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Investigation of The Effects of Value Perception on Purchase Intention of Luxury Cars

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KEYWORDS Conspicuous Value. Hedonism Value. Price Value. Status Value. Structural Equation Modeling

ABSTRACT Luxury products are characteristically expensive, even though they are not necessities and offer fewer functional advantages as compared with complementary products. Among the variety of luxury products perceived as important to consumers, cars are one of the most important in terms of ownership. The objective of this study was to investigate the effect of value perceptions on purchase intention of luxury cars. The effect of value perceptions on purchase intention was investigated with the help of data from 207 respondents, which was analyzed by using structural equation modeling (SEM). The results revealed that status value, hedonism value and uniqueness value are found to have a strong relationship with purchase intention of luxury cars, whereas conspicuous value, price value and wealth value found to have no effect on purchase intention of luxury cars.