted in the social environment. This is also proven with social value items regarding giving people a good impression and increasing the way an individual is perceived by others are the biggest factors for people to buy luxury fashion brand products in terms of social value.

This research confirms the research by Stiawan and Jatra (2022) which concluded that perceived price has a significant impact on brand image. Stiawan and Jatra (2022) believes the better the price fairness is the greater the brand image will be. This research also shows the same belief as Stiawan and Jatra (2022) as the hypothesis result of this research shows that perceived price positively affects brand image. For relation towards purchase decisions, this research also confirms the research by Sutrisno et al. (2020). Sutrisno et al. (2020) showed the right price perception would determine customers purchase decisions. The right price perception doesn't mean the price of the products have to be cheap, but it has to be worth the price. This research shows how reasonable price doesn't really affect people's judgement regarding perceived price, and on the other hand, how luxury products offer value for the money spent is the most impactful aspect on perceived price.

Lastly, on perceived quality and brand image, this research confirms the research by Fajariah et al. (2016) which concluded that perceived quality has a significant impact on brand image. Fajariah et al. (2016) believes the better the quality perceived the bigger the image of the brand will be, even though in their research perceived quality has the least impact on the brand image. This research also concludes that perceived quality has a significant impact on brand image although in this research perceived quality has the highest impact on brand image. For the relation between perceived quality and fashion luxury brand products purchase decisions, this research is contrary to the research by Yee and San (2011). The research by Yee and San (2011) showed that perceived quality has a positive significant impact on purchase decisions, while this research showed that perceived quality doesn't have a significant impact on purchase decisions. Regarding this, this research believes perceived quality doesn't really impact the purchase decisions because there are more reasons that are more important to be considered in order to make the purchase decisions e.g. social value factor. This is supported with the data from Table 3 that most respondents' judgement regarding how luxury products will be reliable is below average compared to other components, and still with knowing this fact, people still tend to buy luxury products.

From Table 3, it could be seen that there is an interesting point in this research which is there are several component items that have a big gap on the mean score among themselves. Based on the gap found, this indicates that respondents don't feel like their need is fulfilled by purchasing luxury products and think that luxury product's price is not reasonable. Even though Candra and Abadi (2018) stated that Indonesian people are concerned about luxury brands aside from primary needs, this research proves that the level of concern among them is not the same as the survey in this research shows how people are not agreeing with the statement of 'buying

luxury products does fulfill my needs'. But this could be affected by the difference in respondents such as the economic status and social status as Candra and Abadi (2018) collected their data by focusing on people who went to the mall with lot of luxury fashion products. This explains why the respondents in this survey and in the survey by Candra and Abadi (2018) are not the same even though both survey respondents are all Indonesian.

Another interesting topic in this research is how hypothesis on relation between product quality and purchase decisions is not supported, considering the previous researches by Yee and San (2011) and Puspitasari and Indriani (2018) showed that product quality positively affects purchase decisions. This research believes this could be affected by the differences in topic around it and the respondent's profile. Research by Yee and San (2011) discussed automobiles while Puspitasari and Indriani (2018) discussed online shopping. Certainly there would be a gap between purchase decisions on luxury products and automobiles or online shopping as each of them have different segments and classification, and thus they all have different affecting elements. For the respondents' profile, for Yee and San (2011) the respondents were taken from Malaysia, and for Puspitasari and Indriani (2018) were taken from Indonesia. Even though both this research and research from Puspitasari and Indriani (2018) are from Indonesia, the sample population is different, thus may be one of the factors that makes a contradiction in hypothesis support.

4. CONCLUSION & SUGGESTION

Managerial Implication. In terms of social value, the most impactful thing regarding social value is how the product gives a good impression while the least impactful is how the product makes you feel acceptable. This is true because the social value itself stands for getting compliments and good appraisal from other people (Sheth et al., 1991). Based on this, luxury fashion brand companies should focus on improving their product to be unique, eccentric, but still safe because the goal is to increase the impression, not drop it. Example failure of this case is a certain luxury brand which wanted to become unique and eccentric but failed to do so as they got cancelled because they accused of sexualizing children in their two controversial campaigns (Michie, 2022). From this research's perspective, most respondents are young people who are still in search of social recognition, thus to increase the impression given by the luxury products, the product must be loud in terms of showing the brand. This can be achieved by using a bigger brand logo on the product, and a brand pattern on the product's surface.

For perceived price wise, there is a main concern regarding 'how a luxury brand is reasonably priced' as this research shows that most people tend to not make the purchase decisions because they think the price is not reasonable, even for rich people. But most people also agree that luxury brands offer value for the money they spend. Based on these insights, luxury brand companies should maintain their price to be more reasonable. Even though at the end of the day a luxury brand is worth the money, it doesn't mean its price is reasonable. The reasonable price here is still in the context of 'luxury price', but not overpriced. As respondents for this research are mainly dominated by young people, thus to make the 'luxury' price seem reasonable the

luxury companies could make a seasonal sale. That way companies could attract people to purchase the products and still not reduce the 'luxury' image of the products.

On perceived quality, most people tend to agree that a luxury brand appears to have a good build quality, durability and dependability. However most people don't agree that luxury brands would be reliable. This could be caused by the appearance of the luxury product doesn't actually match with the real usage of the product itself. Based on this insight, this research, luxury brand companies should really focus more on the actual quality itself so the products would be reliable rather than focusing on appearance. But this solely not abandoning the appearance, but rather to improve the quality to match the appearance.

Conclusion. This research concludes that regarding brand image, social value, perceived price and perceived quality all have significant impact on brand image. For the purchase decisions, brand image, social value and perceived price have significant impact on purchase decisions. The only hypothesis that is not supported is regarding the relation between perceived quality towards purchase decisions.

The perceived quality appears to be insignificant regarding customers' purchase decisions because the majority of people consider the social value given by the products after considering the price. As people tend to buy luxury fashion brand products to get a good impression on other people as social life needs. Thus as long as the price is okay for the customers the things that concern the most is how the products will make a good impression for the customers. This is also related to brand image, as a good brand image tends to give a good impression on the wearer. As for the brand image itself, social value, perceived price, and perceived quality shows to have a significant impact on brand image with perceived quality having the biggest impact among them all. Based on this research data, this is because the most impactful item towards brand image is about being 'sophisticated', as sophistication itself tends to be connected to quality.

Limitation and Future Research. Firstly, the limitation in this research is the data collection method being used may not be able to represent the true population of the target respondents, not only on the data collection method, the data could be biased by race as there is no limitation regarding that, thus holding the research to represent one true population. Secondly, this research result could be biased as the respondents are not spreaded in terms of age, education and occupation. This research also limited in obtaining data related to luxury fashion brand products purchase decisions from trustable sources, although there are many articles and researches that contained the data needed, their credibility are doubted and thus became a limitation towards this research.

In this research, the data collected is from Indonesia. As each country has different conditions in social, culture, economics, etc., this research recommends exploring this kind of research on different countries or more countries to get other insights. As for the respondent

profiles, more spreaded data between races could be used in order to avoid bias. Not only on respondent profile, the product categories could be more specified as this research uses general product categories, not specified to one type of product categories e.g., clothes, wallet, cosmetics, etc. Variable wise, this research recommends further or detailed variables related to purchase decisions such as the level of sustainability of the products, as sustainable product features determine whether the consumers will make a decision to purchase the products or not (Zheng and Chen, 2020). Another variable that could be used is the lifestyle of the consumers, as lifestyle tends to significantly affect purchase decisions (Iskuntianti et al., 2020).

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