

**FACTORS AFFECTING ONLINE SHOPPING INTENTIONS TOWARDS LUXURY
PRODUCTS AMONG GENERATION Y CONSUMERS IN YANTAI CITY,
SHANDONG PROVINCE**

WANG HAO

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION PROGRAM IN MANAGEMENT
FACULTY OF BUSINESS ADMINISTRATION
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI
ACADEMIC YEAR 2024
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Independent Study Title Factors Affecting Online Shopping Intentions towards
Luxury Products among Generation Y Consumers in
Yantai City, Shandong Province

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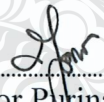
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Academic Year 2024

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Independent Study Title	Factors Affecting Online Shopping Intentions towards Luxury Products among Generation Y Consumers in Yantai City, Shandong Province
Name - Surname	Mr. Wang Hao
Program	Business Administration (Management)
Independent Study Advisor	Mr. Purinat Yamakanith, Ph.D.
Academic Year	2024

ABSTRACT

The objectives of this research are: 1) to compare demographic characteristics that affect online shopping intentions towards luxury products among Generation Y consumers in Yantai, Shandong province, China, 2) to examine the Technology Acceptance Model (TAM) that affects online shopping intentions towards luxury products among Generation Y consumers in Yantai City and 3) to analyze perceived values that affect online shopping intentions towards luxury products among Generation Y consumers in Yantai City.

The sample group used in this research comprised 400 generation Y consumers in Yantai city who had experience purchasing luxury products online. Convenience sampling was used, and online questionnaires were used as a tool to collect data. Statistics used in the analysis included frequency, percentage, mean, standard deviation, t-test, F-test, and enter method multiple regression analysis.

The research results were found that perceived ease of use and behavioural intention, as components of the Technology Acceptance Model (TAM), significantly predicted online shopping intentions, while perceived usefulness did not. In the context of perceived value, it was found that price, emotional, and epistemic values significantly influenced online shopping intentions, whereas social value had no significant effect. Marketers targeting Generation Y should focus on developing user-friendly online platforms, enhancing emotional connections with products, and highlighting the value and convenience of purchasing luxury products online.

Keywords: TAM, perceived value, online shopping, luxury products, generation Y

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Hao Wang

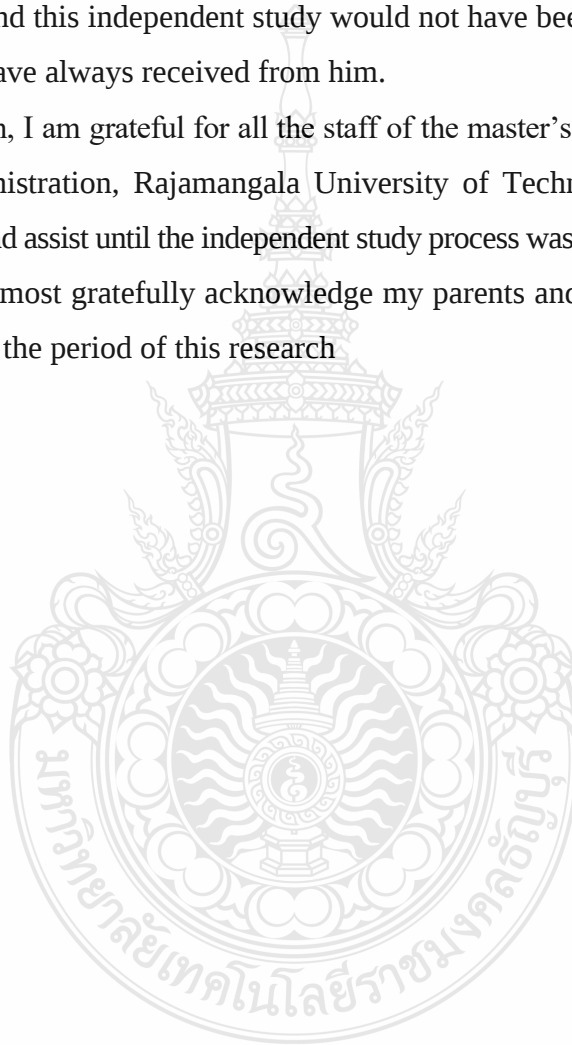


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CHAPTER 1

INTRODUCTION

1.1 Background and statement of the problem

The luxury market in China has undergone a remarkable transformation over the past three decades, positioning itself as a dominant force in the global luxury sector. The seeds of this growth were planted in the 1990s when China opened its doors to Western luxury brands, catalyzing a period of rapid development and cultural integration. In the wake of China's rapid economic development, there has been a notable surge in the demand for luxury products as people's aspirations for material possessions have been awakened (Liao and Wang, 2009). This trend propelled China to become the world's second-largest luxury products market in 2016 (Chi, 2017). Notably, China has consistently topped the charts in terms of luxury spending growth globally, experiencing a remarkable 17% increase from 2014 to 2015 alone, and contributing a substantial 30% to global luxury products purchases in 2016 (MartinRoll, 2017). Projections indicate that China is poised to dominate the luxury products market even further, with expectations that Chinese consumers will account for approximately 44% of global luxury spending by 2020 (Statista, 2023). McKinsey & Company's forecast underscores this trajectory, estimating that the global luxury products market will reach a staggering US\$397 billion by 2025, largely driven by the Chinese market (Pan, 2017).

Throughout the global luxury market, there is a discernible trend of decreasing age among consumers who purchase luxury products (Tsai, 2005). Generation Y, encompassing individuals born between 1977 and 1994 (Vatikiotis, 1996), stands out prominently in this shift. They are perceived to be comparatively affluent and inclined to allocate funds towards items that distinguish them from their peers. Having grown up in an environment where indulgence was common, Generation Y individuals are often well-educated, open to diverse cultures, and globally aware (Morton, 2002). However, their significance in luxury consumption extends beyond mere affluence.

The key distinction lies in their approach to financial planning. Unlike preceding generations, Generation Y tends to prioritize immediate gratification over long-term savings, a mindset that influences their propensity to invest in luxury products (Kapferer, 1998).

Consequently, understanding the motivations driving Generation Y's luxury consumption becomes imperative for international luxury brands aiming to thrive in the Chinese market. It is essential for these brands to delve into the intricacies of the Chinese Generation Y consumer psyche in order to effectively cater to their preferences and aspirations. This necessitates a comprehensive understanding of their motivations for luxury product consumption. By recognizing and aligning with these motivations, international luxury brands can position themselves for success in the burgeoning Chinese luxury market.

China's post-'80s (born in the 1980s) generation, who broadly map to Generation Y, are the driving force of the country's luxury appetite. Consisting of 10.2 million luxury consumers, they accounted for more than half the total spending on luxury by Chinese consumers in 2018 (Exhibit 2). Having grown up in step with China's emergence as a global superpower, they are the primary beneficiaries of the economy's rapid and unbroken growth and spend an average of 41,000 RMB per person each year on luxury. Now, at the peak of their career and earnings, and with a passport likely stamped with trips to the world's most glamorous cities, they are spending their time to show off their success, and to demonstrate individualism in the world's most populous urban landscape. Following in the footsteps of their slightly older peers, China's post-'90s consumers, better known as Generation Z, are delivering the shot in the arm China's luxury market needed to emerge from several years of stagnant growth. Enticed by luxury streetwear and other product lines targeted squarely at their demographic, the post-'90s consumers spend 25,000 RMB a year on luxury products, already as much as their parents the post-'65s/'70s generation popularly referred to as Generation X. The post-'90s consumers are the vanguard of China's urban middleclass, a culture, and globally aware (Morton, 2002). However, their significance in luxury consumption extends beyond mere audiences.

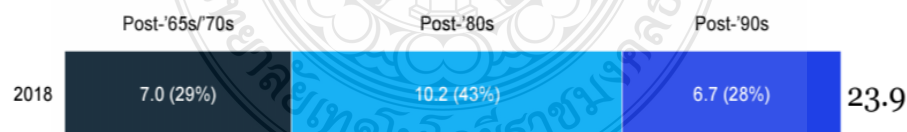
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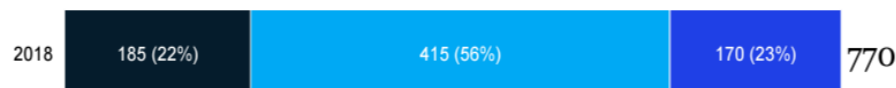
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Post-'80s consumers are still the largest luxury spending group in terms of both consumer numbers and total spending.

Total no. luxury consumers by generation
Million, %



Annual luxury spending by generation
Billion RMB, %



Note: Figures may not sum to 100%, because of rounding.

Figure 1.1 The post-'80s/'90s generations, many new to luxury, power the Chinese market

Source: China Luxury Report 2019

Given the origins and significance of the aforementioned issue, luxury products have gained significant popularity among Chinese Generation Y consumers. Furthermore, the continuous growth of the Chinese economy underscores the importance for entrepreneurs or businesses involved in luxury products to produce products and services that meet the demands of Chinese Generation Y consumers. This demographic represents a substantial purchasing power and exhibits a strong desire for luxury products and services that cater to their needs. Consequently, researchers are interested in exploring the factors influencing the intention to purchase luxury products. Therefore, a study was conducted on factors affecting online shopping intention towards luxury products among Generation Y consumers in Yantai City, Shandong Province. The findings of this research would be beneficial for entrepreneurs or businesses involved in luxury products to understand the key factors that stimulate Generation Y consumers' decision-making process in purchasing luxury products. Additionally, it can serve as a guideline for luxury products businesses to apply in developing online marketing strategies that prioritize customer needs, thereby enabling luxury product manufacturers to better meet the demands of Generation Y consumers.

1.2 Research objectives

This section explains the general objective of this study. Additionally, the disintegration of the specific areas to be studied in this research will also be demonstrated.

1. To compare demographic characteristics, including gender, age, marital status, education level, occupation, and average monthly income, that affect online purchase intention towards luxury products among Generation Y consumers in Yantai, Shandong Province
2. To examine the Technology Acceptance Model (TAM) consisting of perceived usefulness, perceived ease of use, and behavioral Intention to use that affect online shopping intention towards luxury products among Generation Y consumers in Yantai City.
3. To analyze perceived values consisting of perceived price value, perceived social value, perceived emotional value, and perceived hedonic value that affect online shopping intention towards luxury products among Generation Y consumers in Yantai City.

1.3 Research Questions

The proposed research questions as below:

1. Do demographic characteristics, including gender, age, marital status, education level, occupation, and average monthly income, affect the online purchase intention of luxury products among Generation Y consumers in Yantai, Shandong Province?
2. Does the Technology Acceptance Model (TAM) consisting of perceived usefulness, perceived ease of use and behavioral intention to use affect online shopping intention towards luxury products among Generation Y consumers in Yantai City?
3. Does perceived values consisting of perceived price value, perceived social value, perceived emotional value, and perceived hedonic value affect online shopping intention towards luxury products among Generation Y consumers in Yantai City?

1.4 Hypotheses of the Study

The hypotheses are proposed to observe the research inquiries.

1. H1: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different genders.
2. H2: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different ages.
3. H3: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different marital status.
4. H4: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different education levels.
5. H5: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different occupations.
6. H6: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different average monthly income.
7. H7: Technology Acceptance Model (TAM) consisting of perceived usefulness, perceived ease of use, and behavioral intention to use affect online shopping intention towards luxury products among Generation Y consumers in Yantai City.
8. H8: Perceived values factors consisting of perceived price value, perceived social value, perceived emotional value, and perceived epistemic value affect online shopping intention towards luxury products among Generation Y consumers in Yantai City.

1.5 Significance of the Study

Five factors are proposed to evaluate issues that may affect online shopping intention towards luxury products among Generation Y consumers in Yantai City, Shandong Province. There is perceived usefulness, perceived ease of use, perceived trust, Price, and perceived risk.

Luxury products differ from regular products in terms of quality, price, and reliability. and utilization that can meet individual needs that are different Research on Factors affecting online shopping intention towards luxury products among Generation Y consumers will help promote the development of luxury product marketing, expand market size, and truly meet the needs of consumers who love luxury products. At present, entrepreneurs, or owners of luxury products businesses in China There is a development of luxury products and services. To respond to a market that is continuously growing. In addition, nowadays Chinese consumers are increasingly popular in purchasing luxury products through various online platforms. This causes entrepreneurs to develop and improve the formats of various online platforms in order to attract the attention of Chinese consumers. Consumer However, today's luxury products market is highly competitive. To meet the needs of consumers of diverse luxury products. As a research object representing entrepreneurs or owners of luxury products businesses in analyzing the factors that affect the intention to buy online luxury products of Generation Y consumers in order to find out important factors including Some reference marketing strategies for improving the factors affecting the online purchase intention of luxury products among Generation Y consumers.

This study provides deeper insight and information regarding the above matter for companies and researchers to have better understanding concerning Generation Y's online purchase intention towards luxury products. Firms that intended to win over Generation Y may utilize this paper to improve their business tactics and focus on certain important areas.

1.6 Scope of research

The researcher defined the scope of the research as follows.

1.6.1 Content scope: This research identified Technology Acceptance Model (TAM) and perceived values as the independent variable. While the dependent variable is online purchase intention towards luxury products among generation Y consumers in Yantai city, Shandong province, in summary the variables studied are as follows.

1. Independent variables are the Technology Acceptance Model (TAM) consisting of: 1) perceived usefulness 2) perceived ease of use and 3) behavioral Intention to use. Perceived values are 1) perceived price value 2) perceived social value 3) perceived emotional value and 4) perceived hedonic value

2. Dependent variable is online purchase intention towards luxury products among generation Y consumers in Yantai city, Shandong province.

1.6.2 Demographic scope: Population of Generation Y in Yantai City, Shandong Province

1.6.3 Time horizon: This study spanned a period of , starting from May 2024 to October 2024.

1.6.4 Area scopes: In this research, the researcher intends to collect data on a sample of Generation Y who intend to purchase luxury products online in Yantai City, Shandong Province.

1.7 Expected benefits

Benefits for Application:

1. To benefit online store operators and those interested in doing business to know the Mobile Technology Acceptance Model (MTAM) that affects the intention to buy online luxury products.

2. To obtain information about the Mobile Technology Acceptance Model (MTAM) that makes Generation Y consumers intend to purchase products online.

Benefits for Future Research:

1. This provides academic benefits for advancing research on factors affecting online shopping intentions towards luxury products in the future.

2. It serves as foundational data for studying various perspectives related to factors influencing online shopping intentions towards luxury products.

1.8 Definition of terms

The Technology Acceptance Model (TAM):

TAM is a crucial tool used in research to analyze the factors influencing the acceptance of technology within organizations or society. It aids in understanding why individuals choose to adopt or reject new technologies, which can be utilized to enhance the planning, development, and implementation of technology, making these processes more effective.

Perceived usefulness:

perceived usefulness is a critical factor in shaping an individual's attitude and intention towards adopting or using a product or technology, particularly in the domains of technology acceptance and consumer interaction with purchasing luxury products through various online channels. The perceived benefits that consumers derive play a significant role in their acceptance and utilization of new technologies. This concept is especially influential in models such as the Technology Acceptance Model (TAM), which posits that perceived usefulness greatly impacts consumers' acceptance and adoption of new technological advancements.

Perceived ease of use:

Perceived ease of use refers to the perception or understanding of how easy it is to use luxury products from the perspective of consumers or users. This perception can stem from their actual experience with the product, their perception of the complexity involved in its use, or their own trials and interactions with it. The perceived ease of use of luxury products is crucial for understanding the factors influencing consumer decisions to purchase or use them that can impact consumer choices, particularly in the context of luxury products and services. It encompasses how consumers perceive the convenience, simplicity, and user-friendly aspects of luxury items, thereby influencing their ultimate purchasing decisions.

Behavioral Intention of use:

behavioral intention of use on luxury products refers to the behavioral inclination towards using luxury products, typically characterized by high prices and unique features distinct from ordinary products. For instance, consumers may intend to use luxury products or services to enhance their social status or signify a favorable societal position, which could influence their ultimate purchasing decisions.

Perceived price value refers to the benefits gained from luxury products or services that arise from the perception of reduced costs in the short term or long term and that they are worth the money spent.

Perceived social value refers to the subjective assessment that individuals make of their social status, reputation, or admiration that they believe owning or consuming a luxury product will enhance their social status or personal identity.

Perceived emotional value refers to the emotional benefits that they expect to receive from acquiring and owning a luxury product. This assessment encompasses the feelings of satisfaction, happiness, pride, or fulfillment associated with owning or using a luxury product.

Perceived epistemic value refers to experiences that have not been obtained from products or services before. It is one variable for customers who like to try new products or services and do not like the old ones, which may encourage customers or consumers to try new products to enhance their experiences instead of the old ones that they have already experienced together.

Purchase intention refers to the willingness of consumers to buy products or services, which is an indication or expression of consumers who are likely to purchase products. It is the consumer's perception of purchasing behavior through websites or platforms that are of quality, fast, and convenient for users, including the reliability of the website, security, privacy by protecting personal information, and reliability or trust that will make consumers confident in purchasing products through the website, which is an influence on purchasing intention and leads to continuous purchases through online channels.

Online shopping refers to the process of purchasing goods or services over the internet from retailers, vendors, or online marketplaces. It involves browsing through digital catalogs, selecting desired items, and completing transactions electronically, usually through a website or mobile application. It has become increasingly popular globally, driven by advancements in technology, the proliferation of internet connectivity, and changing consumer preferences for purchasing luxury products or services.

Generation Y is the demographic group following Generation X and preceding Generation Z. The exact birth years defining Generation Y can vary slightly depending on the source, but generally encompass individuals born roughly between Generation Y or Millennials, people born between 1981 and 1996. This group of consumers is characterized by their financial potential and their utilization of various technologies and online platforms to access luxury products retailers. They utilize these technologies to make purchasing decisions and select luxury items.

1.9 Conceptual framework

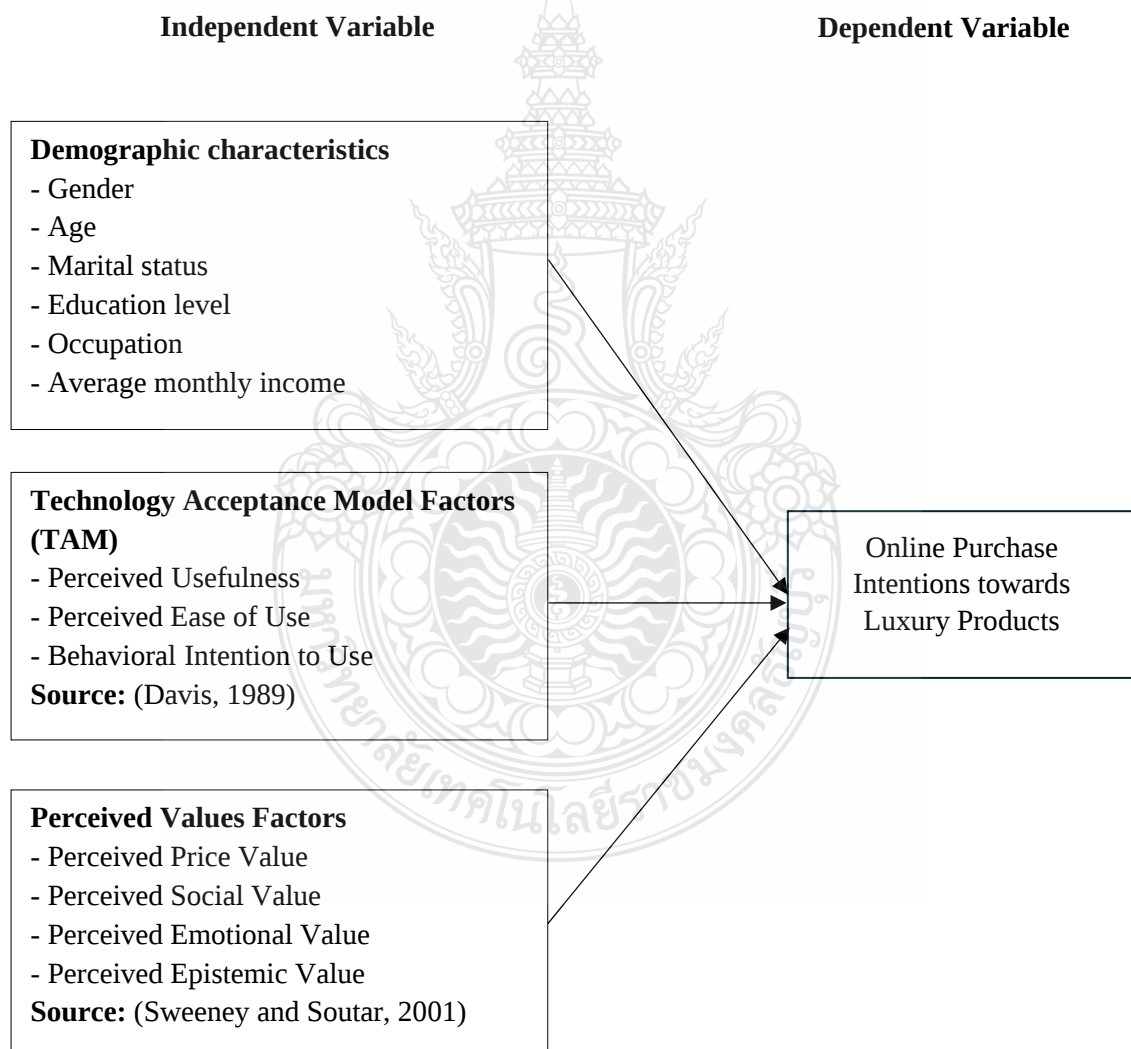


Figure 1.2 The conceptual framework has developed for the research

CHAPTER 2

THEORIES AND RELATED RESEARCH

For this research, the researcher has studied and researched information, concepts, theories, and related research for use in the study of factors affecting online shopping intention towards luxury products among Generation Y consumers are as follows:

- 2.1 Concepts and theories about demographic characteristics
- 2.2 Concepts and theories about Technology Acceptance Model (TAM)
- 2.3 Concepts and theories about generation Y
- 2.4 Concepts and theories about online shopping
- 2.5 Concepts and theories about luxury products
- 2.6 Concepts and theories about perceived value
- 2.7 Concepts and theories about purchase intention
- 2.8 Related reviews

2.1 Concepts and theories about demographic characteristics

In academic terms, demographic characteristics refer to statistical data relating to the population and particular groups within it. These characteristics typically include attributes such as gender, age, marital status, education level, occupation, and income. They are used to analyze and understand the distribution and behavior of different population segments. By examining these characteristics, researchers can identify patterns and correlations that influence behaviors and attitudes in various contexts.

Hanna and Wozniak (2001) define demographic characteristics as data related to individuals, such as age, gender, education, occupation, income, religion, and ethnicity, which influence consumer behavior. Typically, these variables are used in analysis for market segmentation, relating to consumer needs, frequency of product use, and consumer preferences.

Schiffman and Wisenblit (2015) state that demographic analysis can be conducted by segmenting consumers based on age, income, ethnicity, gender, occupation, marital status, household type and size, and geographic location. These variables can be easily queried or observed, and they help marketers clearly categorize consumers into distinct segments.

Kotler and Keller (2016) define demographic characteristics as tools used by marketers to segment consumer needs, including attributes such as age, family size, family life cycle, gender, income, occupation, education, religion, nationality, ethnicity, and social class as follows

1. Age: age influences consumer preferences and behaviors. Different age groups have varying needs and desires, making age a key factor in market segmentation.

2. Family Size: the size of a family affects consumption patterns and product needs. Larger families may require different products compared to smaller ones.

3. Family Life Cycle: the stage in the family life cycle, such as newlyweds, families with young children, or empty nesters, influences purchasing behavior and product requirements.

4. Gender: gender differences affect preferences, attitudes, and purchasing behavior. Marketers often tailor products and marketing messages to specific genders.

5. Income: income levels impact purchasing power and the types of products consumers can afford. Income is a crucial variable in segmenting markets based on spending capacity.

6. Occupation: occupation affects income levels and lifestyle choices. Different occupations may require different products or services, influencing market segmentation.

7. Education: education level can impact consumer knowledge, attitudes, and purchasing decisions. Higher education levels often correlate with higher income and different purchasing behaviors.

8. Religion: religious beliefs and practices can influence consumer preferences and behaviors, affecting the types of products and services sought.

9. Nationality and Ethnicity: nationality and ethnicity can influence cultural values, traditions, and consumption patterns. Marketers use these characteristics to cater to diverse cultural groups.

10. Social Class: social class affects consumer behavior and preferences. Consumers from different social classes may have distinct needs and buying habits.

Solomon (2017) points out that demographic factors, including age, gender, education, income, and occupation, are essential in market segmentation. These variables help in understanding the diverse needs and behaviors of consumers, allowing marketers to design effective strategies and products that cater to different demographic groups.

Kotler and Armstrong (2018) explain that demographic concepts are widely used for market segmentation to distinguish between consumers based on various factors.

1. Age is one important factor that affects consumer preferences and needs, allowing for analysis of different age groups and their characteristics.

2. Gender is another factor, as males and females have different preferences, attitudes, and thoughts. Marketers need to be cautious as gender roles are evolving; for example, women today may not exclusively stay at home, and men may take on more household responsibilities, impacting marketing strategies.

3. Income, education, and occupation are crucial for market segmentation, as income indicates purchasing power. When combined with education and occupation, these factors provide insights into consumer lifestyles. Even if income is insufficient for purchases, lifestyle choices can still influence market segmentation. Therefore, marketers often link income with other factors for more precise market analysis.

From the above discussion, it can be summarized that demographic factors are crucial for market segmentation studies. Key factors such as gender, age, income, education, and occupation help define and understand consumer segments. This information allows businesses to create strategies and products that cater specifically to these segments, meeting their needs more effectively and increasing the likelihood of success in the market.

2.2 Concepts and theories about Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a theoretical framework developed to understand and predict users' acceptance and adoption of new information technologies. It posits that users' behavioral intention to use a technology is determined by their perceptions of its usefulness and ease of use.

The Technology Acceptance Model (TAM) proposed by Davis (1989) is a model developed to measure the success of technology adoption, originating from the Theory of Reasoned Action (TRA) by Fishbein and Ajzen (1975). TAM posits that user behavior towards technology adoption is influenced by their perceptions of Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) (McFarland & Hamilton, 2006). Empirical evidence suggests that TAM is robust and highly predictive (Chau, 1996), demonstrating its widespread use in explaining technology usage behaviors more effectively than the

Theory of Planned Behavior (TPB) and TRA (Adams et al., 1992; Chau, 1996; Igbaria et al., 1995; Mathieson, 1991).

Furthermore, TAM is grounded in the cost-benefit paradigm (Davis, 1989), derived from the Theory of Behavioral Decision Making (Jarvenpaa, 1989). Studies in Management Information Systems (MIS) have shown that individuals are more likely to adopt applications if they perceive greater performance efficiency than the effort required (Davis, 1989). TAM consists of three primary factors:

Perceived Ease of Use (PEOU)

PEOU refers to the user's belief in how easy a technology is to use, without requiring excessive effort. Research by Luarn and Lin (2005) on mobile banking in Taiwan found that PEOU positively influences perceived usefulness and intention to use. This aligns with findings by Gu et al. (2009) and Shen and Chiou (2010), indicating that ease of use significantly affects perceived enjoyment and benefits, thereby enhancing usage intention.

Perceived Usefulness (PU)

PU refers to the user's belief that a technology will enhance job performance. Teo et al. (1999) observed in their studies that PU positively influences technology acceptance. Similarly, research by Gu et al. (2009) and Liébana-Cabanillas et al. (2017) on mobile banking services affirmed that PU significantly affects usage intention.

Behavioral Intention to Use

Behavioral Intention to Use denotes the individual's readiness or likelihood to perform a behavior (Fishbein & Ajzen, 2011). Thakur (2013) found in their study on mobile payment acceptance in India that intention significantly predicts actual usage behavior. This is consistent with Kang's (2014) study, highlighting intention as a critical predictor of actual usage behaviors.

In conclusion, TAM provides a robust framework for understanding technology adoption behaviors, emphasizing the importance of perceived ease of use, perceived usefulness, and intention to use as pivotal factors in determining actual usage behaviors.

The Technology Acceptance Model (TAM) stands as one of the most extensively employed frameworks for investigating the intricate relationships among variables, behavioral intention, and the direct or indirect utilization of technology (Scherer, Siddiq, & Tondeur, 2018). By anchoring on the theoretical constructs of reasoned action, TAM delves into

users' acceptance of an information technology system (Scherer et al., 2018). This model necessitates the amalgamation of variables encompassing both human and social processes to elucidate the underlying theoretical underpinnings (Scherer et al., 2018). TAM facilitates researchers in assessing users' Perceived Ease of Use (PEOU), gauging the extent to which minimal effort is perceived by users in adopting a given technology, and Perceived Usefulness (PU), determining the degree to which users believe a technology would augment their performance or productivity (Scherer et al., 2018).

The Technology Acceptance Model (TAM) has been subject to extensive replication and scrutiny within academic discourse (Adams, Nelson, & Todd, 1992). Central to TAM are the fundamental constructs of Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), which have been subject to thorough investigation, revealing a notable correlation with both validity and reliability (Hendrickson, Glorfeld, & Cronan, 1994; Segars & Grover, 1993). Furthermore, TAM has demonstrated its efficacy in elucidating and predicting human acceptance of information technology, as evidenced by its validation in empirical studies (Hu et al., 1999). The reaffirmation of TAM's robustness and credibility by Shaikh and Karjaluoto (2015) solidifies its position as a preeminent theory in explicating technology acceptance behaviors.

In conjunction with TAM, scholarly inquiries into technology adoption have integrated alternative theoretical frameworks, such as the Unified Theory of Acceptance and Use of Technology (UTAUT), an extension of TAM proposed by Venkatesh et al. (2003). UTAUT delineates four primary factors Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions wherein the former two factors parallel the core tenets of TAM, namely Perceived Usefulness and Perceived Ease of Use. Additionally, the Innovation Diffusion Theory (IDT) formulated by Rogers (1995) has been frequently cited in technology research. IDT elucidates five attributes of innovation Relative Advantage, Compatibility, Complexity, Trialability, and Observability providing insights into the stages and levels of awareness that contribute to technology acceptance. Nonetheless, IDT does not explicitly address human attitudes that may impact technology adoption or rejection (Bhattacharjee, 2000). In light of these observations, scholars have recognized TAM as a globally esteemed theory adept at explaining technology acceptance behaviors. Consequently, researchers have embraced TAM as the principal theoretical framework

for elucidating factors influencing technology acceptance in luxury online shopping. Modifications have been introduced based on the refinements proposed by Luarn and Lin (2005), particularly in excluding the attitude towards technology usage construct from the original TAM framework.

2.3 Concepts and theories about generation Y

Generation Y, or Millennials, comprises individuals born between 1977 and 1994 (Bakewell and Mitchell, 2003), constituting a significant demographic of approximately 76 million people and ranking as the second-largest generation in the United States (Giovannini et al., 2015). Bakewell and Mitchell (2003) observed that Generation Y consumers direct nearly 70% of their spending towards fashion and apparel products, indicating a strong interest in fashion trends. Moreover, Generation Y serves as a substantial consumer base for fast fashion retailers like Zara, H&M, and Topshop (Kestenbaum, 2017). Despite the tendency for generational cohorts to share attitudes and behaviors, Fromm et al. (2011) identified six distinct subgroups within the Millennial population, advising marketers against employing one-size-fits-all strategies targeting all Millennials simultaneously.

Characterized as tech-savvy and technology-driven, Generation Y has been shaped by a technologically advanced environment, fostering extensive connectivity through social media and the Internet (Wong et al., 2008; Karefalk, Pettersson, & Zhu, 2007). Recent research by Barford and Hester (2011) suggests that Millennials utilize technology to problem-solve and complete tasks, distinguishing them from previous generations lacking the same level of technological integration in their upbringing (Herbison & Boseman, 2009). Communication preferences among Generation Y favor modern technology and media such as podcasts, Skype, email, and text messages (Eiser, 2009). Behrens (2009) also found that Generation Y effectively utilizes technology within organizations and can assist other generations, such as the Baby Boomers, in developing technology-related skills.

Gen Y, often labeled as "digital natives," has been immersed in technology from an early age, making them proficient in embracing and utilizing technological advancements (Prensky, 2001). Their upbringing alongside the surge of digital technologies

has endowed them with a high level of technological fluency, enabling them to comfortably navigate online platforms and readily adopt new digital tools and innovations (Hawkins et al., 2020). This technological prowess significantly influences their interaction with social media and their responsiveness to online marketing endeavors. Gen Y places a strong emphasis on social connections and validation, valuing relationships, peer opinions, and social interactions (Twenge et al., 2010). Social media platforms serve as avenues for Gen Y to cultivate and expand their social networks, connect with friends, family, and peers, and seek affirmation through likes, comments, and shares (Iriana et al., 2018). This desire for social connection and validation shapes their engagement with social media and can impact their intent to make purchases.

Gen Y consumers are heavily influenced by user-generated content and online influencers. User-generated content, comprising reviews, testimonials, and product demonstrations, provides them with authentic and relatable information about products or services (De Veirman et al., 2017). Furthermore, influencers, perceived as credible individuals with expertise or authority in specific domains, hold sway over Gen Y's opinions and purchasing decisions (Purnawirawan et al., 2021). They seek genuine and meaningful brand experiences, favoring brands that resonate with their values, exhibit social responsibility, and engage in interactive communication (Cassidy et al., 2017). Additionally, peer influence significantly shapes Gen Y's purchase intent, as they rely on recommendations and feedback from their peers to inform their buying decisions (Nguyen et al., 2019). In summary, Gen Y consumers demonstrate distinct characteristics, including their technological adeptness, craving for social connection and validation, reliance on user-generated content and influencers, preference for authentic brand interactions, and susceptibility to peer influence. These traits, coupled with their extensive engagement with social media, carry significant implications for their purchasing behavior.

Generation Y, also known as Millennials or Echo Boomers in western society (McCrindle, 2007), has been immersed in high technology and economic independence since their formative years. Consequently, their preferences lean towards technological goods and brands perceived to offer quality and sophistication (McCrindle, 2007). Unlike their predecessors, Generation Y prioritizes spending on luxury products rather than allocating funds for investments or saving for major expenses like a house deposit

(Liang, 2005). They are inclined to indulge in luxury items and enjoy life rather than focus solely on long-term financial planning. Furthermore, easy access to personal loans and credit cards provides young consumers with more opportunities to afford luxury products if they desire.

Chinese Generation Y, as highlighted by Arora (2005) and Liu (2002), exhibits a heightened propensity for spending, particularly on luxury products and fashion (Kwan et al., 2003; Kalish, 2005; Liu, 2002). Therefore, it is crucial for luxury brands to comprehend Generation Y's behavior within this rapidly expanding market. Recognizing the immense potential of the Chinese youth market and gaining insight into the preferences of young Chinese consumers will enable luxury brands to identify popular trends and tailor their products accordingly. According to Coll (1994), the young Chinese generation gravitates towards products and brands associated with Western images, including well-known brands, luxury products, and designer clothing, as a means to elevate their middle-class status (Coll, 1994) and enhance their quality of life (Worthy, 1990). Luxury products serve as a means for them to alleviate stress from work pressures (Stanger, 2003).

Chinese generation Y characteristics

Chinese Generation Y, also known as Millennials in China, encompasses individuals born roughly between the early 1980s and the mid-1990s. This cohort grew up amidst significant economic reform and rapid technological advancement in China, profoundly influencing their cultural, social, and economic perspectives. Here are several defining characteristics of Chinese Generation Y:

- Tech-Savvy and Digital Natives: Chinese Millennials exhibit a remarkable proficiency in leveraging technology, particularly smartphones and social media platforms (Zhang & Liu, 2019). They are early adopters of mobile payment systems and actively participate in e-commerce for both shopping and entertainment.

- Educational Achievement and Ambition: Education holds immense significance for Chinese Millennials, with many pursuing higher education to enhance their career prospects. They demonstrate strong ambition and are committed to personal and professional advancement (Hu, Zhang, & Li, 2020).

- Individualistic Expression: Chinese Millennials display a pronounced

inclination towards individualism, expressing themselves through unique fashion choices (Zhou & Wang, 2020), lifestyle preferences, and personal branding on social media platforms.

- Consumerism and Spending Patterns: Quality, convenience, and experiential value are prioritized by Chinese Millennials in their consumption habits, driving a heightened demand for premium and innovative products and services (Zheng, Yang & Lu, 2016).

- Social Consciousness and Environmental Awareness: Chinese Millennials exhibit an increasing awareness of social issues and environmental concerns, influencing their purchasing decisions towards sustainable and socially responsible products (Liu & Ren, 2020).

- Emphasis on Work-Life Balance: Chinese Millennials place a strong emphasis on achieving a balance between work and personal life, valuing leisure activities, personal relationships (Wang & Yu, 2021), and self-care alongside their professional endeavors.

These citations offer empirical validation for comprehending the attributes of Chinese Generation Y across multiple facets, elucidating their behaviors, values, and inclinations within contemporary Chinese society. In essence, gaining insight into the nuanced characteristics and preferences of Generation Y consumers holds paramount importance for enterprises aiming to attract and maintain their engagement in a progressively competitive market environment. Through acknowledgment and adjustment to the unique requirements and predilections of this demographic, businesses can cultivate deeper connections and loyalty among Generation Y consumers, thereby facilitating achievements within the marketplace.

Despite the common perception that luxury brands signify top-notch quality for young Chinese consumers (Lee, 1993), Yan, Xu, and Lai (2006) contend that Chinese consumers tend to prioritize brand evaluation over product quality when making purchasing decisions.

2.4 Concepts and theories about online social marketing

Online social media marketing is a form of marketing through the Internet, which involves the utilization of online media to distribute and create marketing value by establishing communication and creating brand images tailored to basic marketing needs.

Online social media marketing is an activity that encompasses various content types, such as text, images, and videos, to achieve the primary objective of marketing by disseminating content to consumers. Marketing through online social media is considered a new trend in business that enables easy access to target groups. Additionally, online social media marketing can diversify channels for reaching a wide range of consumers in various formats and activities, such as email or online advertising on websites (Kaur, 2016).

Furthermore, online social media platforms aid marketers in accessing customer groups, establishing good customer relationships (Kelly, Kerr & Drennan, 2010). Moreover, online social media serves as a tool for creating marketing content for brands by creating, distributing, or taking media to consumers. It is one type of marketing tool that creates brand images and is favored by marketers for marketing purposes (Tsai & Men, 2013). Luxury brands or premium product businesses often use online social media tools as the main means of stimulating marketing to achieve brand success. For example, Louis Vuitton (LV) has presented runway shows via Facebook fan pages, making brand enthusiasts happy and satisfied with the show, almost as close to the brand and brand activities. Additionally, Burberry has launched online stores for Chinese customers, which provide services on the Internet 24 hours a day, including convenience and open communication. Burberry also has access to Chinese social media users through websites such as kaixin001.com and douban.com. Furthermore, well-known local brands in China have discussions about Burberry through online social media that are popular in China, or programs that are popular online globally, such as Weibo, which is the most famous microblogging site in China. Additionally, in January 2012, Burberry had 180,000 followers on the Weibo site, which increased from 90,000 at the beginning of 2011 (Tsai & Men, 2013). Moreover, luxury businesses or high-end product businesses use online social media marketing to boost sales. It explains the use of online social media marketing from luxury or premium products to the effort to develop products with five marketing directions through the online social media marketing system.

1. Entertainment: Entertainment in online social media marketing refers to the result of fun experiences or participation through online social tools, inducing collaborative experiences. Furthermore, Shao (2009) found that entertainment is a primary stimulus for consuming consumer content and also drives participation in online communities.

Creating content activities through social media tools of brands is a way to generate enjoyment, participation, and, moreover, consumers are found to engage with branded content, leading to entertainment, relaxation, and recreational activities.

2. Interaction: Creating interactions in online social media is a significant driver for fostering relationships and managing content. Social media tools facilitate or provide spaces for exchanging opinions and information on online social media platforms. Additionally, Muntinga, Moorman, & Smit (2011) explain that interaction on the online social world can segment users who are compatible with the brand and create forms of online social media to access customers, generate ideas, foster feedback, and discuss products and brands. Online social media types can be categorized into two groups: Profile Based and Content Based, depending on the nature of communication and response. Profile-Based social media groups target individual members, focusing on topics or specific content that appeals to online social media users or users behind various social media platforms like Facebook, Twitter, and WhatsApp. Conversely, Content-Based groups focus on content or discussions about content, aiming to engage in conversations about products and brands.

3. Trendiness: Social media tools present breaking news and trending topics simultaneously. The popularity of information on the social media world can stimulate control, knowledge, pre-purchase information, and inspiration forces. The control aspect involves searching, monitoring, and staying updated with modern trends. For knowledge, it pertains to information related to products that creates knowledge for customers and stimulates experiences or pre-purchase desires. Pre-purchase information encourages communication of product attributes to stimulate customer decisions. Lastly, inspiration includes desires, needs, and efforts to find information to make purchase decisions.

4. Customization: According to Schmenner (1986), the level of customization is about providing services that satisfy the individual level of consumers' preferences or creating a sense of personalization or strengthening emotional connection and loyalty to brands. In the realm of social media, customization includes accessing consumers by sending or presenting messages or content categorized based on the level of customization. This categorization consists of two types: customized messages and news dissemination. Customized messages are directed towards small-scale consumers or specific groups, such as announcements through Facebook. Conversely, news dissemination targets specific interest groups, such as tweeting about products.

5. Word of Mouth (WOM): Online social media is closely associated with word-of-mouth marketing, known as eWOM, which refers to consumers' online word-of-mouth about products and brands on the Internet. WOM marketing online fosters trust, shared knowledge, and relationships among customers, which are more effective than web-based marketing efforts (Chu & Kim, 2011). WOM marketing online can be divided into three parts: searching for opinions, expressing opinions, and passing on opinions. These components play a crucial role in influencing purchase decisions, as they involve finding information, providing recommendations, and engaging in discussions that influence consumer behavior and attitudes toward products or brands. WOM marketing comprises five essential components: providing product and service knowledge, identifying consumers who want to share information, selecting marketing tools to express opinions and share information, studying the timing and place for word-of-mouth, and accepting feedback and sharing information.

2.5 Concepts and theories about luxury products

Luxury products consumption has become a prominent aspect of contemporary lifestyles, not only in the affluent nations of the West but also in emerging markets across the East (Bian & Forsythe, 2012). Recent years have witnessed significant growth in the global sales volume of luxury products. According to Statista (2016), the worldwide value of the personal luxury products market surged from approximately €208 billion (\$226.61US billion) in 2013 to €224 billion (\$244.04US billion) in 2014, further escalating to €253 billion (\$275.63US billion) in 2015. This upward trajectory culminated in a record high of €262 billion (\$327.64US billion) in 2017, primarily fueled by a resurgence in Chinese consumer spending both domestically and internationally, alongside robust purchasing patterns in other regions (Bain & Company, 2017).

Concurrent with this remarkable surge in luxury products consumption, research in this field has also experienced significant growth (Truong, 2010). While earlier studies predominantly focused on luxury markets in developed Western countries, recent research increasingly delves into the burgeoning luxury products consumption landscape in China (Zhan and He, 2012; Zhang and Kim, 2013). This shift in research focus mirrors the evolving dynamics of the global luxury products market. Traditional Western powerhouses are no longer the sole drivers of luxury consumption; instead, China's rapid economic

expansion has positioned it as a formidable contender for the title of the world's largest luxury market. Notably, China led global luxury spending growth, experiencing a 17% increase from 2014 to 2015 and accounting for 30% of global luxury purchases in 2016 (MartinRoll, 2017).

Defining luxury presents a challenge due to its dynamic nature, which varies depending on individual perspectives, geographical locations, and temporal contexts (Hudders et al., 2013). While consensus among scholars regarding the precise definition of luxury products remains elusive, there is a growing agreement that their characteristics can be broadly categorized into two main components: physical attributes and psychological connotations (Hudders et al., 2013; Li et al., 2013; Zhang and Kim, 2013). Physical attributes encompass hedonic and utilitarian qualities such as exclusivity, high cost, uniqueness, rarity, superior quality, durability, and exquisite craftsmanship. On the other hand, psychological characteristics encompass aesthetic and symbolic meanings, including elegance, innovation, sophistication, esteemed reputation, widespread recognition, and their association with social status and affluence.

In line with the perspective of Zhang and Cude (2018), luxury products in this study are defined as products characterized by their premium pricing, exceptional quality, and limited availability, symbolizing the status of their owners but not constituting essential items for daily life. Among the diverse array of luxury products categories, the focus of this investigation lies specifically on luxury clothing. This selection is motivated by its comparative affordability, gender-neutral appeal, and conspicuous nature compared to other product categories.

The primary aim of this study was to investigate the factors influencing Chinese consumers' intention to purchase luxury products. Unlike previous research, which often recruited samples of non-luxury consumers, including students, this study focused on individuals with prior experience in luxury products consumption. This decision stemmed from the recognition that individuals without previous exposure to luxury products may struggle to envision themselves as experienced luxury consumers. Consistent with the findings of Zhang and Cude (2018), notable distinctions were observed between the purchase intention of luxury consumers and those without luxury consumption experience, as well as the factors influencing their purchase intention.

Drawing from the Theory of Planned Behavior, the study employed a model that assessed the effects of attitudes, subjective norms, and perceived behavioral control on

consumers' intention, operationalized in this context as their anticipated future purchases of luxury products. Unique contributions to the literature include the incorporation of past purchase behavior into the model as a potential determinant of purchase intention. Additionally, given the relative stability of perceived behavioral control over short periods, this variable was included in the model. Furthermore, the study delved into two dimensions of face consciousness, which typically pertains to how individuals in Eastern cultures manage the impressions they convey to others (Wong and Ahuria, 1998).

The findings of this research offer valuable insights for scholars aiming to deepen their understanding of Chinese luxury consumers and the factors shaping their purchase intention for luxury products. Moreover, the authors provide recommendations aimed at assisting luxury brand retailers in devising effective marketing strategies tailored to the Chinese luxury products market.

2.6 Concepts and theories about perceived value

Value refers to the benefits that customers seek in products or brands. Customers do not perceive value directly in terms of the price of products or brands. Instead, they are willing to purchase products or brands that provide value according to their needs. Value can meet expectations in areas such as functionality, problem-solving, aesthetic appeal, and affordability, among others.

Perceived Value refers to the process by which consumers assess the benefits or utility expected to be received from a product or service compared to the costs and sacrifices incurred. This evaluation allows individuals to understand the product or service's worth with their own eyes. The emotional response of consumers plays a crucial role in assessing the value of a product or service. This perception influences consumer decisions in purchasing and satisfaction with the product or service (Sheth, Newman, and Gross, 1991), thereby playing a significant role in establishing customer trust and loyalty towards the brand or manufacturer

Perceived value is a concept extensively explored in consumer behavior theory by Zeithaml (1988) and McDougall and Levesque (2000). They posit that perceived value arises from the comparison between perceived benefits and sacrifices made by customers. However, the unidimensional model of perceived value initially proposed views values solely through the lens of price, comparing perceived quality with the costs incurred. This

approach has faced criticism due to the diversity in how individuals perceive value. Analyzing perceived value unidimensional is deemed insufficient as consumers vary in their perceptions of value. This limitation led to the development of multidimensional concepts of perceived value.

Sweeney and Soutar (2001) introduced the PERVAL scale, building upon the Theory of Consumption Values (Sheth et al., 1991), which categorizes perceived value into five perspectives:

1. Functional Value: Utilitarian benefits derived from products or services, both tangible (such as product features, service quality) and intangible (such as service interactions, ambiance).
2. Emotional Value: Emotional responses evoked by products or services during consumer interactions.
3. Social Value: The ability of products or services to enhance the consumer's social status or self-concept, indicating social status and desired identity.
4. Epistemic Value: Stimulating learning and knowledge acquisition directly impacting consumer knowledge.
5. Conditional Value: Benefits perceived under specific circumstances, adapting to the context of retail business services.

Recognizing the inadequacy of the unidimensional model, Sweeney and Soutar (2001) streamlined the dimensions into 4 factors:

1. Price Value: Price value refers to the perceived benefit that consumers derive from a product or service in relation to its cost. It's about whether consumers believe they are getting their money's worth or a good deal.

Example: A budget airline offers low-cost flights with minimal amenities. Despite fewer perks, travelers perceive good price value because they prioritize cost savings over additional services.

2. Emotional Value: Emotional value pertains to the affective responses or emotional benefits that consumers experience through product usage or interactions with service providers.

Example: A luxury spa provides emotional value through serene ambiance, skilled therapists, and personalized treatments. Customers feel relaxed, rejuvenated, and emotionally satisfied after their visit.

3. Social Value: Social value involves how a product or service enhances a consumer's social status or self-concept within their social circle or community.

Example: Designer clothing brands like Gucci or Louis Vuitton offer social value by signaling wealth and status to others. Owning such items enhances a person's social image and self-esteem.

4. Epistemic Value: Epistemic value refers to the experience gained from products or services that have not been previously encountered. It is one of the variables for customers who prefer to try new products or services and dislike the familiar ones. This may encourage customers or consumers to want to try new products to enrich new experiences, instead of the old products they have already experienced together.

Example: Creating a novel customer experience is through augmented reality (AR) fitting rooms, allowing customers to virtually try on luxury fashion items before purchasing.

These examples illustrate how each type of value (price, emotional, social, hedonic) plays a role in shaping consumer perceptions, satisfaction, and behaviors in various consumption contexts.

Based on the literature review, consumer perceived value can be summarized as derived from various consumption contexts through a five-dimensional perception theory: Functional, Emotional, Social, Epistemic, and Conditional. Researchers applied Sweeney and Soutar's (2001) framework, consolidating these dimensions into 4 factors: Price value, Emotional value, Social value, and Hedonic value, to study Chinese consumers' luxury products purchase intentions in this research study.

2.7 Concepts and theories about online purchase intention

Yuksel and Akar (2021) defined consumer purchase decision as the act of selecting one or multiple items, or choosing one of several available courses of action, with thorough consideration of whether the chosen method is appropriate, suitable, or the best fit, aligned with the goals.

Purchasing decision refers to the cognitive and emotional process that consumers use in choosing a product or service so that their wants or needs are satisfied by considering and comparing available options (Armstrong, 2010). This process may consider many factors such as product or service characteristics, price, satisfaction from use, previous experience, and personal factors, etc.

Kotler (2012) delineates the consumer decision-making process into five distinct stages. These stages are elucidated as follows:

1. Problem Recognition: This initial phase commences when consumers become aware of a need or problem that necessitates resolution. It involves recognizing the need for a particular product or service.

2. Information Search: Subsequently, consumers embark on an information-gathering quest to explore potential solutions to their identified need or problem. This stage often entails researching information through various channels such as online platforms, seeking recommendations from peers, or directly contacting sellers.

3. Evaluation of Alternatives: Once an adequate amount of information is amassed, consumers engage in evaluating the available alternatives. They compare and assess different options based on attributes such as price, quality, and other pertinent factors to facilitate decision-making.

4. Purchase Decision: Following the evaluation stage, consumers make a definitive decision to procure the product or service that best aligns with their needs or preferences. This involves the transactional process of actualizing the purchase.

5. Post-Purchase Behavior: Subsequent to the purchase, consumers reflect on and evaluate the outcomes of their decision. They may experience feelings of satisfaction or dissatisfaction based on their purchase experience, which can influence their future buying behavior.

Intention refers to "the desire, likelihood, or plan of an individual to perform a particular behavior" (Francis et al., 2004). Intention to purchase, therefore, signifies the consumer's plan to buy products or services in the future. With the advancement of technology and the advent of the digital economy era, online commerce has become unavoidable. In the context of online shopping, online stores present different formats from traditional brick-and-mortar stores, where products can be easily examined and evaluated. Purchasing online introduces significant risks and concerns, especially when compared to buying from physical stores, as consumers cannot physically touch or try out products before

making a decision. Consequently, the level of product involvement significantly influences the intention to purchase online and affects consumers' risk perceptions.

According to Min & Youjeong (2017), there exists a negative relationship between the level of product involvement and intention to purchase online. This implies that when making decisions about purchasing highly involving products, consumers may feel greater risks and concerns, impacting their future purchasing intention online. Furthermore, research suggests that the level of product involvement influences consumers' risk perceptions and buying behavior online (Huang, Lurie, & Mitra, 2009; Lieber & Syverson, 2012). This is because when purchasing online, consumers may perceive greater risks due to inadequate product evaluation and the necessity for providing personal information such as phone numbers and credit card details for payment. Consequently, consumers may feel more apprehensive about online transactions compared to traditional offline channels. Therefore, products with high importance or high involvement are associated with higher perceived risks and subsequently lead to decreased future online purchase intention.

Online shopping, also known as e-commerce, has evolved into a sophisticated business model facilitated through social media platforms, termed as social commerce (S-commerce). This fusion combines electronic commerce with social media, allowing social network services (SNSs) to facilitate interactions between consumers and small to medium-sized enterprises (SMEs). As social commerce emerges as a burgeoning market within e-commerce, various definitions have been proposed, reflecting its diverse nature. Additionally, mobile applications serve as versatile tools capable of conveying complete meanings through visuals. These apps enable users to enhance photos or videos with filters to communicate with their followers. Users can engage by commenting on topics of interest, follow and be followed by others, and interact with friends' activities. They can express preferences through likes and comments on images, fostering both entertainment and easy access to branded content. Leading brands utilize these applications to present product experiences through aesthetically pleasing images. However, the proliferation of businesses on these platforms has led to rapid growth and intense competition, prompting consumers to compare prices, quality, credibility, and seller behaviors depicted in advertisements or images. Consequently, some consumers hesitate to purchase products and services via these applications (Che, Cheung & Thadani, 2017).

In summary, the decision-making process for online purchases by consumers today is influenced by various factors. These include the convenience of accessing and

buying products via the internet anytime and anywhere, the wide variety of products and services available for selection, as well as the ease of price comparison and access to efficient user reviews and feedback. Additionally, emotional and social factors play a significant role in the decision-making process, such as recommendations from friends or influential individuals, brand perception, and trust in online transactions. Therefore, ensuring that consumers have a positive and satisfying online shopping experience is crucial for online businesses, emphasizing the importance of understanding consumer behaviors and preferences to enhance and improve their services. Consequently, business operators should deeply understand consumer behaviors and preferences to create a positive purchasing experience and maximize sales opportunities in the online realm.

2.8 Related Reviews

Researchers reviewed literature relevant to this study and summarized related research as follows:

Zhang & Hwan Kim (2013) studied about luxury fashion consumption in China: Factors affecting attitude and purchase intent. This study examined influencing factors that affect Chinese consumers' attitude towards purchasing luxury fashion goods and purchase intent. Data was collected in three major cities in China (i.e., Beijing, Shanghai and Guangzhou). A total of 161 respondents were included. Using regression analyses, the results indicated that brand consciousness, social comparison and fashion innovativeness have significant impact on attitude towards purchasing luxury fashion goods among Chinese consumers. It was found that one hundred seventy-one respondents completed the survey questionnaire. Ten were eliminated due to incomplete responses. Thus, a total of 161 respondents were included in this study. Approximately 68% (n=109) of the respondents were female and approximately 32% were male (n=52). Over 85% of the respondents were between the ages of 19 and 30. Approximately 75% of respondents were single and about 90% had a post-high school education, from some level of college to graduate degree

In addition, Chinese consumers' purchasing intention for luxury fashion goods was affected by their attitude towards buying luxury fashion goods. Practical and managerial implications are further discussed.

Alamoudi (2016) studied how external and mediating factors affect consumer purchasing behavior in online luxury shopping. The aim of this research is to understand

consumer attitude towards online luxury shopping websites before the purchase, during the purchase, and after the purchase. This study investigates the external factors that impact on consumer attitude toward purchasing online luxury shopping as a first step in the consumer online luxury shopping model. Further, it examines consumer attitude towards purchase life cycle, and the mediation role of consumer attitude between external factors and purchase intention. Moreover, this study investigates the relationships between different stages inside the purchase life cycle. This work is the first study focusing on the above aspects in a luxury context, the importance of which has been widely recognized in marketing literature but never explored empirically. Taking an exploratory approach, the study shows that in the case of brands in the premium luxury segment, external factors may have a positive influence on luxury perceptions, and more specifically on consumer attitude, which in turn may affect their intention to proceed to the online buying process. This study uses the Technology Acceptance Model (TAM) as a theoretical grounding to study the adoption and evolution of a consumer online luxury shopping (COLS) model. A questionnaire was deployed online as a research instrument to collect the data from 313 online luxury consumers in the United Kingdom (UK) and United States (US). The data were analysed using Structural Equation Modelling (SEM) with PLS software. Further analysis using multi group analysis (MGA) was conducted after the main analysis for comparison between country (UK and US), gender (Male and Female), and level of internet experience (Intermediate and Advanced). The empirical results from this study show that, among seven external factors that affect consumer attitude (perceived usefulness, perceived ease of use, perceived brand value, e-WOM, e-service quality, social network site usage and social media marketing activities), e-service quality has the strongest impact on consumer attitude toward purchasing online. However, perceived ease of use, perceived usefulness and e-word of mouth were non-significant, while e-service quality, social network site usage, social media marketing activities, and perceived brand value were all significant, and positively impact on consumer attitude. Moreover, the rest of the relationships from the COLS findings were significantly positive. Finally, the findings of this study provide noteworthy theoretical insights in terms of development of the COLS from the theory of extended TAM, and the COLS highlights the importance of the external factors, consumer attitude, and purchase lifecycle as the key elements of online luxury

shopping. Moreover, the COLS model has been tested using multi-group analysis in three sets (country, gender, and internet level of experience). Furthermore, these findings bring valuable marketing implications highlighted by this study, and covers before purchase, during purchase, and after purchase, which shows what is happening inside the entire buying process for online luxury shopping. Marketers might also note that adopting an online luxury shopping website and recognizing what factors can affect buying externally or internally can improve business efficiency.

Islam (2020) studied about Factor Affecting Attitude and Purchase Intention of Luxury Fashion Product Consumption: A Case of Korean University Students. The purpose of this study was to look into the factors affecting South Korean college students' luxury products purchases and their intent to buy them. A conceptual model was proposed and was tested by several hypotheses. Data were collected from Seoul, Daegu, and Daejeon in South Korea. A total of 153 respondents took part in this survey, which was conducted on brand awareness, social contrast, acquisitive, innovation in fashion, engagement in fashion, buying luxury brand attitudes, and buying interest of luxury products. Factor analysis and regression analysis were done to test the hypotheses by using SPSS. The results of this study indicated a significant positive relationship between the buying intention of luxury products and brand awareness, social contrast, and innovation in fashion. This paper helps manufacturers and marketing managers to make better marketing strategies for college students.

Hussain (2017) studied about the Determinants of Repeat Purchase Intention for Luxury Brands Among Generation Y Consumers in Malaysia. The purpose of this academic research is to examine the relationship between Hedonic Value (HV), Satisfaction (S), Consumer Inertia (CI) and Product Attribute (PA) with the Repeat Purchase Intention (RPI) for luxury brands among Generation Y consumers in Malaysia. As such, eight luxury brands have been selected to investigate the consumer behaviour of consumers in Malaysia, in relation to the repeat purchase intention. This is a quantitative study that collected data from 134 respondents for the purpose of hypotheses testing by means of data analysis. Findings reveal that HV and S have positive and significant correlation with RPI, with S being the strongest predictor of RPI. The findings can be used by marketers in Malaysia to aid them in creating marketing strategies to maintain their current customer base,

as well as attract new customers to purchase their luxury brands within their target market. This study can also motivate current researchers to further investigate in the field of luxury brands, in an attempt to bridge the gap between luxury brands and RPI.

Cham, Lim & Cheng (2017) studied about Factors influencing clothing interest and purchase intention: A study of Generation Y consumers in Malaysia. The purpose of this study is to examine the factors influencing clothing interest among Generation Y consumers in Malaysia. Brand image, word of mouth (WOM), self-concept, perceived quality, and need for uniqueness were hypothesized to be related with clothing interest, which in turn, was deemed to be related with purchase intention. The interaction effect of price consciousness on the relationship between clothing interest and purchase intention was also examined in this study. Self-administered questionnaires were used to collect data from a total of 300 respondents from Malaysia to test the hypothesized relationships. Results showed that need for uniqueness, self-concept, brand image, WOM, and perceived quality are significant predictors of clothing interest among the Generation Y consumers in Malaysia and price consciousness moderated the relationship between their clothing interests and purchase intention. The practical implications of the research findings were discussed.

Sheikh Abdul Hamid (2018) studied about Determinants of purchase intention towards luxury fashion brands among Generation Y consumers: A study among postgraduate students of Universiti Utara Malaysia (UUM). Given the tremendous increase in demand for luxury fashion product among generation Y consumers', had subsequently increased the concern among manufacturers and companies about the importance of measuring the crucial determinants that affect the purchase intention of luxury product brands within this cohort's population. This realization and concern, have led the fashion industry manufacturers and companies to focus on identifying the most crucial factor that are effectively influence generation Y in purchasing luxury fashion brands in order to differentiate their luxury product brands from other competitor, in effort to gain competitive advantages. In view of this, the purpose of this paper is to determine the most crucial factors that have significant relationship towards intentions to purchase luxury fashion brands among Generation Y consumers' in Malaysia by integrating the theory of planned behaviour (TPB) and Social Impact Theory (SIT) in the proposed model. There were four independent variables which

have been investigated in this study including attitude towards luxury fashion brands, social electronic word of mouth (social e-WOM), perceived behavioural control, and country of origin. A total of 351 questionnaires were distributed among UUM local postgraduate student by using systematic intercept survey, to perform the statistical analysis for data analysis and findings. The results indicated the attitude towards luxury fashion brands, and country of origin have significant effect towards generation Y consumers' purchase intention on luxury fashion brands, however social electronic word of mouth (social e - WOM) and perceived behavioural control showed insignificant influence towards purchase intention. Among all predictors, attitude towards luxury fashion brands has the strongest influence on generation Y luxury fashion brands purchase intention.

Gani & et al. (2019) studied about Factors affecting consumers' purchase intention for counterfeit luxury products in Bangladesh. The purpose of study is to examine the factors behind the purchase intention for counterfeit luxury products in Bangladesh using the Theory of Planned Behavior (TPB). This research also sought to measure the effect of product attribute, brand image, level of income, price, and gender regarding the purchase intention for counterfeit luxury products. Data were gathered from a sample of 242 individual respondents living in different areas of Dhaka city who had experience of purchasing various counterfeit luxury products. A structured questionnaire was used to obtain survey data through a personal interview. Descriptive statistics, reliability statistics, one-way ANOVA, and multiple regression analysis have been used to analyze the collected data. The results show that among five factors, only three of them, such as product attribute, brand images and level of income, are more influential predictors in purchase intention for counterfeit luxury items than price and gender. The findings of the study show a better understanding based on a developing country on how these factors affect purchasing intention of counterfeit luxury items. Thus, the study intends to identify different socio-demographic and behavioral predictors in terms of counterfeiting luxury products. The result depicts that comparing to original products, Bangladeshi consumers are more prone to use counterfeit luxury items to maintain social values and status. Finally, limitations and managerial implications of the study, along with future research avenues, have been discussed.

Somroop (2017) studied about Factors Affecting the Intention to Purchase toward Luxury Products in Thailand. The major purpose regards this research is to measure the potential factors that affect the consumption behavior in Thailand luxury market and understand the psychology behind consumers' decision. The paper applies quantitative methodology for obtaining data. Questionnaire survey is the key instrument in collecting data. The findings reveal four factors that are the perception on product quality, face and status oriented, social acceptance and social influencer. There is only factor that shows statistically significant to the statistic test that is social acceptance factor. In other words, social acceptance plays the big role in influencing consumers' decision regarding the confirmation from statistics test. The research recommends that creating values for the product and building relationships with the consumers are the key methods to retain long term commitment and loyalty. As the luxury market in Thailand is growing faster and bigger, understanding the potential variables that directly impact on consumers' decision would be benefit. Businesses can take this opportunity to develop strategic plans as well as creating valuable offerings to grab consumers' attention.

Gamal El Din & El Sahn (2013) studied about Measuring the factors affecting Egyptian consumers' intentions to purchase global luxury fashion brands. the purpose of this study is to understand and explain the factors influencing Egyptian consumers' intentions to purchase global luxury fashion brands. The data used in this study was gathered by surveying luxury consumers in Cairo and Alexandria using both convenience and snowball sampling, and 385 questionnaires were used in the statistical analysis. Correlation and regression analysis were used to test the hypotheses. The results showed that all the determinants, except for age, were significantly related to purchasing foreign luxury fashion brands. For the luxury brand marketers, practical implications of the motivations that drive Egyptian consumers to purchase global luxury fashion brands as well as the suggested marketing strategies were discussed.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Sequences of Research

The research of this independent study will be conducted based on the following content:

1. Determine research topics
2. Pre-data collection
3. Defining research questions
4. Literature review
5. Complete the first three chapters
6. Design of Consumer Purchase Intention Survey Questionnaire
7. Conduct an investigate
8. Evaluate survey data
9. Complete Chapters 4 and 5

3.2 Survey questionnaire analysis

In this article, based on the results of the questionnaire survey, the following research was conducted:

1. Population and sampling techniques
2. Instrumentation
3. Quality testing of tools used in the study
4. Data collection methods
5. Data analysis

3.2.1 Population and sampling techniques

1. Population: The population used for this research was the population Generation Y who had experience purchasing luxury products online and live in Yantai City, Shandong Province. However, this research does not know the actual population size. Therefore, a sample had to be selected for use in this study.

2. Sample group: The researcher utilized W.G. Cochran's (1977) formula to determine the sample size, aiming to estimate the population proportion with a 95% confidence level and an error margin of $\pm 5\%$.

$$\text{Formula} \quad n = \frac{P(1-P)Z^2}{e^2}$$

where

- n = sample size (sample size)
- P = Probability value of the population.
- Z = confidence value used (In this test we used $Z=1.96$ $Z=1.96$ for a 95% confidence level.)
- e = error allowed in the calculation. (In this test, $e = 0.05$ was set)

Therefore, when P, Z, and e values are used in the formula to obtain the appropriate sample size required for an experiment or survey.

Values can be substituted as follows:

$$\begin{aligned} N &= \frac{0.5(1 - 0.5)1.96^2}{0.05^2} \\ &= 384.16 \text{ samples} \end{aligned}$$

3. Sampling techniques: For this research non-probability sampling method is applied by using convenience sampling. The researcher employed purposive sampling, selecting the sample group from the Generation Y residing in Yantai City, Shandong Province.

After calculations, it was determined that the sample size required to mitigate errors from incomplete questionnaire responses was 384.16 samples. To prevent errors in data collection from the sample and to ensure that the sample is sufficient to represent the entire population, the researcher increased the sample size to 400 people. Thus, a total of 400 samples were utilized in this study. Purposive sampling was employed to gather data from 400 individuals residing in Yantai city who have experience purchasing luxury products online. As data is collected from the sample group through online channels, an online

survey questionnaire was chosen to facilitate wider dissemination of data and after the online questionnaire is created, it will be sent to Chinese users through various large Chinese social media platforms such as WeChat, Weibo, Tiktok, and other major Chinese social media platforms for them to respond to the questionnaire.

3.2.2 Tools used in the study

Tools used to collect data this time including an online questionnaire using Google Form to create a questionnaire and use screening questions to obtain the desired sample group, which is divided into 5 sections: Section A: Screening questions 2 questions, Section B: General information survey on personal factors 6 questions, Section C: Generation Y consumer behaviors towards online luxury purchase intention 7 questions, Section D: Technology Acceptance Model Factors (TAM) 12 questions, Section E: Perceived values Factors 16 questions, and Section tF: Online Purchase Intention towards Luxury Product 6 questions, for Section: D, Section: E, and Section: F, the questions are in the form of an estimation scale in the form of Likert's Scale, which has 5 levels of scoring criteria as follows:

- Level 5 rating means highest
- Level 4 rating means high
- Level 3 rating means medium
- Level 2 rating means low
- Level 1 rating means lowest

For interpreting the level of opinions, the researcher used the criterion for finding the average in interpreting the meaning by calculating the width of the class interaction as follows.

$$\begin{aligned}
 \text{From the formula shelf width} &= \frac{\text{Maximum value} - \text{minimum value}}{\text{Number of grade levels}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

Therefore, the opinion level scoring criteria can be measured and interpreted as follows.

Average score 4.21 - 5.00 means most affecting

Average score 3.41 - 4.20 means highly affecting

Average score 2.61 - 3.40 means moderately affecting

Average score 1.81 - 2.60 means slightly affecting

Average score 1.00 - 1.80 means least affecting

3.2.3 Quality testing of tools used in the study

1. Study, analyze, and synthesize relevant documents and research to provide guidelines for formulating questions in accordance with the research objectives.

2. Take the tool to the advisor to check the coverage of the question formulation in accordance with the research objectives, including the appropriateness and clarity of the language used. Then use the created tools to improve and modify them according to the advisor's suggestions.

3. Take the tool to 3 experts to check the content accuracy, including the comprehensiveness of the content and the clarity of the language, by finding the consistency between the questions and the objectives (Index of Item-Objective Congruence: IOC).

So that experts can check the accuracy of content and understanding of language usage to see if it is complete and has the same understanding or not. and give suggestions Using the criteria for judging the quality of the tool, that is, the calculated IOC must have a value greater than .50 (Hambleton, 1984, p. 212) in order to consider that the questions are consistent with the objectives from checking the index value of consistency.

4. Bring the revised tool to the consultant to check its accuracy again.

5. Take the revised tool to perform the pilot test with a population that is not a sample but has similar characteristics to the sample in this research, totaling 30 people, then use it to find the reliability of the tool using Cronbach's Alpha Coefficient method.

6. Take the data obtained from the questionnaire trial and code it to calculate the quality of the questionnaire which is the calculation of the reliability with the Cronbach's Alpha coefficient using the criterion, questions with a Cronbach's Alpha coefficient of 0.70 or more are considered an adequate reliability in the question (Cronbach, 1951, p. 309)

7. The questionnaire was tested (Try Out) on a population group that was not part of the sample, consisting of 30 individuals from Yantai City. This was done to assess the quality of the instrument by determining its reliability through Cronbach's Alpha. The overall reliability score for the questionnaire was 0.953, indicating a high level of reliability. Therefore, the questionnaire is considered reliable and suitable for use in actual data collection.

8. The tools that have been quality checked and completed will be used to collect data from a sample of 400 people.

3.2.4 Data collection methods

The study on Factors affecting online shopping intentions towards luxury products among Generation Y consumers in Yantai City, Shandong Province collected quantitative data in order to analyze and summarize the results by collecting information from 2 sources as follows:

1. Primary Data: Data was collected using an online questionnaire as a tool by using convenience sampling to collect the data from 400 samples of people who lived in Yantai city and had experience purchasing luxury products online, which exceeds the calculated sample size and is sufficient to represent the population for this research.

2. Secondary Data: Data was collected from research documents, theses, dissertations, including internet research to be used in this research.

3.2.5 Analysis of data and statistics used in the study

This study used statistical software to conduct statistical analysis on the sample data obtained from the questionnaire survey. The following analysis tools are mainly used:

1. Use descriptive statistics to explain the data analysis of basic data. Regarding the example group, it is as follows:

1.1 Section A: Screening Questions. Use frequency distribution method and summarize as a percentage.

1.2 Section B: General information survey on personal factors, including gender, age, marital status, education level, occupation, and average monthly income. Use frequency distribution method and summarize the results as a percentage.

1.3 Section C: Technology Acceptance Model Factors (TAM). The statistical analysis used includes the mean and standard deviation.

1.4 Section D: Perceived values Factors. The statistical analysis used includes the mean and standard deviation.

1.5 Section E: Online Purchase Intention towards Luxury Products. The statistical analysis used includes the mean and standard deviation.

2. Inferential statistical analysis (inference bias). Use independent sample t-test and multiple regression analysis for hypothesis testing as follows:

2.1 Use t-test, F-test (One-way ANOVA) and analysis of differences by pair using LSD (Least Significant Difference) method for hypothesis testing of significant differences in online purchase intention for luxury products among Generation Y consumers in Yantai with different demographic characteristics as follows:

- H1: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different genders.

- H2: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different ages.

- H3: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different marital status.

- H4: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different education levels.

- H5: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different occupations.

- H6: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different average monthly income.

2.2 Use multiple regression analysis for hypothesis testing as follows:

- H7: Technology Acceptance Model (TAM) consisting of perceived usefulness, perceived ease of use, and behavioral Intention to use affect online shopping intention towards luxury products among Generation Y consumers in Yantai City.

- H8: Perceived values factors consisting of perceived price value, perceived social value, perceived emotional value, and perceived hedonic value affect online shopping intention towards luxury products among Generation Y consumers in Yantai City.

CHAPTER 4

DATA ANALYSIS RESULTS

An independent study of factor affecting online shopping intentions towards luxury products among generation Y consumers in Yantai city, Shandong province

Set various symbols used in data analysis as follows:

$\bar{X}$ means the arithmetic mean of the data obtained from the sample.

SD means the standard deviation of the sample.

Sig means the probability of accepting the hypothesis.

***** means significance level at .05

Quantitative data analysis results

The researcher summarized important information to create a questionnaire using quantitative research methods in the form of survey research from a sample among generation Y consumers in Yantai city who has experience in online shopping intentions towards luxury products that was provided by a business operator or who was offered or invited by a business operator to purchase the product, 400 samples, divided into 6 parts as follows.

Part 1: General information survey on demographic characteristics.

Part 2: Technology Acceptance Model Factors (TAM) affecting online purchase intentions.

Part 3: Perceived Values Factors affecting online purchase intentions.

Part 4: Online Purchase Intention towards Luxury Products.

Part 5: Testing the hypothesis of online purchase intention for luxury products among Generation Y consumers in Yantai classified by demographic characteristics.

Part 6: Testing the hypothesis regarding Technology Acceptance Model (TAM) consisting of perceived usefulness, perceived ease of use, and behavioral intention to use affect online shopping intention towards luxury products among Generation Y consumers in Yantai City.

Part 7: Testing the hypothesis regarding perceived values factors consisting of perceived price value, perceived social value, perceived emotional value, and perceived epistemic value affect online shopping intention towards luxury products among Generation Y consumers in Yantai City.

4.1 Part 1: Question about general demographic information

Table 4.1 Gender information of respondents

Gender	Frequency	Percentage
Male	188	47.0
Female	212	53.0
Total	400	100.0

According to table 4.1, it was found that the sample was more female than male. Females were 212 people, accounting for 53.5 percent and males were 188 people, accounting for 47.0 percent.

Table 4.2 Age information of respondents

Age	Frequency	Percent
26 - 30 years old	40	10.0
31 - 35 years old	124	31.0
36 - 40 years old	152	38.0
41 - 43 years old	84	21.0
Total	400	100.0

From table 4.2, it is found that most of the sample is between the ages of 36 - 40 years old, with a total of 152 people, representing 38.0 percent, followed by those between the ages of 31 - 35 years old, with 124 people, representing 31.0 percent, between the ages of 41 - 43 years, there were 84 people, representing 21.0 percent, and the age of 26 - 30 years old, there were 40 people, representing 10.0 percent, respectively.

Table 4.3 Marital status information of respondents

Marital status	Frequency	Percent
Single	74	18.5
Married	274	68.5
Divorce/Widow	52	13.0
Total	400	100.0

As you can see in the table 4.3, it is found that most of the sample group are married, numbering 274 people, accounting for 68.5 percent, followed by having single status, numbering 74 people, accounting for 18.5 percent, and having family status of divorced/widowed, numbering 52 people, accounting for 13.0 percent, respectively.

Table 4.4 Education Levels information of respondents

Education Levels	Frequency	Percent
Primary school / Elementary School	30	7.5
Secondary School / High School	57	14.3
Undergraduate / Bachelor Degrees	276	69.0
Postgraduate / Master Degrees	37	9.3
Total	400	100.0

Based on the table 4.4, it was found that most of the sample had undergraduate / bachelor degree, numbering 276 people, accounting for 69.0 percent, followed by secondary school / high school level, numbering 57 people, accounting for 14.3 percent, postgraduate /master degree level, numbering 37 people, accounting for 9.3 percent, and 30 people were primary school / elementary, accounting for 7.5 percent, respectively.

Table 4.5 Occupation information of respondents

Occupation	Frequency	Percent
Students	11	2.8
Private company employees	77	19.3
Civil servant employees	184	46.0
State enterprise employees	47	11.8
Business owners/Private businesses	58	14.5
Others	23	5.8
Total	58	14.5

From table 4.5, It was found that the majority of the sample group worked as civil servant employees, with a total of 184 people, representing 46.0 percent, followed by worked as private company employees, numbering 77 people, representing 19.3 percent,

worked as business owners / private, there were 58 people, representing 14.5 percent, being a state enterprise employees, numbering 47 people, representing 11.8 percent, being others, there were 23 people, representing 5.8 percent, and being students, numbering 11 people, representing 2.8 percent, respectively.

Table 4.6 Average monthly income information of respondents

Monthly income	Frequency	Percent
Not more than 3,000 CNY	36	9.0
3,001 - 5,000 CNY	61	15.3
5,001 - 7,000 CNY	160	40.0
7,001 CNY and above	143	35.8
Total	400	100.0

According to table 4.6, it was found that the majority of the sample had an average monthly income of 5,000 - 7000 CNY, with the total of 160 people, accounting for 40.0 percent, followed by an average monthly income of 7,001 CNY and above, numbering 143 people, accounting for 35.8 percent, The average monthly income was between 3,001 - 5,000 CNY, there were 61 people, accounting for 15.3 percent, and the average monthly income was not more than 3,000 CNY, with the people of 36, accounting for 9.0 percent, respectively.

4.2 Part 2: Technology Acceptance Model Factors (TAM) affecting online Purchase intentions

Analysis of the opinions of the sample group regarding Technology Acceptance Model Factors (TAM) affecting online purchase intentions. Analyzed using mean and standard deviation with the same criteria for each score range as follows.

Average score 4.21 - 5.00 means most affecting

Average score 3.41 - 4.20 means highly affecting

Average score 2.61 - 3.40 means moderately affecting

Average score 1.81 - 2.60 means slightly affecting

Average score 1.00 - 1.80 means least affecting

Table 4.7 Mean and standard deviation of Technology Acceptance Model Factors (TAM) affecting online purchase intentions. (Overall)

Technology Acceptance Model Factors (TAM) affecting online purchase intentions	$\bar{X}$	SD	Interpret results	Rating
Perceived Usefulness	4.17	0.60	Highly affecting	1
Perceived Ease of Use	4.09	0.69	Highly affecting	3
Behavioral Intention to Use	4.09	0.65	Highly affecting	2
Total	4.12	0.44	Highly affecting	

From Table 4.7, it was found the factors of Technology Acceptance Model (TAM) that affect online purchase intention (overall) have a mean ($\bar{x}$) of 4.12 and a standard deviation (SD) of 0.44, which had a high level of influence on online purchase intention. When considering at the Technology Acceptance Model (TAM) that affects online purchase intention in each aspect, it was found that perceived usefulness had a high level of influence on online purchase intention first with a mean of 4.17 and a standard deviation of 0.60, followed by behavioral intention to use with a mean of 4.09, standard deviation of 0.65, and perceived ease of use with a mean of 4.09 and a standard deviation of 0.69, which had a high level of influence on online purchase intention respectively.

Table 4.8 Mean and standard deviation of Technology Acceptance Model Factors (TAM) affecting online purchase intentions (Perceived Usefulness)

Technology Acceptance Model Factors (TAM) affecting online purchase intentions	$\bar{X}$	SD	Interpret results	Rating
1. Online purchase allows you to enhance your luxury purchasing effectiveness.	4.17	1.01	Highly affecting	2
2. Online purchase is a convenient way to shop for luxury products.	4.09	0.89	Highly affecting	4

Table 4.8 Mean and standard deviation of Technology Acceptance Model Factors (TAM) affecting online purchase intentions (Perceived Usefulness) (Cont.)

Technology Acceptance Model Factors (TAM) affecting online purchase intentions	$\bar{X}$	SD	Interpret results	Rating
3. Online purchase makes purchase less time consuming to purchase luxury products.	4.12	0.97	Highly affecting	3
4. Online purchase features are useful (e.g. most viewed deals, past purchase reviews) to help you decide on purchasing luxury products.	4.29	0.80	Most affecting	1
Total	4.17	0.60	Highly affecting	

Based on the table 4.8, it was found the factors of Technology Acceptance Model (TAM) that affect online purchase intention in terms of overall perceived usefulness were at highly affected with a mean ($\bar{x}$) of 4.17 and a standard deviation (SD) of 0.60. When considering the impact of each aspect of perceived usefulness, it was found that online purchase features are useful (e.g. most viewed deals, past purchase reviews) to help you decide on purchasing luxury products had a high level of influence on online purchase intention the most with a mean of 4.29 and standard deviation 0.80, followed by online purchase allows you to enhance your luxury purchasing effectiveness with a mean of 4.17, standard deviation 1.01, online purchase makes purchase less time consuming to purchase luxury products with a mean of 4.12, standard deviation 0.97, and online purchase is a convenient way to shop for luxury products with a mean of 4.09, standard deviation 0.89, which had a high level of influence on online purchase intention respectively.

Table 4.9 Mean and standard deviation of Technology Acceptance Model Factors (TAM) affecting online purchase intentions (Perceived Ease of Use)

Technology Acceptance Model Factors (TAM) affecting online purchase intentions	$\bar{X}$	SD	Interpret results	Rating
1. Online purchase websites provide useful features in helping you to make purchase decisions of luxury products.	4.31	0.88	Most affecting	1
2. Online purchase websites are easy to navigate for luxury purchases.	3.93	1.04	Highly affecting	4
3. Online purchase websites or platforms have support services or contacts that can help you feel more confident in making luxury purchases.	4.15	0.96	Highly affecting	2
4. Online purchase websites or platform transactions are hassle free when conducting luxury purchase.	3.96	0.94	Highly affecting	3
Total	4.08	0.69	Highly affecting	

From the table 4.9, it was found the factors of Technology Acceptance Model (TAM) that affect online purchase intention in terms of overall perceived ease of use were at highly affected with a mean ($\bar{X}$) of 4.08 and a standard deviation (SD) of 0.69. When considering the impact of each aspect of perceived ease of use, it was found that online purchase websites provide useful features in helping you to make purchase decision of luxury products had a high level of influence on online purchase intention the most with a mean of 4.31 and standard deviation 0.88, followed by online purchase websites or platform have support services or contacts that can help you feel more confident in making luxury purchases with a mean of 4.15, standard deviation 0.96, online purchase websites or platform transactions are hassle free when conducting luxury purchase with a mean of 3.96, standard deviation 0.94, and online purchase websites are easy to navigate for luxury purchase with a mean of 3.93, standard deviation 1.04, which had a high level of influence on online purchase intention respectively.

Table 4.10 Mean and standard deviation of Technology Acceptance Model Factors (TAM) affecting online purchase intentions (Behavioral Intention to Use)

Technology Acceptance Model Factors (TAM) affecting online purchase intentions	$\bar{X}$	SD	Interpret results	Rating
1. You intend to use websites or online platforms to buy luxury products.	4.24	0.86	Most affecting	1
2. You intend to use websites or online platforms to buy luxury products in the future.	3.98	0.99	Highly affecting	3
3. You expect that in the future, modern websites or online platforms will make it more convenient for you to buy luxury products.	4.22	0.87	Most affecting	2
4. If there are other channels that you can buy luxury products, you still confirm that you will choose to use websites or online platforms to buy luxury products.	3.91	0.99	Highly affecting	4
Total	4.09	0.65	Highly affecting	

From the table 4.10, it was found the factors of Technology Acceptance Model (TAM) that affect online purchase intention in terms of overall behavioral intention to use were at highly affected with a mean ($\bar{x}$) of 4.09 and a standard deviation (SD) of 0.65. When considering the impact of each aspect of behavioral intention to use, it was found that you intend to use websites or online platforms to buy luxury products had a high level of influence on online purchase intention the most with a mean of 4.24 and standard deviation 0.86, followed by you expect that in the future, modern websites or online platforms will make it more convenient for you to buy luxury products had a high level of influence on online purchase intention the most with a mean of 4.22, standard deviation 0.87, you intend to use websites or online platforms to buy luxury products in the future with a mean of 3.98, standard deviation 0.99, and if there are other channels that you can buy luxury products, you still confirm that you will choose to use websites or online platforms to buy luxury products with a mean of 3.91, standard deviation 0.99, which had a high level of influence on online purchase intention respectively.

4.3 Part 3: Perceived values factors affecting online shopping intentions

Analysis of the opinions of the sample group regarding perceived values factors affecting online purchase intentions. Analyzed using mean and standard deviation with the same criteria for each score range as follows.

Average score 4.21 - 5.00 means most affecting

Average score 3.41 - 4.20 means highly affecting

Average score 2.61 - 3.40 means moderately affecting

Average score 1.81 - 2.60 means slightly affecting

Average score 1.00 - 1.80 means least affecting

Table 4.11 Mean and standard deviation of perceived values factors affecting online purchase intentions. (Overall)

Perceived values factors affecting online purchase intentions	$\bar{x}$	SD	Interpret results	Rating
1. Perceived Price Value	4.15	0.68	Highly affecting	3
2. Perceived Social Value	4.20	0.61	Highly affecting	2
3. Perceived Emotional Value	4.14	0.67	Highly affecting	4
4. Perceived Epistemic Value	4.21	0.64	Most affecting	1
Total	4.18	0.43	Highly affecting	

From Table 4.11, it was found the perceived values factors affecting online purchase intentions (overall) have a mean ($\bar{x}$) of 4.18 and a standard deviation (SD) of 0.43, which had a high level of influence on online purchase intention. When considering at the impact of Technology Acceptance Model (TAM) that affects online purchase intention in each aspect, it was found that perceived epistemic value had a high level of influence on online purchase intention first with a mean of 4.21, standard deviation of 0.64, followed by perceived social value with a mean of 4.20, standard deviation of 0.61,

perceived price value with a mean of 4.15, standard deviation of 0.68 and perceived emotional value with a mean of 4.14 and a standard deviation of 0.67, which had a high level of influence on online purchase intention respectively.

Table 4.12 Mean and standard deviation of perceived values factors affecting online purchase intentions. (Perceived Price value)

Perceived Price value	$\bar{x}$	SD	Interpret results	Rating
1. I purchase luxury products online because the prices are reasonable.	4.14	0.99	Highly affecting	3
2. I purchase luxury products online because they provide value for the money spent.	3.91	1.02	Highly affecting	4
3. I purchase luxury products online because they are appropriate for the amount paid.	4.19	0.95	Highly affecting	2
4. I purchase luxury products online because the prices are in line with current market rates	4.37	0.86	Most affecting	1
Total	4.15	0.68	Highly affecting	

From the table 4.12, it was found the factors in terms of overall perceived price value were at highly affected with a mean ($\bar{x}$) of 4.15, standard deviation (SD) of 0.68. When considering the impact of each aspect of behavioral intention to use, it was found that I purchase luxury products online because the prices are in line with current market rates had a high level of influence on online purchase intention the most with a mean of 4.37, standard deviation 0.86, followed by I purchase luxury products online because they are appropriate for the amount paid with a mean of 4.19, standard deviation 0.95, I purchase luxury products online because the prices are reasonable with a mean of 4.14, standard deviation 0.99, and I purchase luxury products online because they provide value for the money spent with a mean of 3.91, standard deviation 1.02, which had a high level of influence on online purchase intention respectively.

Table 4.13 Mean and standard deviation of perceived values factors affecting online purchase intentions. (Perceived Social Value)

Perceived Social Value	$\bar{X}$	SD	Interpret results	Rating
1. You can find people who are interested in luxury products similar to you on various online platforms.	4.13	0.96	Highly affecting	3
2. You can interact with other people about luxury products on various online platforms.	4.34	0.81	Most affecting	1
3. Interacting with luxury products on Facebook fan pages makes you more accepted in the society.	4.11	0.97	Highly affecting	4
4. Your experience using various online platforms about luxury products makes you satisfied.	4.25	0.93	Most affecting	2
Total	4.21	0.61	Most affecting	

From the table 4.13, it was found the factors in terms of overall perceived social value were at most affected with a mean ($\bar{x}$) of 4.21, standard deviation (SD) of 0.61. When considering the impact of each aspect of perceived social value, it was found that you can interact with other people about luxury products on various online platforms had a high level of influence on online purchase intention the most with a mean of 4.34, standard deviation 0.81, followed by your experience using various online platforms about luxury products makes you satisfied had a high level of influence on online purchase intention the most with a mean of 4.25, standard deviation 0.93, you can find people who are interested in luxury products similar to you on various online platforms with a mean of 4.13, standard deviation 0.96, and interacting with luxury products on Facebook fan pages makes you more accepted in the society with a mean of 4.11, standard deviation 0.97, which had a high level of influence on online purchase intention respectively.

Table 4.14 Mean and standard deviation of perceived values factors affecting online purchase intentions. (Perceived Emotional Value)

Perceived Emotional Value	$\bar{x}$	SD	Interpret results	Rating
1. Luxury content on various online platforms is consistent and responsive to your lifestyle.	4.19	0.96	Highly affecting	2
2. Luxury products may make individuals feel more proud and confident about yourself.	4.13	0.91	Highly affecting	3
3. Luxury products are often symbols of status and success, which helps you feel acknowledged and respected by society.	3.99	1.02	Highly affecting	4
4. Luxury products can make you feel unique and different from others.	4.29	0.91	Most affecting	1
Total	4.15	0.67	Highly affecting	

From the table 4.14, it was found the factors in terms of overall perceived emotional value were at highly affected with a mean ($\bar{x}$) of 4.15, standard deviation (SD) of 0.67. When considering the impact of each aspect of perceived social value, it was found that luxury products can make you feel unique and different from others had the most level of influence on online purchase intention the most with a mean of 4.29, standard deviation 0.91, followed by luxury content on various online platforms is consistent and responsive to your lifestyle with a mean of 4.19, standard deviation 0.96, Luxury products may make individuals feel more proud and confident about yourself with a mean of 4.13, standard deviation 0.91, and luxury products are often symbols of status and success, which helps you feel acknowledged and respected by society with a mean of 3.99, standard deviation 1.02, which had a high level of influence on online purchase intention respectively.

Table 4.15 Mean and standard deviation of perceived values factors affecting online purchase intentions. (Perceived Epistemic Value)

Perceived Epistemic Value	$\bar{X}$	SD	Interpret results	Rating
1. Purchasing luxury products through various online platforms provides you with additional new information or updates.	4.24	0.93	Most affecting	2
2. Purchasing luxury products through various online platforms makes you want to keep up with new societal trends and changes.	4.14	0.94	Highly affecting	4
3. Purchasing luxury products through various online platforms makes you feel excited or eager to seek new experiences in life.	4.16	0.90	Highly Affecting	3
4. Purchasing luxury products through various online platforms allows you to gain new knowledge or experiences that are different from before.	4.32	0.87	Most affecting	1
Total	4.22	0.64	Most affecting	

From the table 4.15, it was found the factors in terms of overall perceived epistemic value were at most affected with a mean ($\bar{x}$) of 4.22, standard deviation (SD) of 0.64. When considering the impact of each aspect of perceived epistemic value, it was found that purchasing luxury products through various online platforms allows you to gain new knowledge or experiences that are different from before had the most level of influence on online purchase intention the most with a mean of 4.32, standard deviation 0.87, followed by purchasing luxury products through various online platforms provides you with additional new information or updates had the most level of influence on online purchase intention the most with a mean of 4.24, standard deviation 0.93, Purchasing luxury products through various online platforms makes you feel excited or eager to seek new experiences in life with a mean of 4.16, standard deviation 0.90, and Purchasing luxury products through various online platforms makes you want to keep up with new societal trends and changes with a mean of 4.14, standard deviation 0.94, which had a high level of influence on online purchase intention respectively.

4.4 Part 4: Online shopping intentions for luxury products

Analysis of the opinions of the sample group regarding online purchase intentions for luxury products. Analyzed using mean and standard deviation with the same criteria for each score range as follows.

Average score 4.21 - 5.00 means most affecting

Average score 3.41 - 4.20 means highly affecting

Average score 2.61 - 3.40 means moderately affecting

Average score 1.81 - 2.60 means slightly affecting

Average score 1.00 - 1.80 means least affecting

Table 4.16 Mean and standard deviations of online purchase intentions for luxury products

Online purchase intentions for luxury products	$\bar{X}$	SD	Interpret results	Rating
1. I am likely to explore new online purchase platforms to find luxury products.	4.19	0.99	Highly affecting	4
2. I prefer to buy luxury products from well-known, established online retailers	4.33	0.86	Most affecting	1
3. I value personalized recommendations when purchase for luxury products online	4.29	0.86	Most affecting	2
4. I plan to buy luxury products online in the near future.	4.12	1.00	Highly affecting	7
5. I intend to increase my use of online purchase websites or platforms to purchase luxury products.	4.16	0.95	Highly affecting	6
6. I will consider browsing online purchase websites or platforms to purchase luxury products in the future.	4.08	1.01	Highly affecting	9
7. I will actively seek out online reviews and ratings before making a purchase of luxury products, new knowledge or experiences that are different from before.	4.25	0.93	Most affecting	3

Table 4.16 Mean and standard deviations of online purchase intentions for luxury products (Cont.)

Online purchase intentions for luxury products	$\bar{x}$	SD	Interpret results	Rating
8. I am willing to wait longer for delivery if the luxury product is highly desired.	4.17	1.04	Highly Affecting	5
9. I feel confident about the security of online transactions when purchasing luxury products.	4.10	0.99	Highly affecting	8
Total	4.19	0.59	Highly affecting	

As shown in table 4.16, Overall online purchase intention for luxury products was found to have the highly affected, with a mean ($\bar{x}$) of 4.19, standard deviation (SD) of 0.59. When considering the impact of each issue on online luxury purchase intentions, it was found that I prefer to buy luxury products from well-known, established online retailers the most with an average value of 4.33, standard deviation 0.86, followed by I value personalized recommendations when purchase for luxury products online with a mean of 4.29, a standard deviation of 0.86, and I will actively seek out online reviews and ratings before making a purchase of luxury products new knowledge or experiences that are different from before with a mean of 4.25, standard deviation 0.93 at the most affected level, I am likely to explore new online purchase platforms to find luxury products with a mean of 4.19, a standard deviation of 0.99, I am willing to wait longer for delivery if the luxury product is highly desired with a mean of 4.17, standard deviation of 1.04, I intend to increase my use of online purchase websites or platforms to purchase luxury products with a mean of 4.16, standard deviation of 0.95, I plan to buy luxury products online in the near future with a mean of 4.12, standard deviation 1.00, I feel confident about the security of online transactions when purchasing luxury products with a mean of 4.10, standard deviation 0.99, and I will consider browsing online purchase websites or platforms to purchase luxury products in the future with a mean of 4.08, standard deviation 1.01 at highly affected level respectively.

4.5 Part 5: Testing the hypothesis of online purchase intention for luxury products among Generation Y consumers in Yantai classified by demographic characteristics

Hypothesis: 1

H0: There is no significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different genders.

H1: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different genders.

Table 4.17 Results of the analysis of the online purchase intention of luxury products of Generation Y consumers in Yantai City, classified by gender

Gender	n	$\bar{X}$	SD	t	Sig.
Male	188	3.887	0.400	1.461	0.227
Female	212	3.600	0.446		

* p-value ≤ 0.05

From table 4.17, in order to examine the significant differences in gender on the purchase intention of luxury products online among Generation Y consumers in Yantai City, classified by gender. An independent sample t-test was used for the study. From the obtained data, it shows that gender has a significant difference on online purchase intention of luxury products among Generation Y consumers in Yantai City, with $p = 0.227 > 0.05$, indicating statistical significance. This indicates support of the null hypothesis (H0) and rejection support for alternative hypothesis (H1), The results indicate that there is no statistically significant difference in online purchase intention for luxury products between different genders among Generation Y consumers in Yantai, at a significance level of 0.05.

Hypothesis: 2

H0: There is no significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different ages.

H1: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different ages.

Table 4.18 Results of the analysis of the online purchase intention of luxury products of Generation Y consumers in Yantai City, classified by age

Age	n	$\bar{X}$	SD	F	Sig.
26 - 30 years old	40	3.581	0.465	2.667	0.047*
31 - 35 years old	124	3.770	0.461		
36 - 40 years old	152	3.710	0.478		
41 - 43 years old	84	3.736	0.409		

* p-value ≤ 0.05

As seen in table 4.18, the online purchase intention of luxury products of Generation Y consumers in Yantai City, classified by age. Using F-test statistics to test the hypothesis at a significance level of 0.05, the test results found that the value Sig = 0.047, which is greater than 0.05, that is, this indicates that the null hypothesis (H0) can be accepted, and the alternative hypothesis (H1) can be rejected. The results indicate that there is no statistically significant difference in online purchase intention for luxury products among Generation Y consumers of different age groups in Yantai, at a significance level of 0.05.

Table 4.19 The results of the post hoc comparative analysis of the online purchase intention of luxury products of Generation Y consumers in Yantai City by age

Age	$\bar{X}$	26 - 30 years old	31 - 35 years old	36 - 40 years old	41 - 43 years old
		3.581	3.770	3.710	3.736
26 - 30 years old	3.581	-	-0.189 (0.000)*	-0.129 (0.000)*	-0.155 (0.000)*
31 - 35 years old	3.770		-	0.060 (0.000) *	0.034 (0.000)*
36 - 40 years old	3.710			-	-0.026 (0.000) *
41 - 43 years old	3.736				-

* p-value ≤ 0.05

Based on Table 4.19, of the online purchase intention of luxury products of Generation Y consumers in Yantai City by age, it was found that there were differences in all 6 pairs:

Pair 1: 26 - 30 years old / 31 - 35 years old.

Pair 2: 26 - 30 years old / 36 - 40 years old.

Pair 3: 26 - 30 years old / 41 - 43 years old.

Pair 4: 31 - 35 years old / 36 - 40 years old.

Pair 5: 31 - 35 years old / 41 - 43 years old.

Pair 6: 36 - 40 years old / 41 - 43 years old.

Other than that, no statistical significance was found, so it can be concluded that

1. 26 - 30 years old has less influence on online purchase intention of luxury products than 31 - 35 years old, with a mean difference equal to -0.189.

2. 26 - 30 years old has less influence on online purchase intention of luxury products than 36 - 40 years old, with a mean difference equal to -0.129.

3. 26 - 30 years old has less influence on online purchase intention of luxury products than 41 - 43 years old, with a mean difference equal to -0.155

4. 31 - 35 years old has a high influence on online purchase intention of luxury products than 36 - 40 years old, with a mean difference equal to 0.060.

5. 31 - 35 years old has a high influence on online purchase intention of luxury products than 41 - 43 years old, with a mean difference equal to 0.034.

6. 36 - 40 years old has less influence on online purchase intention of luxury products than 41 - 43 years old, with a mean difference equal to -0.026.

Hypothesis: 3

H0: There is no significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different marital status.

H1: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different marital status.

Table 4.20 Results of the analysis of the online purchase intention of luxury products of Generation Y consumers in Yantai City, classified by marital status

Marital Status	n	$\bar{X}$	SD	F	Sig.
Single	74	3.605	0.462	6.905	0.000*
Married	274	3.739	0.428		
Divorce/Widow	52	3.902	0.487		

* p-value ≤ 0.05

Based on table 4.20, the online purchase intention of luxury products of Generation Y consumers in Yantai City, classified by marital status. Using F-test statistics to test the hypothesis at a significance level of 0.05, the test results found that the value Sig = 0.000, which is less than 0.05, that is, this indicates that the null hypothesis (H0) can be rejected, and the alternative hypothesis (H1) can be supported. The results indicate that there is a statistically significant difference in online purchase intention for luxury products among Generation Y consumers of different marital status groups in Yantai, at a significance level of 0.05.

Table 4.21 The results of the post hoc comparative analysis of the online purchase intention of luxury products of Generation Y consumers in Yantai City by marital status.

Marital Status	$\bar{X}$	Single	Married	Divorce/Widow
		3.605	3.739	3.902
Single	3.605	-	-0.134 (0.000)*	-0.297 (0.000)*
Married	3.739		-	-0.163 (0.000)*
Divorce/Widow	3.902			-

* p-value $\leq$ 0.05

As seen in Table 4.21, of the online purchase intention of luxury products of Generation Y consumers in Yantai City by marital status, it was found that there were differences in all 3 pairs:

Pair 1: Single and married status.

Pair 2: Single and divorce/widow status.

Pair 3: Married and divorce/widow.

Other than that, no statistical significance was found, so it can be concluded that

1. Single status has less influence on online purchase intention of luxury products than married status, with a mean difference equal to -0.134.

2. Single status has less influence on online purchase intention of luxury products than divorce/widow, with mean difference equal to -0.297.

3. Married status has less influence on online purchase intention of luxury products than divorce/widow, with a mean difference equal to -0.163.

Hypothesis: 4

H0: There is no significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different education levels.

H1: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different education levels.

Table 4.22 Results of the analysis of the online purchase intention of luxury products of Generation Y consumers in Yantai City, classified by education levels

Education Levels	n	$\bar{X}$	SD	F	Sig.
Primary school / Elementary School	30	3.629	0.413	3.103	0.027*
Secondary School / High School	57	3.663	0.406		
Undergraduate / Bachelor Degrees	276	3.738	0.440		
Postgraduate / Master Degrees	37	3.916	0.548		

* p-value ≤ 0.05

According to table 4.22, the online purchase intention of luxury products of Generation Y consumers in Yantai City, classified by education levels. Using F-test statistics to test the hypothesis at a significance level of 0.05, the test results found that the value Sig = 0.027, which is less than 0.05, that is, this indicates that the null hypothesis (H0) can be rejected, and the alternative hypothesis (H1) can be supported. The results indicate that there is a statistically significant difference in online purchase intention for luxury products among Generation Y consumers with different education levels in Yantai, at a significance level of .05.

Table 4.23 The results of the post hoc comparative analysis of the online purchase intention of luxury products of Generation Y consumers in Yantai City by education levels

Education Levels	$\bar{X}$	Primary school / Elementary School	Secondary School / High School	Undergraduate / Bachelor Degrees	Postgraduate / Master Degrees
		3.629	3.663	3.738	3.916
Primary school / Elementary School	3.629	-	-0.034 (0.000)*	-0.109 (0.000)*	-0.287 (0.000)*
Secondary School / High School	3.663		-	-0.075 (0.000)*	-0.178 (0.000)*
Undergraduate / Bachelor Degrees	3.738			-	-0.178 (0.000)*
Postgraduate / Master Degrees	3.916				-

* p-value ≤ 0.05

As seen in Table 4.23, of the online purchase intention of luxury products of Generation Y consumers in Yantai City by education levels, it was found that there were differences in all 6 pairs:

Pair 1: Primary school / elementary school and secondary school / high school.

Pair 2: Primary school / elementary school and undergraduate / bachelor degrees.

Pair 3: Primary school / elementary school and postgraduate / master degrees

Pair 4: Secondary school / high school and undergraduate / bachelor degrees.

Pair 5: Secondary school / high school and postgraduate / master degrees

Pair 6: Undergraduate / bachelor degrees and postgraduate / master degrees

Other than that, no statistical significance was found, so it can be concluded that

1. Primary school / elementary school has less influence on online purchase intention of luxury products than secondary school / high school, with a mean difference equal to -0.034.

2. Primary school / elementary school has less influence on online purchase intention of luxury products than undergraduate / bachelor degrees, with a mean difference equal to -0.109.

3. Primary school / elementary school has less influence on online purchase intention of luxury products than postgraduate / master degrees, with a mean difference equal to -0.287.

4. Secondary school / high school has less influence on online purchase intention of luxury products than undergraduate / bachelor degrees, with a mean difference equal to -0.075.

5. Secondary school / high school has less influence on online purchase intention of luxury products than postgraduate / master degrees, with a mean difference equal to -0.178.

6. Undergraduate / bachelor degree has less influence on online purchase intention of luxury products than undergraduate / postgraduate / master degrees, with a mean difference equal to -0.178.

Hypothesis: 5

H0: There is no significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different occupations.

H1: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different occupations.

Table 4.24 Results of the analysis of the online purchase intention of luxury products of Generation Y consumers in Yantai City, classified by occupations

Education Levels	n	$\bar{X}$	SD	F	Sig.
Students	11	3.879	0.417	1.439	0.209
Private company employees	77	3.759	0.525		
Civil servant employees	184	3.768	0.425		
State enterprise employees	47	3.699	0.439		
Business owners/ Private businesses	58	3.674	0.429		
Other	23	3.560	0.407		

* p-value $\leq$ 0.05

As seen in table 4.24, the online purchase intention of luxury products of Generation Y consumers in Yantai City, classified by occupations. Using F-test statistics to test the hypothesis at a significance level of 0.05, the test results found that the value Sig = 0.209, which is greater than 0.05, that is, this indicates that the null hypothesis (H0) can be accepted, and the alternative hypothesis (H1) can be rejected. The results indicate that there is no statistically significant difference in online purchase intention for luxury products among Generation Y consumers of different occupations groups in Yantai, at a significance level of 0.05

Hypothesis: 6

H0: There is no significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different average monthly income.

H1: There is a significant difference in online purchase intention for luxury products among Generation Y consumers in Yantai with different average monthly income.

Table 4.25 Results of the analysis of the online purchase intention of luxury products of Generation Y consumers in Yantai City, classified by average monthly income

Monthly Income	n	$\bar{x}$	SD	F	Sig.
Not more than 3,000 CNY	36	3.7315	0.422	0.405	0.749
3,001 - 5,000 CNY	61	3.7923	0.452		
5,001 - 7,000 CNY	160	3.7306	0.463		
7,001 CNY and above	143	3.7179	0.38279		

* p-value $\leq$ 0.05

As seen in table 4.25, the online purchase intention of luxury products of Generation Y consumers in Yantai City, classified by average monthly income. Using F-test statistics to test the hypothesis at a significance level of 0.05, the test results found that the value Sig = 0.749, which is greater than 0.05, that is, this indicates that the null hypothesis (H0) can be accepted, and the alternative hypothesis (H1) can be rejected. The

results indicate that there is no statistically significant difference in online purchase intention for luxury products among Generation Y consumers of different average monthly income groups in Yantai, at a significance level of 0.05.

4.6 Part 6: Testing the hypothesis regarding Technology Acceptance Model factors (TAM) affect online purchase intention towards luxury products among Generation Y consumers in Yantai City

Table 4.26 Multiple regression analysis of Technology Acceptance Model factors (TAM) related to online purchase intention towards luxury products among Generation Y consumers in Yantai City

Model		df	Sum of squares	Mean square	F-ratio	Sig
1	Regression	3	3.338	1.113	5.728	0.001 ^b
	Residual	396	76.936	0.194		
	Total	399	80.275			

* P-value ≤ 0.05

According to table 4.26, the results of the analysis of independent variables indicate that at least one of these variables significantly influences the online purchase intention for luxury products among Generation Y consumers in Yantai. Based on the F-test results in the table, the F value is 5.728 with a significance level (Sig) of 0.001. This result allows us to reject the null hypothesis (H0) and accept the alternative hypothesis (H1). This implies that at least one of the three TAM factors including perceived usefulness, perceived ease of use, and behavioral intention to use, significantly explains the online purchase intention for luxury products among the respondents. Therefore, it can be concluded that at least one independent variable has a linear influence on the dependent variable at the 0.05 level of statistical significance.

Table 4.27 The results of multiple regression analysis of Technology Acceptance Model Factors (TAM) affecting online purchase intention of luxury products of Generation Y consumers in Yantai City

Technology Acceptance Model Factors (TAM)	Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance VIF
(Constant)	3.028	0.208		14.526	0.000*	
Perceived Usefulness (X ₁)	0.001	0.038	0.002	0.038	0.970	0.947 1.056
Perceived Ease of Use (X ₂)	0.089	0.033	0.138	2.668	0.008*	0.907 1.102
Behavioral Intention to Use (X ₃)	0.083	0.035	0.119	2.338	0.020*	0.929 1.076
R	R ²	Ad R ²	SE (est.)	F		Durbin-Watson
0.204 ^a	0.042	0.034	0.441		p-value 0.001*	2.231

* p-value ≤ 0.05

From the table 4.27 presents the results of the condition testing for multiple regression analysis, indicating that there is no multicollinearity issue among the variables, as the Tolerance values for all variables are greater than 0.1, and the Variance Inflation Factor (VIF) values are all below 10. The table also shows the standardized coefficients (Beta values) of the independent variables, representing the weight or influence each independent variable has on the dependent variable. A high Beta value (regardless of the sign) suggests that the independent variable has a strong influence on the dependent variable. The overall influence of these independent variables on the online purchase intention for luxury products among Generation Y consumers in Yantai is explained as follows

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Perceived Usefulness (X_1): An increase of 1 unit in Perceived Usefulness leads to an increase of 0.001 units in online purchase intention for luxury products among Generation Y consumers in Yantai, with a significance level (Sig) of 0.970.

Perceived Ease of Use (X_2): An increase of 1 unit in Perceived Ease of Use leads to an increase of 0.089 units in online purchase intention for luxury products among Generation Y consumers in Yantai, with a significance level (Sig) of 0.008.

Behavioral Intention to Use (X_3): An increase of 1 unit in Behavioral Intention to Use leads to an increase of 0.083 units in online purchase intention for luxury products among Generation Y consumers in Yantai, with a significance level (Sig) of 0.020.

Therefore, the results of the multiple regression analysis of Technology Acceptance Model (TAM) factors affecting online purchase intention of luxury products of Generation Y consumers in Yantai City found that perceived usefulness (X_1) price perceived ease of use (X_2) and behavioral intention to use (X_3) can predict factors affecting online shopping intentions towards luxury products among generation Y consumers in Yantai city was 4.2 percent ($R^2 = 0.042$). The remaining 95.8 percent was due to the influence of other variables. The standard error of the forecast was 0.441 and the multiple correlation coefficient was 0.204, which the equation can be written in raw score format as follows.

$$\hat{Y} = 3.028 + 0.089 (X_2) + 0.083 (X_3)$$

The findings from Table 4.27 support the hypothesis testing as follows: in hypothesis part 6, the researcher applied multiple regression analysis. The results indicate that the perceived ease of use and behavioral intention to use have a statistically significant positive effect

on the online purchase intention for luxury products among Generation Y consumers in Yantai at a 0.05 significance level. In contrast, perceived usefulness does not have a statistically significant positive effect on the online purchase intention for luxury products among Generation Y consumers in Yantai at the 0.05 significance level.

4.7 Part 7: Testing the hypothesis regarding Perceived Values Factors affect online purchase intention towards luxury products among Generation Y consumers in Yantai City

Table 4.28 Multiple regression analysis of Perceived Values Factors related to online purchase intention towards luxury products among Generation Y consumers in Yantai City

Model		df	Sum of squares	Mean square	F-ratio	Sig
1	Regression	4	14.925	3.731	22.553	0.000 ^b
	Residual	395	65.350	0.165		
	Total	399	80.275			

* P-value $\leq$ 0.05

Based on table 4.28, the results of the analysis of independent variables indicate that at least one of these variables significantly influences the online purchase intention for luxury products among Generation Y consumers in Yantai. Based on the F-test results in the table, the F value is 22.553 with a significance level (Sig) of 0.000. This result allows us to reject the null hypothesis (H0) and accept the alternative hypothesis (H1). This implies that at least one of the four perceived values factors including perceived price value, perceived social value, perceived emotional value, and perceived epistemic value, significantly explains the online purchase intention for luxury products among the respondents. Thus, it can be concluded that at least one independent variable has a linear influence on the dependent variable at the 0.05 level of statistical significance.

Table 4.29 The results of multiple regression analysis of perceived values affecting online purchase intention of luxury products of Generation Y consumers in Yantai City

Technology Acceptance Model Factors (TAM)	Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance VIF
(Constant)	1.950	0.201		9.722	0.000*	
Perceived Price Value (X ₁)	0.085	0.031	0.129	2.690	0.007*	0.902 1.108
Perceived Social Value (X ₂)	0.037	0.037	0.051	1.016	0.310	0.827 1.210
Perceived Emotional Value (X ₃)	0.131	0.034	0.195	3.878	0.000*	0.817 1.224
Perceived Epistemic Value (X ₄)	0.174	0.034	0.250	5.121	0.000*	0.864 1.158
R	R ²	Ad R ²	SE (est.)	F		Durbin-Watson
0.431 ^a	0.186	0.178	0.407	22.553	p-value 0.000*	2.262

* p-value ≤ 0.05

From the table 4.29 presents the results of the condition testing for multiple regression analysis, indicating that there is no multicollinearity issue among the variables, as the Tolerance values for all variables are greater than 0.1, and the Variance Inflation Factor (VIF) values are all below 10. The table also shows the standardized coefficients (Beta values) of the independent variables, representing the weight or influence each independent variable has on the dependent variable. A high Beta value (regardless of the sign) suggests that the independent variable has a strong influence on the dependent variable. The overall influence of these independent variables on the online purchase intention for luxury products among Generation Y consumers in Yantai is explained as follows:

The results of the condition testing for multiple regression analysis, indicating that there is no multicollinearity issue among the variables, as the Tolerance values for all variables are greater than 0.1, and the Variance Inflation Factor (VIF) values are all below 10. The table also shows the standardized coefficients (Beta values) of the independent variables, representing the weight or influence each independent variable has on the dependent variable. A high Beta value (regardless of the sign) suggests that the independent variable has a strong influence on the dependent variable. The overall influence of these independent variables on the online purchase intention for luxury products among Generation Y consumers in Yantai is explained as follows:

Perceived Price Value (X_1): An increase of 1 unit in perceived price value leads to an increase of 0.085 units in online purchase intention for luxury products among Generation Y consumers in Yantai, with a significance level (Sig) of 0.007.

Perceived Social Value (X_2): An increase of 1 unit in perceived social value leads to an increase of 0.037 units in online purchase intention for luxury products among Generation Y consumers in Yantai, with a significance level (Sig) of 0.310.

Perceived Emotional Value (X_3): An increase of 1 unit in perceived emotional value leads to an increase of 0.131 units in online purchase intention for luxury products among Generation Y consumers in Yantai, with a significance level (Sig) of 0.000.

Perceived Epistemic Value (X_4): An increase of 1 unit in perceived epistemic value leads to an increase of 0.174 units in online purchase intention for luxury products among Generation Y consumers in Yantai, with a significance level (Sig) of 0.000.

Therefore, the results of the multiple regression analysis of perceived values factors affecting online purchase intention of luxury products of Generation Y consumers in Yantai City found that perceived price value (X_1) perceived social value (X_2) perceived emotional value (X_3) and perceived epistemic value can predict factors affecting online shopping intentions towards luxury products among generation Y consumers in Yantai city was 18.6 percent ($R^2 = 0.186$). The remaining 81.4 percent was due to the influence of other variables. The standard error of the forecast was 0.407 and the multiple correlation coefficient was 0.431, which the equation can be written in raw score format as follows.

$$\hat{Y} = 1.950 + 0.085 (X_1) + 0.131 (X_3) + 0.174 (X_4)$$

The findings from Table 4.29 support the hypothesis testing as follows: in hypothesis part 7, the researcher applied multiple regression analysis. The results indicate that the perceived price value, perceived emotional value, and perceived epistemic value have a statistically significant positive effect on the online purchase intention for luxury products among Generation Y consumers in Yantai at a 0.05 significance level. In contrast, perceived social value does not have a statistically significant positive effect on the online purchase intention for luxury products among Generation Y consumers in Yantai at the 0.05 significance level.



CHAPTER 5

CONCLUSION, DISCUSSIONS & RECOMMENDATIONS

Research on “Factors affecting online shopping intentions towards luxury products among generation Y consumers in Yantai city, Shandong province” to compare demographic characteristics, including gender, age, marital status, education level, occupation, and average monthly income, that affect online purchase intention towards luxury products among Generation Y consumers in Yantai, Shandong Province, examine the Technology Acceptance Model (TAM) consisting of perceived usefulness, perceived ease of use, and behavioral Intention to use that affect online shopping intention towards luxury products among Generation Y consumers in Yantai city and analyze perceived values consisting of perceived price value, perceived social value, perceived emotional value, and perceived hedonic value that affect online shopping intention towards luxury products among Generation Y consumers in Yantai City. The researcher can conclude of the research result, discussion & recommendation in the following step:

5.1 Conclusion

Part 1: General information survey on demographic characteristics

The analysis of demographic data reveals that the majority of the sample consists of females aged between 36 and 40 years. Most participants are married, hold a bachelor's degree or higher, and are employed as civil servants, with an average monthly income ranging from 5,000 to 7,000 yuan. This demographic profile may significantly influence the behaviors and perspectives of the sample regarding the issues under investigation.

Part 2: Technology Acceptance Model Factors (TAM) affecting online purchase intentions

From the analysis of Technology Acceptance Model Factors (TAM) that affect online purchase intentions. It was found the factors of Technology Acceptance Model (TAM) affected online purchase intention (overall) with a mean ($\bar{x}$) of 4.12 (SD: 0.44), which had a high level of influence on online purchase intention. When considering the Technology Acceptance Model (TAM) that affects online purchase intention in each aspect, it was found that perceived usefulness had a high level of influence on online purchase intention first with a mean of 4.17 (SD: 0.60). The results of Technology Acceptance Model Factors (TAM) analysis can be explained in each aspect as follows.

Perceived Usefulness

The overall perceived usefulness of online purchasing was rated highly, with a mean of 4.17 (SD: 0.60). Among the various aspects of perceived usefulness, the utility of online purchase features such as most-viewed deals and past purchase reviews was found to have the greatest influence on online purchase intentions, scoring a mean of 4.29 (SD: 0.80). Following this, the ability of online purchases to enhance luxury purchasing effectiveness received a mean score of 4.17 (SD: 1.01). Other influential factors included the time-saving aspect of online purchases (Mean: 4.12, SD: 0.97) and the convenience of shopping for luxury products online (Mean: 4.09, SD: 0.89).

Perceived Ease of Use

The overall perceived ease of use was also rated highly, with a mean score of 4.08 (SD: 0.69). The most significant aspect was the provision of useful features on online purchase websites that aid consumers in making purchase decisions, with a mean of 4.31 (SD: 0.88). Other important factors included support services that instill confidence in luxury purchases (Mean: 4.15, SD: 0.96), hassle-free transactions when making luxury purchases (Mean: 3.96, SD: 0.94), and ease of navigation on purchasing platforms (Mean: 3.93, SD: 1.04).

Behavioral Intention to Use

The overall behavioral intention to use online platforms for luxury purchases received a mean score of 4.09 (SD: 0.65). The strongest predictor of this intention was the commitment to use websites or online platforms for buying luxury products, which scored a mean of 4.24 (SD: 0.86). Additionally, expectations for future convenience from modern online platforms scored highly (Mean: 4.22, SD: 0.87). Other relevant factors included the intention to use these platforms in the future (Mean: 3.98, SD: 0.99) and a preference for online platforms over other purchasing channels (Mean: 3.91, SD: 0.99).

Part 3: Perceived values factors affecting online purchase intentions

Based on the analysis of perceived value factors affecting online purchase intentions, it was found that perceived values overall have a high influence on online purchase intentions, with a mean ($\bar{x}$) of 4.18 (SD: 0.43). When examining the impact of individual factors from the Technology Acceptance Model (TAM) on online purchase intentions, it was revealed that perceived epistemic value had the greatest influence, with a mean of 4.21 and

a standard deviation of 0.64. This was followed by perceived social value (mean 4.20, SD 0.61), perceived price value (mean 4.15, SD 0.68), and perceived emotional value (mean 4.14, SD 0.67), all of which also exhibited a high level of influence on online purchase intentions.

Perceived price value

For perceived price value, the overall factor was highly influential with a mean of 4.15 and a standard deviation of 0.68. In examining specific aspects, the statement "I purchase luxury products online because the prices align with current market rates" had the highest influence on online purchase intentions, with a mean of 4.37 and a standard deviation of 0.86. This was followed by "I purchase luxury products online because they are appropriate for the amount paid" (mean 4.19, SD 0.95), "I purchase luxury products online because the prices are reasonable" (mean 4.14, SD 0.99), and "I purchase luxury products online because they provide value for the money spent" (mean 3.91, SD 1.02).

Perceived social value

Regarding perceived social value, the overall factor was found to be most influential with a mean of 4.21 and a standard deviation of 0.61. The statement "You can interact with other people about luxury products on various online platforms" had the highest impact on online purchase intentions, with a mean of 4.34 and a standard deviation of 0.81. This was followed by "Your experience using various online platforms about luxury products makes you satisfied" (mean 4.25, SD 0.93), "You can find people interested in luxury products similar to you on various online platforms" (mean 4.13, SD 0.96), and "Interacting with luxury products on Facebook fan pages makes you more accepted in society" (mean 4.11, SD 0.97).

Perceived emotional value

In terms of perceived emotional value, the overall factor was highly influential with a mean of 4.15 and a standard deviation of 0.67. The statement "Luxury products can make you feel unique and different from others" had the highest impact on online purchase intentions, with a mean of 4.29 and a standard deviation of 0.91. This was followed by "Luxury content on various online platforms is consistent and responsive to your lifestyle" (mean 4.19, SD 0.96), "Luxury products may make individuals feel more proud and confident about themselves" (mean 4.13, SD 0.91), and "Luxury products are often symbols of status and success, which helps you feel acknowledged and respected by society" (mean 3.99, SD 1.02).

Perceived epistemic value

Lastly, for perceived epistemic value, the overall factor was most influential with a mean of 4.22 and a standard deviation of 0.64. The statement "Purchasing luxury products through various online platforms allows you to gain new knowledge or experiences that are different from before" had the greatest impact on online purchase intentions, with a mean of 4.32 and a standard deviation of 0.87. This was followed by "Purchasing luxury products through various online platforms provides you with additional new information or updates" (mean 4.24, SD 0.93), "Purchasing luxury products through various online platforms makes you feel excited or eager to seek new experiences in life" (mean 4.16, SD 0.90), and "Purchasing luxury products through various online platforms makes you want to keep up with new societal trends and changes" (mean 4.14, SD 0.94).

Part 4: Online purchase intentions for luxury products

The analysis of overall online purchase intentions for luxury products indicates a high level of influence, with a mean ($\bar{x}$) of 4.19 and a standard deviation (SD) of 0.59. Upon closer examination of specific factors impacting these intentions, the three highest-rated elements reveal a significant preference among consumers for well-established online retailers, personalized recommendations, and online reviews, while lower-rated factors reflect a more moderate level of influence on their purchasing decisions and the top three factors are **1) preference for well-known, established online retailers**, this factor ranks the highest, with an average rating of 4.33 and a standard deviation of 0.86. Consumers exhibit a strong inclination toward purchasing luxury goods from reputable online retailers, suggesting that the trustworthiness and reputation of a retailer are of utmost importance in influencing purchase intentions. **2) value of personalized recommendations**, personalized shopping experiences rank second, with a mean score of 4.29 and a standard deviation of 0.86. Consumers highly value receiving tailored product recommendations, which seem to enhance their engagement and increase the likelihood of purchase when shopping for luxury items online. **3) seeking out online reviews and ratings**, the third most influential factor, with a mean rating of 4.25 and a standard deviation of 0.93, is the tendency of consumers to actively seek out online reviews and ratings. This reflects the crucial role of social proof in the decision-making process, particularly for high-value luxury products.

On the other hand, the three lowest-rated factors, while still highly rated overall, include, **1) browsing online platforms for future purchases**, with a mean score of 4.08 and a standard deviation of 1.01, this factor ranks the lowest. Although there is interest in browsing online luxury platforms in the future, it appears to be less pressing compared to other considerations, possibly indicating that consumers are more focused on current experiences than future exploration. **2) confidence in the security of online transactions**, this factor has a mean rating of 4.10 and a standard deviation of 0.99. While security is a fundamental concern, it is less immediately influential compared to the direct shopping experience factors. This suggests that while consumers expect secure transactions, it may not be as primary a driver as other attributes, and **3) planning to buy luxury products online in the near future**, the intention to purchase luxury products online in the near term scores a mean of 4.12, with a standard deviation of 1.00. This factor's lower ranking could indicate a cautious approach toward committing to online purchases, where consumers may be more tentative about when they plan to make such purchases.

Part 5: Testing the hypothesis of online purchase intention for luxury products among Generation Y consumers in Yantai classified by demographic characteristics

The study examined whether there are significant differences in online purchase intention for luxury products among Generation Y consumers in Yantai City, based on various demographic factors. The following statistical analyses were conducted, and the results are summarized below:

Gender: An independent sample t-test was conducted, yielding a p-value of 0.227, which is greater than the significance level of 0.05. This result supports the null hypothesis (H0), indicating that there is no statistically significant difference in online purchase intention between genders among Generation Y consumers in Yantai.

Age: An F-test was conducted, resulting in a Sig value of 0.047, which is less than 0.05. Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is supported, indicating a statistically significant difference in online purchase intention among Generation Y consumers based on age.

Marital Status: The F-test yielded a Sig value of 0.000, which is less than 0.05. Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1)

is supported, indicating a statistically significant difference in online purchase intention among Generation Y consumers based on marital status.

Education Level: The F-test for education levels provided a Sig value of 0.027, which is less than 0.05. This supports the alternative hypothesis (H1), suggesting a statistically significant difference in online purchase intention among Generation Y consumers with different educational backgrounds.

Occupation: An F-test result with a Sig value of 0.209, which is greater than 0.05, indicates acceptance of the null hypothesis (H0). This suggests no statistically significant difference in online purchase intention across different occupation groups within Generation Y.

Average Monthly Income: The F-test yielded a Sig value of 0.749, which is greater than 0.05. Thus, the null hypothesis (H0) is accepted, indicating no statistically significant difference in online purchase intention for luxury products among Generation Y consumers with varying levels of monthly income.

These results show that, for Generation Y consumers in Yantai City, significant differences in online luxury purchase intentions exist based on marital status and education levels, while gender, age, occupation, and income do not show statistically significant differences.

Part 6: Testing the hypothesis regarding Technology Acceptance Model factors (TAM) affect online purchase intention towards luxury products among Generation Y consumers in Yantai City

The analysis results indicate that at least one independent variable significantly affects the online purchase intention for luxury products among Generation Y consumers in Yantai. The F-test yielded a value of 5.728 with a significance level of 0.001, allowing the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (H1). This means that at least one of the TAM factors (perceived usefulness, perceived ease of use, and behavioral intention to use) significantly explains online purchase intention.

Multiple regression analysis showed no multicollinearity issues, with all Tolerance values above 0.1 and VIF values below 10. The standardized Beta coefficients indicate the influence of each variable. Specifically:

Perceived Usefulness (X₁) does not have a significant effect, as its significance level is 0.970.

Perceived Ease of Use (X₂) positively impacts online purchase intention, with a Beta of 0.089 and a significance level of 0.008.

Behavioral Intention to Use (X₃) also positively influences online purchase intention, with a Beta of 0.083 and a significance level of 0.020.

These variables explain 4.2% ($R^2 = 0.042$) of the variation in online purchase intention, while 95.8% is attributed to other factors. The regression equation is:

$$\hat{Y} = 3.028 + 0.089 (X_2) + 0.083 (X_3)$$

In conclusion, perceived ease of use and behavioral intention to use have significant positive effects on online purchase intention, while perceived usefulness does not significantly affect the intention to purchase luxury products online among Generation Y consumers in Yantai.

Part 7: Testing the hypothesis regarding Perceived Values Factors affect online purchase intention towards luxury products among Generation Y consumers in Yantai City

The analysis shows that at least one of the perceived value factors significantly affects the online purchase intention for luxury products among Generation Y consumers in Yantai. The F-test result ($F = 22.553$, $Sig = 0.000$) allows for the rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_1), indicating that at least one of the four perceived value factors (perceived price value, perceived social value, perceived emotional value, and perceived epistemic value) significantly explains online purchase intention.

Multiple regression analysis reveals no multicollinearity issues, with Tolerance values greater than 0.1 and VIF values below 10. The standardized coefficients show the following effects:

Perceived Price Value (X₁) has a positive effect, increasing purchase intention by 0.085 units for every 1-unit increase, with a significance level of 0.007.

Perceived Social Value (X₂) does not significantly affect purchase intention ($Sig = 0.310$).

Perceived Emotional Value (X₃) significantly increases purchase intention by 0.131 units, with a significance level of 0.000.

Perceived Epistemic Value (X₄) significantly increases purchase intention by 0.174 units, with a significance level of 0.000.

Overall, the regression model explains 18.6% ($R^2 = 0.186$) of the variation in online purchase intention, while 81.4% is influenced by other factors. The regression equation is:

$$\hat{Y} = 1.950 + 0.085 (X_1) + 0.131 (X_3) + 0.174 (X_4)$$

In conclusion, perceived price value, perceived emotional value, and perceived epistemic value significantly influence online purchase intention for luxury products among Generation Y consumers in Yantai, while perceived social value does not have a significant effect.

5.2 Discussion

Discussion regarding hypothesis of online purchase intention for luxury products among Generation Y consumers in Yantai classified by demographic characteristics

According to the study, various demographic factors affect online shopping intentions towards luxury products among generation Y consumers in Yantai city. The following statistical analyses were discussed to compare demographic characteristics, including gender, age, marital status, education level, occupation, and average monthly income, that affect online purchase intention towards luxury products among Generation Y consumers in Yantai, Shandong Province as below:

It found that there was no significant difference in online purchase intentions of luxury products among Generation Y consumers in Yantai based on gender, age, occupation, and average monthly income. This may be due to Generation Y consumers sharing similar values and attitudes toward luxury products, particularly under the influence of globalization and digital platforms, which can lead to more uniform online purchasing behaviors. Moreover, luxury brands often offer products at various price points, making them accessible to a broader consumer base. Additionally, Generation Y consumers may have similar aspirations regarding lifestyle and status, which luxury products can

represent. These shared aspirations may diminish the significance of demographic differences, as well as differences in income or profession, on their online purchase decisions for luxury products. This is consistent with the findings of Veerasak Jinarat (2022), who studied the Online Purchasing Behavior of Generation Y Consumers in Northeast Thailand. The study revealed that there was no statistically significant difference at the .05 level in the average online shopping behavior and purchase intent of Generation Y consumers when classified by gender, with males exhibiting a lower mean than females. Additionally, the analysis of variance indicated that the average online shopping behavior and purchase intent among Generation Y consumers showed no statistically significant independent variance at the .05 level when categorized by occupation and monthly income.

However, age, marital status, and education level show significant differences in online purchase intentions of luxury products among Generation Y consumers in Yantai. The Generation Y consumer group demonstrates significant variations in disposable income and financial responsibilities based on age. For instance, younger consumers may prioritize spending on experiences or the latest trends, reflecting a more adventurous and dynamic approach to consumption. In contrast, older consumers generally possess more stable incomes, allowing them to focus on long-term investments in luxury goods. Additionally, marital status can significantly influence spending behavior. Married individuals may have different purchasing motivations, often seeking luxury items for family use or as gifts, while single consumers tend to concentrate their spending on personal luxury products. This distinction underscores how personal circumstances can affect consumer preferences. Furthermore, consumers with higher levels of education are likely to have better access to information about luxury products. This increased access enables them to make more informed decisions, leading to a more selective and intentional approach in their purchasing choices. Their heightened awareness of luxury brands contributes to clearer intentions regarding their consumption patterns. This is consistent with the findings of Rai (2019) conducted an empirical study on the influence of demographic factors on consumer purchase intentions for television sets in the Kathmandu Valley. His findings indicated a significant difference in purchase intentions based on the level of education among customers in the Nepalese market. However, these results are not in line with those of Rai, Dahal, and Ghimire (2019), who examined the impact of demographic characteristics on smartphone purchase intentions. Their study found no significant differences in smartphone purchase intentions across various age groups.

Discussion regarding Technology Acceptance Model factors (TAM) affect online purchase intention towards luxury products among Generation Y consumers in Yantai City

The analysis reveals that at least one independent variable significantly influences online purchase intention for luxury products among Generation Y consumers in Yantai, supported by an F-test value of 5.728 ($p = 0.001$). Specifically, perceived ease of use ($\beta = 0.089$, $p = 0.008$) and behavioral intention to use ($\beta = 0.083$, $p = 0.020$) demonstrate positive effects on purchase intentions, whereas perceived usefulness ($\beta = 0.000$, $p = 0.970$) does not have a significant impact. Collectively, these variables account for 4.2% of the variation in online purchase intentions, indicating that user experience and intent are crucial factors in this market. The regression equation is represented as:

$$\hat{Y} = 3.028 + 0.089 (X_2) + 0.083 (X_3)$$

In conclusion, perceived ease of use and behavioral intention to use have significant positive effects on online purchase intention to purchase luxury products, while perceived usefulness does not significantly affect the intention to purchase luxury products online among Generation Y consumers in Yantai. This may be due to perceived ease of use, it can make them feel more comfortable and confident in conducting online transactions, thereby enhancing their intention to purchase luxury goods online, while behavioral intention to use, consumers who exhibit a strong intention to utilize the system for purchases may do so due to their confidence in the technology and satisfaction with the user experience. These factors contribute to their decision to purchase luxury goods online. However, perceived usefulness may not have a significant impact, as consumers in this group might perceive luxury products more in terms of emotional and status value rather than practical utility. As a result, perceived usefulness is not a key factor in their purchase decision-making process. This is consistent with the findings of Sabloak & et al. (2019) who studied the Exploring the Factors Influencing Consumers' Online Purchase Intention for Luxury Fashion Goods in Jakarta, Indonesia. The study revealed that perceived ease of use ($\beta = 0.563$, $p > 0.05$) was not significant influencing online purchase intention of luxury fashion goods, and also consistent with the finding of Sheetal (2024) who studied the Factors influencing online luxury purchase intentions: the moderating role of bandwagon luxury consumption behavior. The study revealed that perceived ease of use ($\beta = 0.322$, $p < 0.05$) and behavioral intention to use ($\beta = 0.296$, $p < 0.05$) was significant impact on online luxury purchase intention.

Discussion regarding hypothesis regarding Perceived Values Factors affect online purchase intention towards luxury products among Generation Y consumers in Yantai City

The analysis indicates that perceived price value, emotional value, and epistemic value significantly influence online purchase intention for luxury products among Generation Y consumers in Yantai, as confirmed by the F-test result ($F = 22.553$, $p = 0.000$). Specifically, price value ($\beta = 0.085$, $p = 0.007$), emotional value ($\beta = 0.131$, $p = 0.000$), and epistemic value ($\beta = 0.174$, $p = 0.000$) positively impact purchase intention. However, social value does not have a significant effect ($p = 0.310$). The model explains 18.6% of the variance in purchase intention, highlighting the importance of emotional and epistemic benefits, alongside perceived price, in shaping consumer behavior. The regression equation is represented as:

$$\hat{Y} = 1.950 + 0.085 (X_1) + 0.131 (X_3) + 0.174 (X_4)$$

In conclusion, perceived price value, perceived emotional value, and perceived epistemic value significantly influence online purchase intention for luxury products among Generation Y consumers in Yantai, while perceived social value does not have a significant effect. This may be due to generation Y consumers in Yantai who may place importance on the perception that purchasing luxury products online offers good value for the money spent. This perceived value contributes to an increased intention to purchase, while luxury products may carry emotional significance, associated with satisfaction and pride in ownership. This perceived emotional connection leads consumers to feel happiness and positive emotions when making a purchase and the novelty and exploration of new experiences, such as purchasing luxury products, may provide a sense of excitement and discovery. This perceived epistemic value encouraging consumers to increase their intention to buy luxury items online. However, perceived social value factors may not have a significant impact because Generation Y consumers might prioritize emotional and epistemic values over social status or admiration from others. This is consistent with the findings of Essiz & Senyuz (2023) who studied the Predicting the value-based determinants of sustainable luxury consumption: A multi-analytical approach and pathway to sustainable development in the luxury industry. The studied found that a positive relationship between perceived social value have not a significant positively influence on

purchase intention, and also consisting with the finding of Essiz & Senyuz (2023) who studied the Predicting the value-based determinants of sustainable luxury consumption: A multi-analytical approach and pathway to sustainable development in the luxury industry; Zahid & Dastane (2016) who studied the Factors Affecting Purchase Intention of Southeast Asian (SEA) Young Adults towards Global Smartphone Brands. The study revealed that perceived price, perceived emotional value, and perceived epistemic value have a significant positive influence on online purchase intention among generation Y consumers in Yantai city.

5.3 Recommendations

5.3.1 Recommendations for this research

5.3.1.1 As the research findings indicate no statistically significant differences in the online purchase of luxury products among Generation Y consumers based on gender, age, occupation, or average monthly income, marketing strategies should focus on shared behaviors and values influenced by globalization and digital platforms. Brands should be positioned to reflect a modern lifestyle and the social status that is desired by this consumer group as a whole.

5.3.1.2 Since luxury brands often offer products across various price ranges, allowing them to reach a broader customer base, sellers should prioritize providing a range of products that cater to consumers with different spending capacities. The emphasis should remain on ensuring that products across all price points maintain the quality and prestige associated with luxury brands.

5.3.1.3 The research also found statistically significant differences in online purchase intentions of luxury products based on age and marital status. Thus, marketing campaigns should be tailored by age group. Younger consumers may be more interested in new experiences and the latest fashion trends, whereas older consumers may focus more on long-term investments in luxury goods. Additionally, for married consumers, marketing should consider the purchase of luxury items for family use or as gifts, which presents different motivations and objectives compared to single consumers, who may concentrate on purchasing for personal use.

5.3.1.4 For consumers with higher levels of education, marketing efforts should emphasize providing in-depth information about luxury products. Communication regarding the brand's history, product quality, and unique features can further encourage these consumers to make more intentional and purposeful purchasing decisions.

5.3.1.5 The research indicates that perceived ease of use significantly influences online purchase intentions. Simplifying the platform's interface and making it responsive to user needs can increase consumer confidence in purchasing luxury goods. Therefore, it is essential to focus on improving the usability of websites or applications to be user-friendly and enhance the sense of comfort during online transactions.

5.3.1.6 Behavioral intention to use is another key factor influencing luxury product purchase intentions. Consumers who have confidence in technology and have had positive experiences with online platforms are more likely to make purchases. Thus, creating a positive user experience such as offering efficient and responsive customer service, ensuring data security, and building trust in the platform will help increase system usage and drive online purchases.

5.3.1.7 The research also finds that perceived usefulness does not significantly impact online luxury purchase intentions among Generation Y consumers. This may be because luxury products in this group are valued more for their emotional and status significance than for their practical utility. Hence, marketing strategies should focus on building a brand image that reflects social status, emotional satisfaction, and the enhancement of life experiences through the ownership of luxury goods, rather than emphasizing the functional benefits of the product.

5.3.1.8 Given that perceived price value significantly influences online purchase intentions for luxury products, Generation Y consumers in Yantai may view such purchases as worthwhile investments relative to the cost incurred. Consequently, marketing strategies should highlight that purchasing luxury goods is not merely a status symbol but also a long-term investment. Emphasizing the quality, durability, and exclusivity of the products can enhance consumer confidence in the value derived from the price they pay.

5.3.1.9 Perceived emotional value plays a pivotal role in shaping purchase intentions for luxury goods. Consumers in this demographic derive happiness and emotional

fulfillment from owning luxury items. Thus, marketing efforts should aim to foster an emotional connection with consumers by using advertising and visual imagery that evoke a sense of luxury and pride in ownership. By linking luxury purchases to feelings of happiness, success, and social elevation, brands can increase the likelihood of consumer purchase.

5.3.1.10 Perceived epistemic value is another critical factor, as Generation Y consumers in Yantai demonstrate an interest in discovering and exploring new experiences. Marketing strategies should promote the excitement and uniqueness associated with luxury products, positioning them as opportunities for exploration. By highlighting educational aspects, such as the brand's history or what differentiates the product, marketers can stimulate consumer curiosity and encourage online luxury purchases.

5.3.1.11 Perceived social value does not significantly affect purchase intentions within this consumer group, marketing communications can reduce emphasis on messaging related to social status or external recognition. Instead, efforts should focus on establishing a personal and emotional bond between the consumer and the product, which is more likely to resonate with this audience.

5.3.2 Recommendations for next research

Based on the recommendations from the previous research, future studies on the factors influencing online purchase intentions for luxury products among Generation Y consumers could be enhanced by considering additional variables, study areas, and research tools as follows:

5.3.2.1 More specific perceived social value variables, although the previous research found that perceived social value had no significant impact on online luxury purchase intentions among Generation Y consumers, it is possible that more specific aspects of social value such as leadership within a particular social group, peer acceptance, or workplace image could influence online luxury purchase decisions. Therefore, future research should delve deeper into the dimensions of social value to gain a more nuanced understanding.

5.3.2.2 Technological knowledge and self-efficacy variables, as online purchasing behavior often correlates with confidence in using technology, adding variables related to technological knowledge and self-efficacy in using online platforms would allow

researchers to better understand the specific characteristics of consumers who are technologically proficient. This can help assess how platforms can be developed to better cater to different consumer groups.

5.3.2.3 Cross-cultural studies, future studies should expand the scope to include cities or countries with different cultural backgrounds and consumer behaviors to compare online luxury purchasing behaviors among Generation Y consumers. Cross-cultural studies could help identify factors that influence purchasing decisions across diverse markets, providing insights into variations in consumer behavior.

5.3.2.4 Incorporating environmental factors, additional research on environmental factors, such as sustainability and the environmental impact of luxury product production, could be valuable. These factors may influence the purchase intentions of consumers who are increasingly concerned about environmental issues, a growing concern among Generation Y consumers.

5.3.2.5 Use of Advanced Analytical Tools, in future studies, more sophisticated research tools such as Structural Equation Modeling (SEM) should be considered. This would allow for a more precise and effective assessment of the relationships between variables. Dynamic questionnaires that adapt to the respondents' contexts could also be employed to enhance the accuracy of data collection.

5.3.2.6 Mixed methods approach, combining quantitative and qualitative research methods, such as in-depth interviews or observational research, would provide deeper insights into consumer behavior. A mixed methods approach can capture qualitative nuances that may be missed in quantitative surveys alone, leading to a more comprehensive understanding of consumer motivations.

5.3.2.7 Research on platform-related factors, given that online purchasing behavior often depends on ease of use, future research should examine platform-related factors such as data security, system reliability, and user experience. Understanding how these features affect purchase intentions could help optimize online platforms for luxury product purchases.

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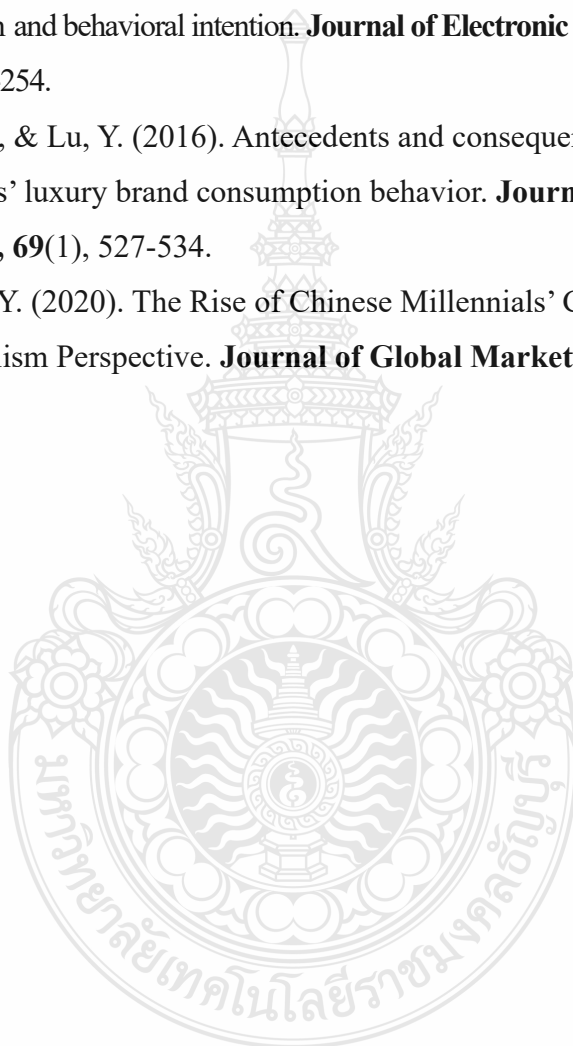
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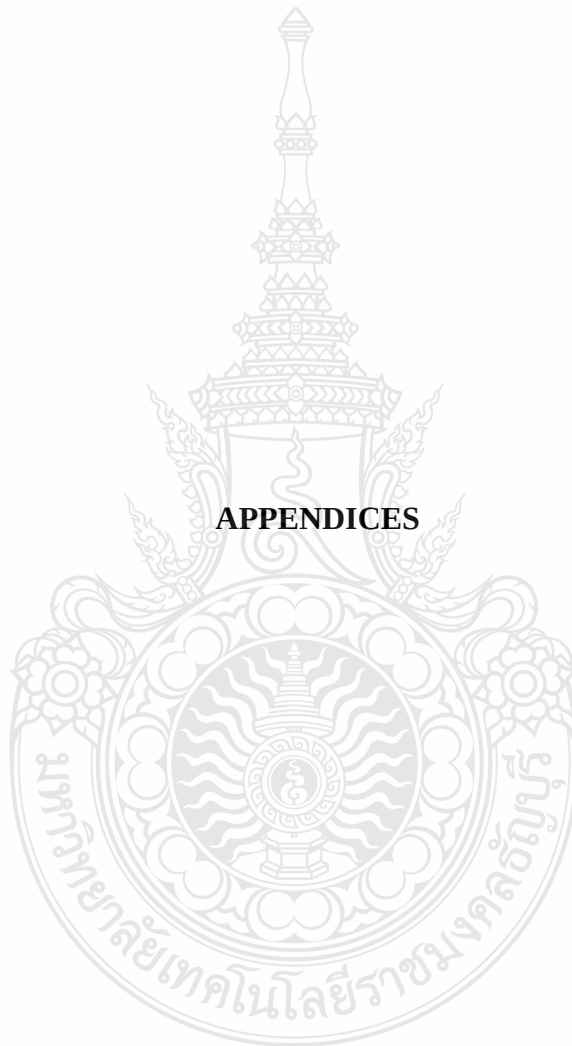
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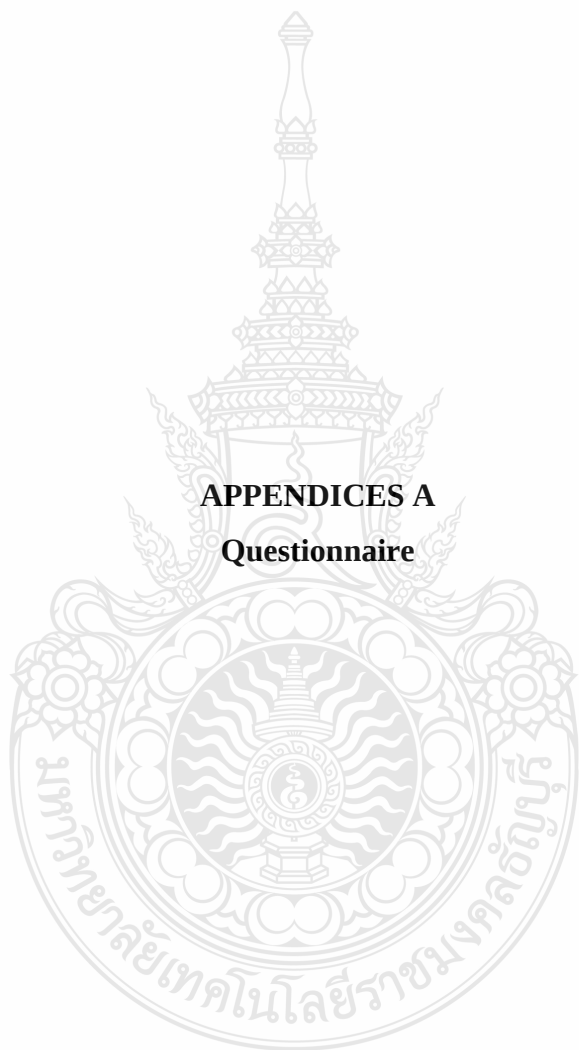
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APPENDICES



APPENDICES A
Questionnaire



Questionnaire survey

Title: Factors Affecting Online Shopping Intentions towards Luxury Products among Generation Y Consumers in Yantai City, Shandong Province

Dear Respondent,

Exploring factors affecting online shopping intentions for luxury products among Generation Y consumers in Yantai City, Shandong Province.

We are MBA students from Rajamangala University of Technology Thanyaburi (RMUTT). We are conducting a research project on “Factors Affecting Online Shopping Intention towards Luxury Products Among Generation Y Consumers in Yantai City, Shandong Province.”

The identity of the respondent will be kept confidential and anonymous. This survey has only two parts. This should take no more than 20 minutes. Your response is very important for us to make this research a success.

Thank you for your valuable time and participation in this survey.

Mr. Wang Hao
Rajamangala University of Technology, Thanyaburi, Thailand

Questionnaire

SCREENING QUESTIONS

1. Are you a person who belongs to the Generation Y group (aged 26 - 43 years old)?

- ☐ 1. Yes ☐ 2. No (End of questionnaire)

2. Do you have experience buying luxury products online and live streaming in Yantai, Shandong Province?

- ☐ 1. Yes ☐ 2. No (End of questionnaire)

SECTION A: General information survey on demographic characteristics

Instructions: Please read each question carefully. Answer the question by filling in the appropriate box that represents your response.

1. Gender

- ☐ 1. Male ☐ 2. Female

2. Age

- ☐ 26 - 30 years old
☐ 31 - 35 years old
☐ 36 - 40 years old
☐ 41 – 43 Years old

3. Marital status

- ☐ Single ☐ Married ☐ Divorce/Widow

4. Education level

- ☐ 1. Primary School / Elementary School
☐ 2. Secondary School / High School
☐ 3. Undergraduate/ Bachelor Degrees
☐ 4. Postgraduate/ Master Degrees
☐ 5. Others (Please specify)

5. Occupation

- ☐ Students
 ☐ Private company employees
☐ Civil servant employees
 ☐ State enterprise employees
☐ Business owners/Private businesses
☐ Others (Please specify)

6. Average monthly income

- ☐ Not more than 3,000 CNY
 ☐ 3,001 - 5,000 CNY
☐ 5,001 - 7,000 CNY
 ☐ 7,001 CNY and above

SECTION B: Technology Acceptance Model Factors (TAM) affecting online shopping intentions

INSTRUCTION: Please mark “✓” in the box that most closely matches your level of opinion, consisting of:

5 = Strongly Agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly Disagree

FACTORS AFFECTING ONLINE SHOPPING INTENTIONS	Opinion Level				
	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
Perceived Usefulness					
1. Online shopping allow you to enhance your luxury purchasing effectiveness.					
2. Online shopping is a convenient way to shop for luxury products.					
3. Online shopping makes shopping less time consuming to purchase luxury products.					

FACTORS AFFECTING ONLINE SHOPPING INTENTIONS	Opinion Level				
	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
Perceived Usefulness					
4. Online shopping features are useful (e.g. most viewed deals, past purchase reviews) to help you decide on purchasing luxury products.					
Perceived Ease of Use					
5. Online shopping websites provide useful features in helping you to make purchase decision of luxury products.					
6. Online shopping websites are easy to navigate for luxury purchase.					
7. Online shopping websites or platform have support services or contacts that can help you feel more confident in making luxury purchases.					
8. Online shopping websites or platform transactions are hassle free when conducting luxury purchase.					
9. You intend to use websites or online platforms to buy luxury products.					
10. You intend to use websites or online platforms to buy luxury products in the future.					

FACTORS AFFECTING ONLINE SHOPPING INTENTIONS	Opinion Level				
	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
Behavioral Intention to Use					
11. You expect that in the future, modern websites or online platforms will make it more convenient for you to buy luxury products.					
12. If there are other channels that you can buy luxury products, you still confirm that you will choose to use websites or online platforms to buy luxury products.					



SECTION C: Perceived Values Factors affecting online purchase intentions

INSTRUCTION: Please mark “✓” in the box that most closely matches your level of opinion, consisting of:

5 = Strongly Agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly Disagree

ONLINE PURCHASE INTENTIONS	Opinion Level				
	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
Perceived Price Value					
1. I purchase luxury products online because the prices are reasonable.					
2. I purchase luxury products online because they provide value for the money spent.					
3. I purchase luxury products online because they are appropriate for the amount paid.					
4. I purchase luxury products online because the prices are in line with current market rates.					
Perceived Social Value					
5. You can find people who are interested in luxury products similar to you on various online platforms.					

ONLINE PURCHASE INTENTIONS	Opinion Level				
	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
Perceived Price Value					
6. You can interact with other people about luxury products on various online platforms.					
7. Interacting with luxury products on multiple platforms makes you more accepted in the society.					
8. Your experience using various online platforms about luxury products makes you satisfied.					
Perceived Emotional Value					
9. Luxury content on various online platforms is consistent and responsive to your lifestyle.					
10. Luxury products may make individuals feel more proud and confident about yourself.					
11. Luxury products are often symbols of status and success, which helps buyers feel acknowledged and respected by society.					

ONLINE PURCHASE INTENTIONS	Opinion Level				
	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
Perceived Emotional Value					
12. Luxury products can make buyers feel unique and different from others.					
Perceived Epistemic Value					
13. Purchasing luxury products through various online platforms provides you with additional new information or updates.					
14. Purchasing luxury products through various online platforms makes you want to keep up with new societal trends and changes.					
15. Purchasing luxury products through various online platforms makes you feel excited or eager to seek new experiences in life.					
16. Purchasing luxury products through various online platforms allows you to gain new knowledge or experiences that are different from before.					

SECTION D: Online Purchase Intention towards Luxury Products

INSTRUCTION: Please mark “✓” in the box that most closely matches your level of opinion, consisting of:

5 = Strongly Agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly Disagree

PURCHASE INTENTIONS	Opinion Level				
	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
Purchase Intentions					
1. I am likely to explore new online purchase platforms to find luxury products.					
2. I prefer to buy luxury products from well-known, established online retailers					
3. I value personalized recommendations when purchase for luxury products online					
4. I plan to buy luxury products online in the near future.					
5. I intend to increase my use of online purchase websites or platforms to purchase luxury products.					

PURCHASE INTENTIONS	Opinion Level				
	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
Purchase Intentions					
6. I will consider browsing online purchase websites or platforms to purchase luxury products in the future.					
7. I will actively seek out online reviews and ratings before making a purchase of luxury products.					
8. I am willing to wait longer for delivery if the luxury product is highly desired.					
9. I feel confident about the security of online transactions when purchasing luxury products.					

Suggestions (if any)

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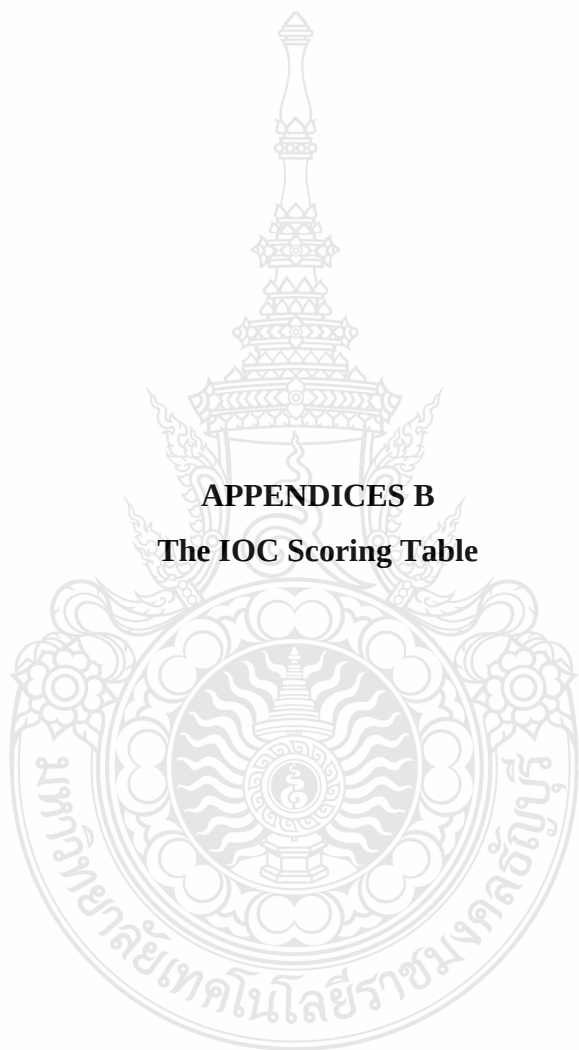
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APPENDICES B
The IOC Scoring Table



The Index of Item-Objective Congruence Form for Inspector Questionnaire

Researcher Name: Miss Shiyu Liu

Research Title: Factors Affecting Online Shopping Intentions towards Luxury Products among Generation Y Consumers in Yantai City, Shandong Province

This Index of Item-Objective Congruence Form is used to examine whether each question is consistent with behavioral objectives.

With the following evaluation criteria below

+I: means Congruent

0: means Questionable

-I: means Incongruent

Explanation

Please mark ✓ in the blank space (+1) If you are sure that the questions are measured according to the objective, (0) If you are not sure that the questions are measured according to the objective, and (-1) If you are sure that the measurement questions do not meet the objective.

SCREENING QUESTIONS

Please mark ✓ in the blank space ☐ to match your information truthfully and please answer all questions.

List of Screening questions	Expert opinion			Total	IOC Value	Inter Pret	Additional comments
	No.1	No.2	No.3				
1.Are you a person who belongs to the Generation Y group (aged 26 - 43 years old)? ☐ 1. Yes ☐ 2. No (End of questionnaire)	+1	+1	+1	3	1.00	Applicable	
2. Do you have experience buying luxury products online and live in Yantai, Shandong Province? ☐ 1. Yes ☐ 2. No (End of questionnaire)	+1	+1	+1	3	1.00	Applicable	

SECTION A: General information survey on personal factors

Please mark ✓ in the blank space ☐ to match your information truthfully and please answer all questions.

List of Screening questions	Expert opinion			Total	IOC Value	Interpret	Additional comments
	No.1	No.2	No.3				
1. Gender: ☐ 1. Male ☐ 2. Female	+1	+1	+1	3	1.00	Applicable	
2. Age ☐ 26 - 30 years old ☐ 31 - 35 years old ☐ 36 - 40 years old ☐ 41 – 43 Years old	+1	+1	+1	3	1.00	Applicable	
3. Marital status ☐ Single ☐ Married ☐ Divorce/Widow	+1	+1	+1	3	1.00	Applicable	
4. Education level ☐ Primary/Secondary ☐ Foundation/Diploma ☐ Undergraduate ☐ Postgraduate ☐ Others ... (Please specify)	+1	+1	+1	3	1.00	Applicable	
5. Occupation ☐ Students ☐ Private company employees ☐ Civil servant employees ☐ State enterprise employees ☐ Business owners/Private businesses ☐ Others (Please specify)	+1	+1	+1	3	1.00	Applicable	

List of Screening questions	Expert opinion			Total	IOC Value	Interpret	Additional comments
	No.1	No.2	No.3				
6. Average Monthly Income ☐ Not more than 3,000 CNY ☐ 3,001 - 5,000 CNY ☐ 5,001 - 7,000 CNY ☐ 7,001 and above CNY	+1	+1	+1	3	1.00	Applicable	

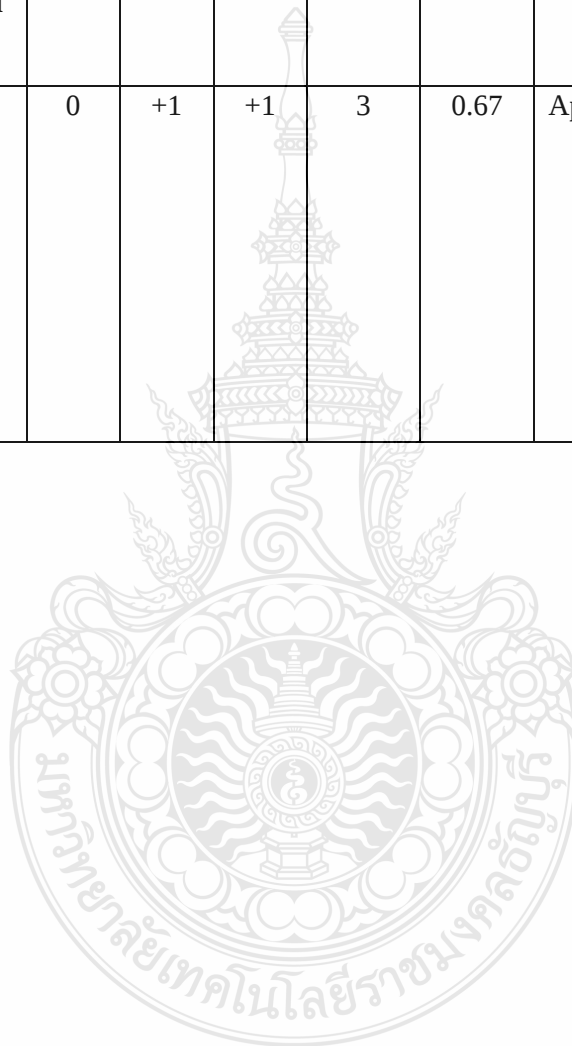
SECTION B: Technology Acceptance Model Factors (TAM) affecting online shopping intentions

Please mark ✓ in the blank space ☐ to match your information truthfully and please answer all questions.

TECHNOLOGY ACCEPTANCE MODEL FACTORS (TAM)	Expert opinion			Total	IOC Value	Interpret	Additional comments
	No.1	No.2	No.3				
Perceived Usefulness							
1. Online purchase allow you to enhance your luxury purchasing effectiveness.	+1	+1	+1	3	1.00	Applicable	
2. Online purchase is a convenient way to shop for luxury products.	+1	+1	+1	3	1.00	Applicable	
3. Online purchase makes purchase less time consuming to purchase luxury products.	+1	+1	+1	3	1.00	Applicable	
4. Online purchase features are useful (e.g. most viewed deals, past purchase reviews) to help you decide on purchasing luxury products.	+1	+1	+1	3	1.00	Applicable	

TECHNOLOGY ACCEPTANCE MODEL FACTORS (TAM)	Expert opinion			Total	IOC Value	Interpret	Additional comments
	No.1	No.2	No.3				
Perceived Ease of Use							
5. Online purchase websites provide useful features in helping you to make purchase decision of luxury products.	+1	+1	+1	3	1.00	Applicable	
6. Online purchase websites are easy to navigate for luxury purchase.	+1	+1	+1	3	1.00	Applicable	
7. Online purchase websites or platform have support services or contacts that can help you feel more confident in making luxury purchases.	+1	+1	+1	3	1.00	Applicable	
8. Online purchase websites or platform transactions are hassle free when conducting luxury purchase.	+1	+1	+1	3	1.00	Applicable	
Behavioral Intention to Use							
9. You intend to use websites or online platforms to buy luxury products.	+1	+1	+1	3	1.00	Applicable	
10. You intend to use websites or online platforms to buy luxury products in the future.	+1	+1	+1	3	1.00	Applicable	

TECHNOLOGY ACCEPTANCE MODEL FACTORS (TAM)	Expert opinion			Total	IOC Value	Interpret	Additional comments
	No.1	No.2	No.3				
Behavioral Intention to Use							
11. You expect that in the future, modern websites or online platforms will make it more convenient for you to buy luxury products.	+1	+1	+1	3	1.00	Applicable	
12. If there are other channels that you can buy luxury products, you still confirm that you will choose to use websites or online platforms to buy luxury products.	0	+1	+1	3	0.67	Applicable	



SECTION C: Perceived Values Factors affecting online shopping intentions

Please mark ✓ in the blank space ☐ into a 5-level rating scale questionnaire based on a Likert scale that best describes you with the following criteria:

5 = Strongly agree 4 = Agree 3 = Uncertain 2 = Disagree 1 = Strongly disagree

PERCEIVED VALUES FACTORS	Expert opinion			Total	IOC Value	Interpret	Additional comments
	No.1	No.2	No.3				
Perceived Price Value							
1. I purchase luxury products online because the prices are reasonable.	+1	+1	0	3	0.67	Applicable	
2. I purchase luxury products online because they provide value for the money spent.	+1	+1	+1	3	1.00	Applicable	
3. I purchase luxury products online because they are appropriate for the amount paid.	+1	+1	+1	3	1.00	Applicable	
4. I purchase luxury products online because the prices are in line with current market rates	+1	+1	+1	3	1.00	Applicable	
Perceived Social Value							
5. You can find people who are interested in luxury products similar to you on various online platforms.	+1	+1	+1	3	1.00	Applicable	

PERCEIVED VALUES FACTORS	Expert opinion			Total	IOC Value	Interpret	Additional comments
	No.1	No.2	No.3				
Perceived Social Value							
6. You can interact with other people about luxury products on various online platforms.	+1	+1	+1	3	1.00	Applicable	
7. Interacting with luxury products on Facebook fan pages makes you more accepted in the society.	+1	+1	+1	3	1.00	Applicable	
8. Your experience using various online platforms about luxury products makes you satisfied.	+1	+1	+1	3	1.00	Applicable	
Perceived Emotional Value							
9. Luxury content on various online platforms is consistent and responsive to your lifestyle.	+1	+1	+1	3	1.00	Applicable	
10. Luxury products may make individuals feel more proud and confident about yourself.	+1	+1	+1	3	1.00	Applicable	
11. Luxury products are often symbols of status and success, which helps buyers feel acknowledged and respected by society.	+1	0	+1	3	0.67	Applicable	

PERCEIVED VALUES FACTORS	Expert opinion			Total	IOC Value	Interpret	Additional comments
	No.1	No.2	No.3				
12. Luxury products can make buyers feel unique and different from others.	+1	+1	+1	3	1.00	Applicable	
Perceived Epistemic Value							
13. Purchasing luxury goods through various online platforms provides you with additional new information or updates.	+1	+1	+1	3	1.00	Applicable	
14. Purchasing luxury goods through various online platforms makes you want to keep up with new societal trends and changes.	+1	+1	+1	3	1.00	Applicable	
15. Purchasing luxury goods through various online platforms makes you feel excited or eager to seek new experiences in life.	+1	+1	+1	3	1.00	Applicable	
16. Purchasing luxury products through various online platforms allows you to gain new knowledge or experiences that are different from before.	+1	+1	+1	3	1.00	Applicable	

SECTION D: Online Purchase Intention towards Luxury Products

Please mark ✓ in the blank space ☐ into a 5-level rating scale questionnaire based on a Likert scale that best describes you with the following criteria:

5 = Strongly agree 4 = Agree 3 = Uncertain 2 = Disagree 1 = Strongly disagree

ONLINE PURCHASE INTENTION	Expert opinion			Total	IOC Value	Interpret	Additional comments
	No.1	No.2	No.3				
Purchase Intentions							
1. I am likely to explore new online purchase platforms to find luxury products.	+1	+1	+1	3	1.00	Applicable	
2. I prefer to buy luxury products from well-known, established online retailers	+1	+1	+1	3	1.00	Applicable	
3. I value personalized recommendations when purchase for luxury products online	+1	+1	+1	3	1.00	Applicable	
4. I plan to buy luxury products online in the near future.	+1	+1	+1	3	1.00	Applicable	
5. I intend to increase my use of online purchase websites or platforms to purchase luxury products.	+1	+1	+1	3	1.00	Applicable	

ONLINE PURCHASE INTENTION	Expert opinion			Total	IOC Value	Interpret	Additional comments
	No.1	No.2	No.3				
6.I will consider browsing online purchase websites or platforms to purchase luxury products in the future.	+1	+1	+1	3	1.00	Applicable	
7. I will actively seek out online reviews and ratings before making a purchase of luxury products.	+1	+1	+1	3	1.00	Applicable	
8. I am willing to wait longer for delivery if the luxury product is highly desired.	+1	+1	+1	3	1.00	Applicable	
9. I feel confident about the security of online transactions when purchasing luxury products.	+1	+1	+1	3	1.00	Applicable	

Thank you for your kind support

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