

**THE ROLE OF BRAND IMAGE IN THE THEORY OF PLANNED BEHAVIOR: A
CASE STUDY FROM LVMH GROUP – MOET HENNESSY**



THESIS

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**THE ROLE OF BRAND IMAGE IN THE THEORY OF PLANNED BEHAVIOR: A
CASE STUDY FROM LVMH GROUP – MOET HENNESSY**

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A THESIS

**Submitted in a partial fulfillment of the requirements for the degree of Master of
Business Administration**

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We hereby declare that this Thesis is from student's own work, has been read and presented to Sekolah Tinggi Manajemen IPMI's Board of examiners, and has been accepted as part of the requirements needed to obtain a Master of Business Administration Degree and has been found to be satisfactory.

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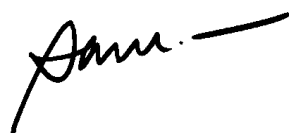
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NON-PLAGIARISM DECLARATION FORM

This Thesis is a representation of our original research work. Wherever contribution of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

Also, this work is being submitted in partial fulfillment of the requirements for the Master of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 19 Oktober 2026



Lycie Joanna

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ABSTRACT

Luxury purchases may reflect practical value as well as reputation, exclusivity, prestige, and social meaning. This study examines Purchase Intention toward luxury-brand products in the LVMH context using the Theory of Planned Behavior (TPB), with Brand Image included as a direct predictor and as a proposed moderator of the relationships between Attitude, Subjective Norm, Perceived Behavioral Control (PBC), and Purchase Intention. Signaling theory provides an additional perspective for understanding how luxury brands can communicate quality, status, and identity through brand reputation and visible product cues. A quantitative, cross-sectional survey was conducted using an online structured questionnaire with a five-point agreement scale. Purposive non-probability sampling was used to recruit respondents who had purchased luxury-brand products and had owned or used such products for more than one year. Of 126 submissions, 118 complete and valid responses were retained for analysis. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 3.2.9. The reported results show positive and statistically significant relationships between Attitude ($\beta = 0.396$) and Brand Image ($\beta = 0.348$) and Purchase Intention. Subjective Norm is also positive ($\beta = 0.219$), although its significance should be confirmed against the final test-direction setting. PBC is not statistically significant, and none of the three Brand Image interaction terms is significant at the 5% level. The reported R^2 is 0.713. The findings are limited by the cross-sectional design, purposive sampling, and the need to confirm final measurement and structural diagnostics.

Keywords: Theory of Planned Behavior; Brand Image; Purchase Intention; Luxury Consumption; LVMH

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND STUDY

Luxury is not defined by price alone. Ko et al. (2019) describe luxury brands through a combination of perceived quality, scarcity, premium pricing, and symbolic value. Rambourg's hierarchy, as discussed by Prayoga (2023), places brands along a spectrum from more accessible forms of luxury to highly exclusive bespoke products. The categories include Everyday Luxury, Affordable Luxury, Accessible Core, Premium Core, Superpremium, Ultra High-end, and Bespoke. This hierarchy is useful as a broad way to discuss differences in price and accessibility, although individual consumers may classify brands differently depending on their experience and expectations.



Figure 1 Luxury Brand Hierarchy

Source: (Rambourg, 2014)

In luxury markets, consumers may evaluate more than the product's practical function. They can also respond to a brand's reputation, design language, heritage, presentation, and associations with status. These meanings are built through repeated encounters with the brand,

including its products, retail experience, communications, and public image. Brand Image is therefore relevant to this study because it may shape how consumers evaluate a luxury product and whether they intend to purchase it.

Setiawati (2023), citing Statista Market Insights, reports that the ASEAN luxury-goods market generated approximately USD 15.29 billion in revenue in 2023 and was projected to grow through 2028, with luxury fashion representing the largest segment. This market estimate provides regional context for the study; it does not, by itself, explain why an individual consumer intends to buy a particular product. The present research addresses that consumer-level question by examining the relationships between TPB variables, Brand Image, and Purchase Intention.

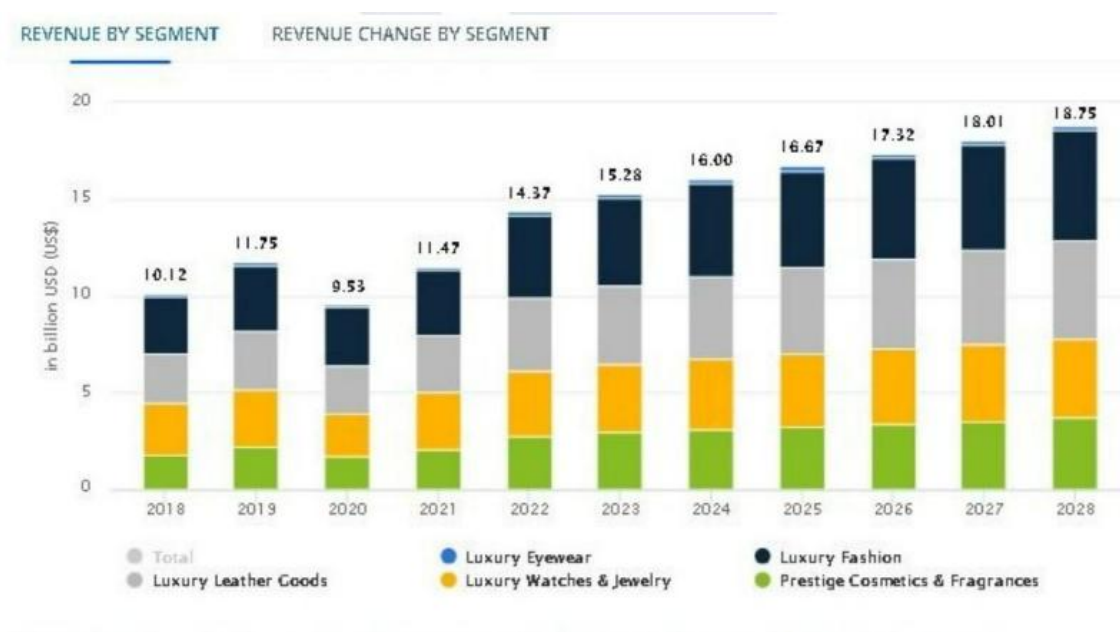


Figure 2 Luxury Goods Market 2023-2028

Source: Setiawati, 2023

The present thesis examines how Brand Image relates to Purchase Intention in the context of luxury products associated with LVMH-owned Maisons. Luxury products are valued not only for their practical use but also for the social meaning they carry. They can also reflect a person's social position and influence how others perceive them. Nelissen and Meijers (2011) explain that luxury goods can function as status symbols, showing that the meaning of these products goes beyond their physical characteristics. As a result, consumers may consider how a luxury

item relates to their personal identity and how it is perceived by others when deciding whether to purchase it.

Signaling theory offers another way to understand these decisions. Spence (1973) introduced signaling as a way for one party to communicate information that may not be directly observable to another. In luxury markets, brand reputation, distinctive design, craftsmanship, and visible brand cues may help consumers communicate or infer quality, status, and identity. Han, Nunes, and Drèze (2010) show that luxury brands differ in how prominently they display brand signals, and that consumers may use these cues to express social position. Such signals do not have the same meaning for every consumer; their interpretation depends on the brand, product, and social context. In this study, signaling theory therefore complements the TPB by explaining why Brand Image and the social meaning of luxury products may matter when consumers form Purchase Intention.

For luxury brands, understanding consumer perceptions is important because these perceptions can shape the way people respond to different products. However, a positive brand image alone may not be enough to encourage consumers to make a purchase. Their personal attitudes, the opinions of people around them, and their perceived ability to afford or obtain the product may also influence their intentions. For this reason, the present study considers Brand Image alongside the three constructs of the Theory of Planned Behavior (TPB). It aims to determine whether Brand Image is directly associated with purchase intention and whether it moderates the relationships between the TPB constructs and purchase intention.

1.2 LVMH – LOUIS VUITTON – MOËT HENNESSY: HISTORY

Bernard Arnault became the Group's majority shareholder and leader in 1989 after merger LVMH in 1987. LVMH's business strategy brings together the resources and expertise of the Group while preserving the heritage and characteristics of each Maison. The Group places importance on craftsmanship, creativity, and product quality, which contribute to its positioning in the luxury market. These priorities provide useful background for understanding the Group, although they do not necessarily reflect how every consumer perceives LVMH or its individual brands.

Beyond its commercial activities, LVMH is also involved in cultural and artistic initiatives. One example is the Fondation Louis Vuitton, which opened to the public in 2014. The Group's

business operations cover several areas, including Wines and Spirits, Fashion and Leather Goods, Perfumes and Cosmetics, Watches and Jewelry, Selective Retailing, and other activities. The variety of these businesses provides a relevant context for studying luxury consumption. At the same time, it is important to recognize that consumer perceptions may vary depending on the Maison, the product category, and the experiences consumers have with individual brands.

1.3 RESEARCH PROBLEM

Luxury-brand image and purchase intention have been examined in prior marketing research, the relationships in the present model still require empirical testing in the selected sample. The study asks whether Attitude, Subjective Norm, and Perceived Behavioral Control are associated with Purchase Intention. Whether Brand Image has an additional direct relationship with intention; and whether Brand Image changes the strength of each TPB relationship. The analysis addresses these questions using the study's survey data.

1.4 RESEARCH GAP AND NOVELTY

The contribution of this study is its joint examination of the three TPB predictors and Brand Image in one model of luxury-brand Purchase Intention. It estimates the direct Brand Image path and tests three interaction effects, one for each TPB construct. The study's novelty should be understood within this specific model, context, and sample; it is not a claim that Brand Image or luxury purchase intention has not been studied before.

Table 1.1 List Of Previous Related Research

Author	Title of Research	Methodology	Result
Andyan Pradipta Utama, Aprilia Ningrum Ambarwati (2022)	The Effect Of Brand Awareness, Brand Image And Trust On Consumer Buying Interest	This study is to analyze the effect of brand awareness , brand image and trust on consumer repurchase intention of PT Astra International Isuzu Warung	This study proves that brand awareness has a negative effect with a value of -0.147 and is not significant on consumer repurchase interest with a T-statistic value of

Author	Title of Research	Methodology	Result
		Buncit Branch. The object of this research is Isuzu truck customers who have bought at least 2 times.	1.283. Brand image has a positive and significant effect on consumer repurchase interest and trust has a positive and significant effect on consumer repurchase interest.
Paurav Shukla (2011)	Impact of Interpersonal Influences, Brand Origin and Brand Image on Luxury Purchase Intentions: Measuring Interfunctional Interactions and a Cross-National Comparison	The study compared consumers in the United Kingdom and India and examined how normative and informational interpersonal influences, brand origin, and brand image relate to luxury purchase intentions.	The study found that normative interpersonal influences were significant in both countries. Brand image significantly moderated the relationship between normative interpersonal influences and luxury purchase intentions in both markets. This is directly relevant to the current thesis because it links brand image, social influence, and luxury purchase intention.
Kamelia Vanny Danaswari and	Celebrity Endorsement,	The researchers conducted a	Celebrity endorsement and

Author	Tittle of Research	Methodology	Result
Aprihatiningrum Hidayati (2024)	Perceived Risk, and Purchase Intention: The Moderating Role of Brand Image	quantitative survey of local skincare consumers in the Jabodetabek area and analyzed the data using multiple and moderated regression analysis.	perceived risk significantly influenced purchase intention. Brand image moderated the relationship between celebrity endorsement and purchase intention, but did not significantly moderate the relationship between perceived risk and purchase intention. Although the product category differs from luxury goods, the study provides relevant evidence that the moderating role of brand image can vary according to the predictor being examined.

1.6 RESEARCH QUESTIONS

1. How are Attitude, Subjective Norm, and Perceived Behavioral Control related to Purchase Intention toward luxury brand products in the LVMH Brand?
2. Does Brand Image have a direct relationship with Purchase Intention toward luxury-brand products in the LVMH Brand?
3. Does Brand Image moderate the relationships between Attitude, Subjective Norm, and Perceived Behavioral Control and Purchase Intention in the LVMH Brand?

1.7 RESEARCH OBJECTIVE

1. To examine the relationships between Attitude, Subjective Norm, Perceived Behavioral Control, and Purchase Intention toward luxury-brand products in the LVMH Brand.
2. To estimate the direct relationship between Brand Image and Purchase Intention in the LVMH Brand.
3. To test whether Brand Image moderates the relationships between each of the three TPB constructs and Purchase Intention in the LVMH Brand

1.8 SCOPE AND LIMITATIONS

This research is limited to Purchase Intention toward luxury-brand products in the LVMH context. And its includes Attitude, Subjective Norm, Perceived Behavioral Control, and Brand Image as predictors of Purchase Intention. The study uses a cross-sectional survey and a non-probability sample, its findings describe relationships within the observed data and should not be generalized automatically to all LVMH customers, all luxury consumers, or other industries. The research gap is framed around the particular combination of variables and paths tested. To examining Brand Image as a direct predictor, the study tests whether it changes the relationships between the three TPB constructs and Purchase Intention. The empirical results determine whether these proposed relationships are supported in this sample.

1.9 RESEARCH BENEFIT

1. Theoretical Benefit

The study applies the Theory of Planned Behavior to luxury-brand Purchase Intention and consider Brand Image adds explanatory value. The results can inform further research on the relationship between personal evaluation, perceived social expectations, perceived control, and brand related associations. Any theoretical contribution should be judged in light of the sample and measurement limitations.

2. Practical Benefit

The results offer a starting point for considering Brand Image alongside consumers' attitudes and perceived social influences. They may help luxury-brand teams formulate questions about brand communication, positioning, and customer experience. The findings are not a universal

prescription and managers should consider the specific Brand, product category, customer segment, and evidence from their own market.

2. Thesis Structure

Chapter One : Introduction

This chapter introduces the research context, problem, questions, objectives, scope, research gap, and expected benefits. It summarizes the LVMH context and explains why Brand Image and consumer purchase intention are relevant to the study.

Chapter Two : Literature Review

This chapter reviews the concepts and research that inform the model, including Brand Image, Brand Perception, consumer behavior, luxury, and the Theory of Planned Behavior. Then develops the direct effect and moderation hypotheses tested in the study.

Chapter Three : Methodology

This chapter describes the research design, eligibility criteria, sampling approach, questionnaire, measurement scale, data collection, and analytical procedures. And explains the use of descriptive statistics and PLS-SEM in SmartPLS.

Chapter Four : Results and Discussion

This chapter reports the respondent data, descriptive results, measurement-model assessment, structural paths, and hypothesis decisions. The findings are interpreted in relation to the research questions and the literature review.

Chapter Five : Conclusion and Recommendations

Last chapter summarizes the conclusions and discusses theoretical and managerial implications. It also sets out the study's limitations and identifies directions for future research.

CHAPTER 2

LITERATURE REVIEW

2.1 Brand Image

Brand Image refers to the overall set of associations and impressions that a consumer connects with a brand. These associations can develop through product use, product quality, service encounters, advertising, packaging, retail environments, and other points of contact. Because consumers have different experiences and expectations, the image they form may not be identical even when they encounter the same brand.

A distinctive image can help consumers recognize a brand and differentiate it from alternatives. For this reason, Brand Image is relevant to brand equity and to the way consumers interpret a product's value. In the present study, it is treated as a measured construct whose relationship with Purchase Intention is tested rather than assumed.

Consistency across online and offline experiences may help a brand communicate a recognizable identity. Yet the image that consumers ultimately form depends on how they interpret those experiences, not only on the company's intended positioning. This distinction matters in luxury markets, where product quality, heritage, exclusivity, and symbolic associations can all contribute to the consumer's overall impression. (Wijaya, 2013).

2.2 Brand Perceptions

Brand Perception describes the way consumers interpret and evaluate a brand based on what they know, experience, and hear about it. Product performance, reputation, service, public communication, reviews, and personal associations can all contribute to that interpretation. Consumers may therefore develop different perceptions of the same brand, even when the brand communicates a consistent identity.

These perceptions can influence how consumers compare alternatives and whether they recommend or consider purchasing a product. Businesses can learn about consumer perceptions by examining feedback across relevant touchpoints, but the interpretation should be grounded in evidence rather than inferred from brand messaging alone. In this thesis, Brand Perception is part of the conceptual discussion; it is not a separate measured construct in the final statistical model. (Wijaya, 2013)

2.3 Consumer Behavior

Solomon (2011) presents consumer behavior as a broad field concerned with how people select, purchase, use, evaluate, and dispose of products and services. Decisions can reflect individual factors—such as motivation, attitudes, beliefs, and self-concept—as well as external influences, including family, culture, age, and social environment. These factors can affect what consumers buy, where and when they buy it, and whether they decide not to purchase at all.

Consumer behavior therefore involves more than the final transaction. It also includes the processes through which people recognize a need, search for information, compare options, make a choice, and assess the outcome. This broader view is relevant to the current research because Purchase Intention is one stage of consumer decision-making, not proof that a purchase eventually occurred. (Solomon, 2011).

2.4 The Concept Of Luxury

Kapferer's work is useful for explaining why luxury is usually identified through a combination of characteristics rather than a single feature. These characteristics may include creativity, heritage, distinctive imagery, high quality, premium price, and scarcity. Some of these attributes can also appear in mass-market products, but the combination and the way consumers interpret them help distinguish luxury positioning. (Kapferer, 2005) (Tekin, Yiltay, & Ayas, 2016).

2.5 Luxury Brand

Luxury brands commonly compete through a combination of product quality, craftsmanship, heritage, distinctive design, and a carefully managed customer experience. Their appeal can also be aspirational: consumers may connect a brand with a desired identity, achievement, or social position. These associations vary across brands and consumers, so the category should not be reduced to price or logo recognition alone.

Craftsmanship and materials are important elements of luxury positioning, but their meaning is also communicated through design, service, and brand history. Consumers may value the care involved in making a product as well as its appearance and performance. Such evaluations can contribute to perceived quality and desirability, although the present study does not independently test each of these attributes. (Alex & Brandon, 2024).

Luxury brands also use storytelling, visual identity, and controlled distribution to communicate a distinctive position. Limited availability can reinforce perceptions of rarity, but scarcity alone

does not guarantee that consumers will value a product. The effect depends on whether the brand's associations and the product experience are meaningful to the consumer.

2.5.1 Signaling Theory in Luxury Branding

Signaling theory explains how observable cues can communicate information about qualities that consumers cannot fully assess before purchase (Spence, 1973; Connelly et al., 2011). In luxury markets, brand name, design, craftsmanship, price positioning, packaging, and retail presentation can function as signals that consumers interpret as indicators of quality, exclusivity, prestige, or social identity. These signals are not automatically persuasive: consumers may interpret them differently according to their experience, resources, values, and familiarity with a Maison. Han, Nunes, and Drèze (2010) further demonstrate that the visibility of luxury-brand cues can be important to the way products communicate status. This perspective is relevant to the present study because Brand Image captures consumers' overall associations with a brand, while Subjective Norm reflects perceived social expectations. Signaling theory helps explain why these concepts may be relevant in luxury consumption, but it does not replace the TPB constructs or imply that signaling effects are established by the present data. Instead, it provides a complementary theoretical rationale for testing the direct relationship between Brand Image and Purchase Intention and the proposed moderation effects.

2.6 Theory Of Planned Behavior

The Theory of Planned Behavior (TPB) provides the central framework for this research. Ajzen (1991) proposes that intention is related to three constructs: attitude toward the behavior, subjective norm, and perceived behavioral control. These constructs represent different aspects of decision-making: personal evaluation, perceived expectations from important others, and perceived ability or opportunity to act. The present study uses them to examine luxury-brand Purchase Intention and adds Brand Image as a direct predictor and potential moderator. (AJZEN, 1991).

Attitude captures whether a person evaluates the behavior favorably or unfavorably. Subjective Norm concerns the social pressure a person perceives around performing the behavior. Perceived Behavioral Control concerns the person's assessment of how feasible the behavior is, given their perceived ability and resources. The constructs are related but not interchangeable; each represents a different possible influence on intention.

Applied to luxury consumption, the framework suggests that a consumer may want a product, believe that relevant people approve of the purchase, and still question whether the purchase is feasible. The relative contribution of these factors is an empirical question. Their effects should therefore be assessed using the study's measurements and data rather than presumed from the theory alone. (AJZEN, 1991).

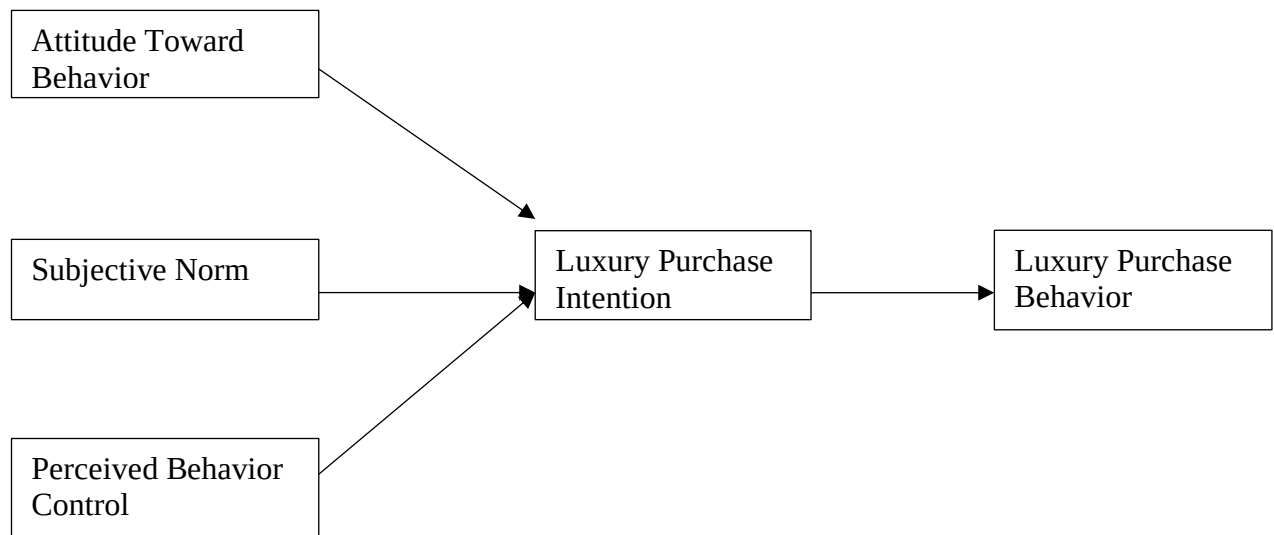


Figure 3 Theory Of Planned Behavior

2.6.1 Attitude Towards Behavior

Within the Theory of Planned Behavior, Attitude refers to a person's overall evaluation of performing a behavior (Ajzen, 1991). That evaluation may be favorable when the person expects desirable outcomes and unfavorable when the anticipated costs or consequences outweigh the benefits. Beliefs about likely outcomes help shape the evaluation, but attitude is distinct from the intention to act. (Ajzen & Fishbein, 2000).

For luxury purchases, a consumer's evaluation may reflect expected quality, enjoyment, self-expression, prestige, price, or the personal meaning attached to ownership. A positive evaluation can be associated with stronger intention, although it does not guarantee that a purchase will occur. The relationship is tested in this study through H1.(Meijer, Catacutan, Ajayi, Sileshi, & Nieuwenhuis, 2015) (Ajzen & Fishbein, 2000).

2.6.2 Subjective Norm

Subjective Norm concerns the degree to which people believe that important others approve or disapprove of a behavior (Ajzen, 1991). Those reference groups may include family, friends, colleagues, or peers. Their influence depends on whose opinion matters to the consumer and how relevant that opinion is to the decision. (Ajzen & Fishbein, 2000) (AJZEN, 1991).

2.6.3 Perceived Behavioral Control

Perceived Behavioral Control (PBC) reflects a person's assessment of whether they have the ability, resources, and opportunity to carry out a behavior (Ajzen, 1991). In a luxury-purchase context, perceived control may include purchasing power, access to a product, and the practical ability to complete the transaction. (Ajzen, 1985)

PBC includes a person's perceived capability as well as perceived external constraints. A consumer may like a luxury product and receive social approval but still have limited intention if the product seems financially or practically out of reach. Conversely, perceived access and sufficient resources may make a purchase seem feasible. Whether PBC predicts intention in this sample is evaluated empirically rather than assumed.(Notani, 1998)(Taylor, 1995)

2.7 Brand Image as a Moderating Variable

Brand Image may relate to Purchase Intention directly, but it could also affect the strength of the relationship between another predictor and intention. In this thesis, the second possibility is treated as a moderation question: does the relationship between a TPB construct and Purchase Intention vary according to Brand Image?

Shukla (2011) examined luxury purchase intentions across British and Indian consumers and reported that brand image moderated the relationship between normative interpersonal influences and purchase intention. This result provides a rationale for testing a similar type of interaction in the present model, but it does not establish that Brand Image will moderate every TPB relationship or that the same result will appear in every market.

Other studies cited in this thesis also report context-dependent moderation findings. Danaswari and Hidayati (2024) found a moderating role for Brand Image in the relationship between celebrity endorsement and Purchase Intention, but not in the relationship involving perceived risk. Wibisana, Miswanto, and Gusmao (2024) similarly reported that Brand Image moderated the celebrity-endorsement relationship, while moderation for social-media advertising and customer experience was not significant. These findings should be interpreted within each study's specific model and sample.

Taken together, these studies suggest that moderation should be tested for each relationship instead of being treated as a general property of Brand Image. The effect may depend on the predictor, market, sample, and how each construct is measured. This is why the present study evaluates three separate interaction terms.

Accordingly, Brand Image is included in two roles: as a direct predictor of Purchase Intention and as a potential moderator of the relationships between Attitude, Subjective Norm, Perceived Behavioral Control, and Purchase Intention. The data determine whether the proposed interaction effects are supported.

2.8 Development of the Hypotheses

2.8.1 Attitude Toward Behavior and Purchase Intention

Ajzen (1991) defines Attitude toward a behavior in terms of a person's favorable or unfavorable evaluation of performing it. TPB therefore predicts that a more favorable evaluation can be associated with stronger intention to act.

For luxury products, the evaluation may include expected quality, enjoyment, exclusivity, prestige, self-expression, and the experience of owning the product. Consumers who consider a luxury purchase worthwhile or personally meaningful may report stronger Purchase Intention, while those who view the costs as outweighing the benefits may report weaker intention.

Jain, Khan, and Mishra (2017) applied TPB to luxury fashion consumption, supporting the relevance of consumer attitude when examining luxury purchase intention. Building on this reasoning, the present study proposes a positive relationship between Attitude and Purchase Intention. This is an expected relationship to be tested, not a result assumed in advance.

Accordingly, the following hypothesis is proposed:

H1: Attitude toward purchasing luxury-brand products has a positive influence on purchase intention.

2.8.2 Subjective Norm and Purchase Intention

Subjective Norm reflects the perceived expectations of people whose views matter to the consumer (Ajzen, 1991). Depending on the person and situation, those referents may approve of, recommend, or discourage a luxury purchase.

Luxury products can be visible to others and may communicate identity or status. As a result, social feedback can be relevant to some consumers' decisions. The strength of this influence may differ across individuals; not every luxury purchase is motivated by the desire for social approval.

If a consumer values the opinions of people who approve of a luxury purchase, that approval may be associated with stronger Purchase Intention. Disapproval may have the opposite relationship. The present study tests whether the overall Subjective Norm construct is positively related to intention in the observed sample.

Based on the Theory of Planned Behavior and the social characteristics of luxury consumption, the following hypothesis is proposed:

H2: Subjective norm has a positive influence on luxury-brand purchase intention.

2.8.3 Perceived Behavioral Control and Purchase Intention

Ajzen (1985, 1991) describes Perceived Behavioral Control as a person's assessment of the ease or difficulty of performing a behavior, including whether the necessary resources and opportunities appear to be available.

This construct may be especially relevant to luxury purchases because these products can require substantial expenditure and may not be equally accessible to all consumers. A consumer

can value a product and receive social approval but still consider a purchase impractical because of price, availability, or other constraints.

Consumers who believe they can afford and access a product may perceive the purchase as feasible. However, feasibility alone may not be enough to create intention if the product is not desirable to them. The relationship between PBC and Purchase Intention is therefore tested rather than treated as inevitable.

Therefore, stronger perceived behavioral control is expected to increase consumers' intention to purchase luxury-brand products.

Accordingly:

H3: Perceived behavioral control has a positive influence on luxury-brand purchase intention.

2.8.4 Brand Image and Purchase Intention

Wijaya (2013) describes Brand Image in terms of the associations and impressions held by consumers about a brand. These associations can help consumers identify a brand and distinguish it from alternatives, but they can vary with individual experience and interpretation. In luxury markets, Brand Image may incorporate associations with craftsmanship, heritage, exclusivity, prestige, design, or social meaning. These attributes can make a product desirable beyond its practical function. The extent to which Brand Image relates to Purchase Intention is an empirical question in this study.

Within the LVMH context, a consumer who associates a Maison with quality, prestige, or distinctiveness may be more inclined to consider its products. Yet this should not be generalized to every Maison or consumer; the current analysis estimates the relationship within the sample and model used.

Based on this reasoning, the study expects a more favorable Brand Image to be positively associated with Purchase Intention.

Accordingly:

H4: Brand image has a positive influence on luxury-brand purchase intention.

2.8.5 The Moderating Role of Brand Image on the Relationship Between Attitude and Purchase Intention

A moderation effect exists when the relationship between a predictor and an outcome differs depending on the level of a third variable. Here, the question is whether Brand Image changes the relationship between Attitude and Purchase Intention, beyond any direct relationship Brand Image may have with intention.

Consumers may generally evaluate luxury purchases positively, but that evaluation may be more strongly connected with intention for a brand they perceive as distinctive and credible. A favorable Brand Image could reinforce the meaning consumers attach to the purchase. This is a theoretical possibility that must be tested with an interaction term.

If a brand's image does not align with what a consumer values in luxury, a favorable attitude toward luxury consumption in general may not translate as strongly into intention to buy from that brand. On this basis, the study tests whether Brand Image changes the Attitude–Purchase Intention relationship.

Accordingly:

H5: Brand image moderates the relationship between attitude toward purchasing luxury-brand products and purchase intention.

2.8.6 The Moderating Role of Brand Image on the Relationship Between Subjective Norm and Purchase Intention

The relationship between Subjective Norm and Purchase Intention may also depend on how a consumer sees the brand. This possibility is relevant because social approval and luxury-brand associations can both carry symbolic meaning, though their influence may vary by person and context.

Shukla (2011) reported that Brand Image moderated the relationship between normative interpersonal influences and luxury purchase intention in the contexts studied. This provides a basis for testing whether a comparable interaction is present in the current sample.

If a consumer values the opinions of family, friends, or peers, a prestigious brand image may make their approval more relevant to the purchase decision. However, social influence may remain weak when consumers do not value those opinions or when the brand image is not important to them.

The study therefore tests whether Brand Image changes the relationship between Subjective Norm and Purchase Intention, without assuming that the interaction must be positive or statistically significant.

Accordingly:

H6: Brand image moderates the relationship between subjective norm and luxury-brand purchase intention.

2.8.7 The Moderating Role of Brand Image on the Relationship Between Perceived Behavioral Control and Purchase Intention

Perceived Behavioral Control concerns the consumer's assessment of whether a purchase is possible given their resources and access. Even when a consumer can afford a product, that ability may not lead to intention if the brand itself is not appealing.

A favorable Brand Image could make consumers more willing to act on their perceived ability to buy, because the product may seem more desirable or worth the expense. This is the rationale for testing an interaction between Brand Image and PBC.

Alternatively, consumers may have the means to purchase a product but choose not to if its brand image does not match their preferences. The proposed moderation effect is therefore plausible but not guaranteed; it requires empirical evaluation.

Because previous studies have reported different moderation patterns for different predictors, the current research treats this interaction as a separate hypothesis rather than assuming a consistent effect across all TPB constructs.

Accordingly:

H7: Brand image moderates the relationship between perceived behavioral control and luxury-brand purchase intention.

Summary of Research Hypotheses

Based on the theoretical arguments presented above, the seven hypotheses tested in this study are:

H1: Attitude toward purchasing luxury-brand products has a positive influence on purchase intention.

H2: Subjective norm has a positive influence on luxury-brand purchase intention.

H3: Perceived behavioral control has a positive influence on luxury-brand purchase intention.

H4: Brand image has a positive influence on luxury-brand purchase intention.

H5: Brand image moderates the relationship between attitude toward purchasing luxury-brand products and purchase intention.

H6: Brand image moderates the relationship between subjective norm and luxury-brand purchase intention.

H7: Brand image moderates the relationship between perceived behavioral control and luxury-brand purchase intention.

2.9 Theoretical Framework

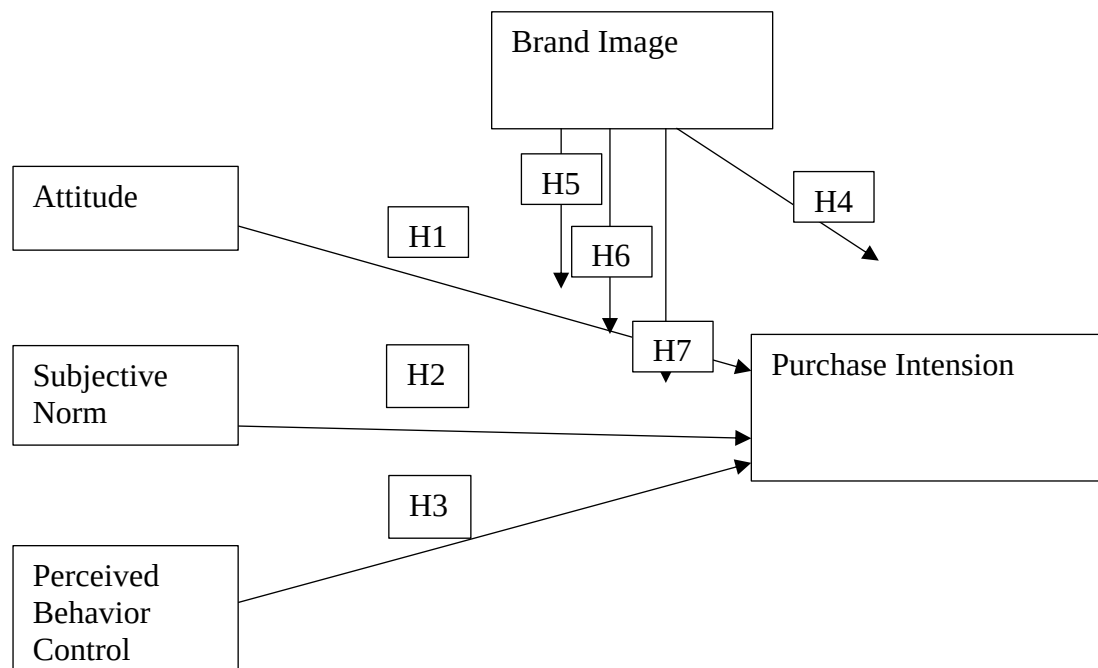


Figure 4 Theoretical Framework

Source: Data Processed By Author (2024)

Based on the literature review, below is the hypothesized:

H1: Attitude Toward Behavior positively affect Purchase Intention

H2: Subjective Norm Positively affect Purchase Intention

H3: Perceived Behavior Control positively affect Purchase Intention

H4: Brand Image positively affect Purchase Intention

H5: Brand Image moderate the impact of Attitude toward purchase intention

H6: Brand Image moderate the Impact of Subjective Norm toward Purchase Intention

H7: Brand Image moderate the impact of Perceived Behavior Control toward Purchase Intention

CHAPTER 3

METHODOLOGY

3.1 Research Design

This research uses a quantitative, explanatory, cross-sectional survey design within a post-positivist orientation. A structured questionnaire allows the proposed relationships among the latent constructs to be examined statistically. Because responses were collected at one point in time, the findings indicate associations in the specified model and do not establish cause and effect.

3.2 Population, Eligibility, and Sampling

The target respondents were consumers with experience purchasing luxury-brand products in the LVMH context. Eligibility criteria required respondents to have purchased a luxury-brand product and to have used it for more than one year. The Geographical scope of this study covers Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi). Purposive non-probability sampling was used to target people meeting these criteria; online sharing was the recruitment channel. Of 126 submissions, 118 complete and valid responses were retained for analysis.

The initial sample target was set at 100 using the thesis's planning rule of five responses for each of the 20 initial questionnaire indicators. This rule provides a basic planning reference, not a formal power analysis. The final sample comprised 118 valid responses.

3.3 Type And Source Of Data

Table 2 Source Of Data

Type Of Data	Description	Source Of Data
Primary Data	Respondents responses to distributed online questionnaire	Respondents who are active on Online Platform and has bought a luxury product because of the role of LVMH- Louiss Vuitton Moet Hennesy
Secondary Data	Materials Data Searching and Collecting	Previous Research, Books, Reports, Journal, and feedback from google

Type Of Data	Description	Source Of Data
		scholar, IPMI or the academic supervisor.

3.4 Data Collection Descriptive analysis And Quantitative By Questionner

Data were collected through a structured questionnaire distributed online. The questions were organized around the five constructs in the proposed model: Attitude, Subjective Norm, Perceived Behavioral Control, Brand Image, and Purchase Intention. Screening questions were used to assess respondent eligibility.

Table 3 Structure Questionnaire

Variable	Items	Measurement Items	Source
Attitude	A1	I Buy LVMH because I got a lot benefits (quality,design, fashion,status)	(Valentim. & Vale, 2022)
	A2	LVMH luxury goods satisfied my needs	(Valentim. & Vale, 2022)
	A3	LVMH luxury goods help to show my social status	(Valentim. & Vale, 2022)
	A4	I feel happy when I purchase LVMH product	(Valentim. & Vale, 2022)
Subjective Norms	SN1	Many people around me have LVMH product	(A, R, & Ariyanto)
	SN2	Most people who are important to me, advise me to purchase LVMH product	(Valentim. & Vale, 2022)
	SN3	I Feel Social pressure to buy LVMH product	(Chan, 2004)
	SN4	The people who I listen to could influence me buy LVMH product	(Chen, 2016)
Perceived Behavior	PB1	I have sufficient financial resources to purchase luxury brand products.	(Mullan, Wong, & Kothe, 2013)

Variable	Items	Measurement Items	Source
	PB2	Whether I purchase luxury brand products is largely under my control	(Borges, Oude Lasink, & Marques Ribeiro, 2014)
	PB3	I am confident that I could purchase luxury brand products if I wanted to	(Borges, Oude Lasink, & Marques Ribeiro, 2014)
	PB4	Purchasing luxury brand products would be possible for me	(Jain, Khan, & Mishra, 2015)
Brand Image	BI1	LVMH Brand has a personality	(Valentim. & Vale, 2022)
	BI2	LVMH brand has a high level quality product	(Valentim. & Vale, 2022)
	BI3	LVMH is sophisticated	(Valentim. & Vale, 2022)
	BI4	LVMH is the most exclusive brand	(Valentim. & Vale, 2022)
Purchase Intention	PI1	I will consider to buy LVMH product	(Jain, Khan, & Mishra, 2015)
	PI2	I would like to recommend LVMH product to other people	(Jain, Khan, & Mishra, 2015)
	PI3	I would think about LVMH as a choice when buying luxury brand	(Jain, Khan, & Mishra, 2015)
	PI4	I will try to buy LVMH product in the future	(Jain, Khan, & Mishra, 2015)

3.5 Measurement Scale

The questionnaire used a five-point Likert response format to capture respondents' levels of agreement with each statement. Responses ranged from 1 (strongly disagree) to 5 (strongly agree). A Likert-type format allows the study to summarize response patterns and use the

indicators in the specified measurement model. The relevant methodological sources cited in the thesis should be checked against the reference list before submission.

Table 4 Likert Scale

No	Item Instrument	Score
1	Very Agree	5
2	Agree	4
3	Neutral	3
4	Not Agree	2
5	Very Not Agree	1

3.5 Population and Sample

a. Research Population

The study population was defined as consumers with relevant experience of luxury-brand products, including products from LVMH-owned Maisons.

b. Population Sample

Purposive sampling was used because participation depended on meeting criteria relevant to the research question. As a non-probability method, it supports recruitment of respondents with the required experience but does not provide a basis for claiming that the sample is statistically representative of all luxury consumers.

The criteria established for respondents in this study are as follows:

1. Respondents are LVMH or other luxury brand customers who have purchased the brand's products.
2. Respondents have used the product for more than one year.

The thesis used a planning estimate of 20 questionnaire indicators multiplied by five responses per indicator, producing an initial target of 100 respondents, following the guideline attributed to Hair et al. (2017). This is a rule of thumb and should not be presented as a substitute for an a priori power analysis. The analysis ultimately used 118 complete, valid responses.

3.6 Data Collection Method

The primary data came from responses to the structured online questionnaire. The instrument was designed to measure the five constructs in the research model using the indicators specified in the thesis.

3.7 Data Analysis

The analysis was organized to answer the research questions. Descriptive statistics were used to summarize the sample and item responses, while PLS-SEM was used to evaluate the measurement model and estimate the proposed structural relationships.

a. Descriptive Statistical Method

Descriptive statistics were used to present the observed responses as they were collected, including response frequencies and item means. These summaries help describe the sample and response patterns; they do not establish relationships or support hypotheses on their own.

b. Respondent Description

Respondent characteristics were summarized using the demographic information collected in the questionnaire, including age, gender, occupation, and income where those data were available. The purpose was to describe the composition of the sample rather than to claim representativeness.

c. Description of Answer or Questionnaires

For each questionnaire item, the response distribution and mean were reviewed on the five-point scale: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree. These statistics describe the direction of responses and should be interpreted separately from the inferential results.

1. PLS (*Partial Least Square Analysis*)

Partial Least Squares Structural Equation Modeling (PLS-SEM) was conducted in SmartPLS 3.2.9. The approach was used to estimate relationships among the latent constructs and to assess the proposed interaction effects. The choice of method should be justified by the research objectives and model requirements, not by assuming that PLS-SEM is automatically preferable to covariance-based SEM.

The PLS-SEM analysis involved two broad stages: first, assessing the measurement model; and second, examining the structural paths and hypothesis tests. Interpretation of the structural results depends on the quality of the measurement model and on whether the reported diagnostics come from the same final model specification.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Overview of the Data

The raw online form contained 126 submissions. After checking completeness and validity, 118 responses were retained for the analysis. The reported results in this chapter are based on those 118 cases.

4.2 Descriptive Statistics of Measurement Items

The item-level descriptive results show a mean of 4.322 for PB2, the highest among the listed items, and 2.102 for SN3, the lowest. SN3 and SN4 were later removed from the revised Subjective Norm construct after their measurement performance was reviewed. The retained Subjective Norm indicators have means of 3.992 for SN1 and 3.559 for SN2. These means describe responses to the items; they do not determine whether the structural hypotheses are supported.

Table 5 Descriptive Statistic Result

Item	Mean (1–5)
A1	4.068
A2	3.839
A3	3.898
A4	4.025
SN1	3.992
SN2	3.559
SN3	2.102
SN4	2.585
PB1	4.000
PB2	4.322
PB3	4.153
PB4	4.195
BI1	4.127
BI2	4.076
BI3	4.110
BI4	4.076
PI1	3.754
PI2	3.890
PI3	3.907
PI4	3.941

4.3 Measurement Model Assessment

In the revised measurement model, Attitude, Brand Image, Perceived Behavioral Control, and Purchase Intention retain four indicators each, while Subjective Norm retains SN1 and SN2. The reported loading for PI1 is 0.587, below the commonly used 0.70 reference point. It should be reviewed in light of the item's theoretical relevance and the construct's reliability and validity rather than removed automatically. The final model diagnostics should be re-exported after the indicator decision is finalized.

Table 6 Outer Loadings of the Measurement Model

Indicator	Outer loading	Assessment
A1	0.890	Meets 0.70 guideline
A2	0.860	Meets 0.70 guideline
A3	0.829	Meets 0.70 guideline
A4	0.892	Meets 0.70 guideline
BI1	0.736	Meets 0.70 guideline
BI2	0.937	Meets 0.70 guideline
BI3	0.932	Meets 0.70 guideline
BI4	0.915	Meets 0.70 guideline
PB1	0.810	Meets 0.70 guideline
PB2	0.866	Meets 0.70 guideline
PB3	0.907	Meets 0.70 guideline
PB4	0.924	Meets 0.70 guideline
PI1	0.587	Below 0.70; review
PI2	0.850	Meets 0.70 guideline
PI3	0.860	Meets 0.70 guideline
PI4	0.916	Meets 0.70 guideline
SN1	0.873	Meets 0.70 guideline
SN2	0.896	Meets 0.70 guideline

4.3.1 Internal Consistency and Convergent Validity

Table 7 Reliability and Convergent Validity Assessment

Construct	Cronbach's alpha	rho_A	Composite reliability (rho_C)	AVE
Attitude	0.891	0.893	0.924	0.753
Brand Image	0.903	0.916	0.934	0.781
Perceived Behavioral Control	0.900	0.904	0.931	0.771
Purchase Intention	0.824	0.872	0.884	0.662
Subjective Norm (revised: SN1-SN2)	0.723	0.727	0.878	0.782

For the revised model, the reported Cronbach's alpha values range from 0.723 to 0.903, composite reliability ranges from 0.878 to 0.934, and AVE ranges from 0.662 to 0.782. These figures meet commonly used reference criteria for internal consistency and convergent validity. The Subjective Norm statistics apply to the two retained indicators, SN1 and SN2, not to the original four-item set.

4.3.2 Discriminant Validity and Collinearity

The available Fornell–Larcker and HTMT results were generated before SN3 and SN4 were removed, so they should not be presented as conclusive evidence for the revised model. The initial workbook also reports indicator VIF values of 5.525 for BI3 and 4.520 for BI2. Because the model changed, discriminant validity and collinearity should be checked again using a fresh SmartPLS export based on the final indicator set.

4.4 Structural Model Results

The supplied structural-model output reports the path coefficients, t-statistics, and p-values summarized in the table. The model's R^2 for Purchase Intention is 0.713, with an adjusted R^2 of 0.695. These values indicate the proportion of variance accounted for by the model in this sample; they should be checked against the final output after all measurement-model decisions have been made.

Table 8 Hypothesis Testing Results

Hypothesis	Path	β	t-statistic	p-value in export	Decision based on exported p < .05
H1	Attitude → Purchase Intention	0.396	3.868	0.000	Supported
H2	Subjective Norm → Purchase Intention	0.219	1.774	0.038	Supported*
H3	Perceived Behavioral Control → Purchase Intention	-0.094	0.656	0.256	Not supported
H4	Brand Image → Purchase Intention	0.348	3.315	0.000	Supported
H5	Brand Image × Attitude → Purchase Intention	0.024	0.234	0.407	Not supported
H6	Brand Image × Subjective Norm → Purchase Intention	0.140	1.109	0.134	Not supported
H7	Brand Image × Perceived Behavioral Control → Purchase Intention	-0.153	1.260	0.104	Not supported

The supplied export reports the Subjective Norm path as $\beta = 0.219$, $t = 1.774$, and $p = 0.038$. Because the significance decision depends on the test direction, the one-tailed setting must be explicitly confirmed in the final SmartPLS output and consistently reported. The result should not be described as significant under all testing conventions.

4.5 Coefficient of Determination and Effect Sizes

Table 9 Coefficient of Determination (R^2)

Outcome	R^2	Adjusted R^2
Purchase Intention	0.713	0.695

Table 10 Effect Size (f^2) Assessment

Predictor	f^2 reported	Interpretation (rule-of-thumb)
Attitude	0.135	Small-to-medium effect
Brand Image	0.123	Small-to-medium effect
Perceived Behavioral Control	0.007	Negligible/small effect
Subjective Norm	0.069	Small effect

The reported f^2 values suggest that Attitude and Brand Image contribute more to the model's explanatory performance than Perceived Behavioral Control. The available values appear to concern direct predictors; effect sizes for all interaction terms should not be inferred unless they are separately reported in the final output.

4.6 Model Fit

Table 11 Model Fit Assessment

Fit index	Saturated model	Estimated model
SRMR	0.083	0.084
d_ULS	1.188	1.199
d_G	0.725	0.732
Chi-square	450.454	445.568
NFI	0.767	0.769

The estimated SRMR is 0.084. This is above the stricter 0.080 reference point, although some discussions use 0.100 as a more permissive threshold. The reported NFI is 0.769, which is below the often-cited 0.90 reference. These indices therefore do not support describing model fit as uniformly strong; they should be interpreted alongside the measurement results, model purpose, and other diagnostics.

4.7 Hypothesis-by-Hypothesis Discussion

H1: Attitude → Purchase Intention

The Attitude path is positive ($\beta = 0.396$; $t = 3.868$), and the supplied output reports a p-value below 0.001. H1 is therefore supported under the reported test convention. In this sample, respondents with more favorable evaluations of luxury-brand purchasing also tend to report

stronger Purchase Intention. This is an association estimated by the model, not evidence that attitude alone causes a purchase.

H2: Subjective Norm → Purchase Intention

The Subjective Norm coefficient is positive ($\beta = 0.219$; $t = 1.774$), and the supplied export reports $p = 0.038$. The hypothesis decision depends on whether the final analysis uses a one-tailed test, so the test direction and p-value should be confirmed in the final output. Until that check is complete, the finding should be reported with this qualification.

H3: Perceived Behavioral Control → Purchase Intention

The PBC coefficient is small and negative ($\beta = -0.094$; $t = 0.656$; $p = 0.256$), so H3 is not supported. In this sample, the model does not show a statistically significant positive relationship between perceived control and Purchase Intention. This does not mean that affordability or access is unimportant to all luxury consumers; it means the proposed relationship was not supported by these data and measures.

H4: Brand Image → Purchase Intention

Brand Image has a positive coefficient ($\beta = 0.348$; $t = 3.315$), with the supplied output reporting $p < 0.001$. H4 is supported. This suggests that respondents who report a more favorable Brand Image also tend to report stronger Purchase Intention, after accounting for the other terms in the model.

H5–H7: Moderating Effects of Brand Image

None of the three interaction terms reaches the 5% significance level in the supplied output: Brand Image $\times$ Attitude ($\beta = 0.024$, $p = 0.407$), Brand Image $\times$ Subjective Norm ($\beta = 0.140$, $p = 0.134$), and Brand Image $\times$ PBC ($\beta = -0.153$, $p = 0.104$). H5–H7 are therefore not supported in the reported model. The significant direct path from Brand Image does not establish that Brand Image moderates the TPB relationships.

4.8 Summary of Findings

Table 12 Summary Of Findings

Finding	Summary
Direct paths	Attitude and Brand Image and Subjective Norm have positive significant paths in the export.
Moderation	None of the three Brand Image interaction terms is significant at $p < .05$.
Explained variance	$R^2 = 0.713$; adjusted $R^2 = 0.695$ for Purchase Intention.

Finding	Summary
Measurement model	Revised model excludes SN3 and SN4. PI1 has a lower loading (0.587) but we still use it under review.
Data consistency	From 126 raw form submissions we can use 118 complete cases in the analysis sheet.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This study tested a TPB-based model of Purchase Intention toward luxury-brand products in the LVMH context, with Brand Image included as a direct predictor and as a potential moderator. In the supplied output, Attitude and Brand Image have positive, statistically significant direct relationships with Purchase Intention. The Subjective Norm path is positive, but its significance should be stated only after confirming the one-tailed test setting. PBC and all three Brand Image interaction effects are not supported.

The reported R^2 of 0.713 indicates that the model accounts for 71.3% of the variance in Purchase Intention in the analyzed sample. It does not establish causality, guarantee prediction for other populations, or show that 71.3% of actual purchases are explained.

5.2 Theoretical Implications

The results support the relevance of Attitude in the TPB-based model and indicate that Brand Image contributes a positive direct relationship with Purchase Intention in this sample. However, the interaction terms do not provide evidence that Brand Image changes the strength of the three TPB relationships. The study therefore extends the model by testing these interactions, but the empirical results do not support the proposed moderation effects.

5.3 Managerial Implications

For brand managers, the direct Brand Image result suggests that consumers' overall associations with a brand deserve attention alongside their evaluation of the purchase itself. In practice, this means checking whether product quality, service, retail experience, and brand communication reinforce the same identity. The survey did not test specific campaigns, so these are implications to explore rather than proven tactics.

Marketing teams can examine which aspects of the brand experience consumers value and whether those aspects are reflected in their attitudes toward purchasing. The present data do not identify a single communication tactic as effective, so any campaign recommendation should be tested with the relevant customer segment.

The nonsignificant PBC path should not be interpreted as evidence that price or access never matters. Managers may wish to examine these factors by customer segment and product category, using measures that capture the practical constraints faced by their customers.

Because the three moderation hypotheses were not supported, the results do not justify claiming that Brand Image amplifies social norms, Attitude, or PBC. Brand Image may still matter directly, but the proposed interaction effects require further evidence.

5.4 Limitations and Future Research

There are several reasons to be cautious when interpreting the results. Responses were collected at one point in time, so the analysis cannot establish that one variable caused another. Purposive sampling also means that the 118 respondents cannot be assumed to represent the full luxury market. In addition, the model was refined by removing two Subjective Norm indicators; measurement and structural diagnostics should therefore be re-exported together from the finalized SmartPLS model before the thesis is submitted.

Future research could recruit a larger and more varied sample, distinguish between specific LVMH Maisons or product categories, and follow respondents over time to see whether stated Purchase Intention is associated with later purchasing. A formal power analysis and a fresh measurement-model assessment would also strengthen the research design.

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APPENDIX A — RESEARCH QUESTIONNAIRE

THE ROLE OF BRAND IMAGE IN THE THEORY OF PLANNED BEHAVIOR: A CASE STUDY FROM LVMH GROUP – MOET HENNESSY

Dear Respondent,

My name is Lylie Joanna, an MBA student at IPMI Institute. I am conducting research for my Master's thesis. This questionnaire examines consumers' attitudes, subjective norms, perceived behavioral control, brand image, and purchase intention toward luxury-brand products, with a focus on LVMH. Participation is voluntary. Responses will be kept confidential and used for academic purposes only. There are no right or wrong answers; please respond based on your own experience and opinion. Thank you for your time and participation.

A1. Respondent Screening

Have you ever purchased a product from an LVMH luxury brand? (Yes / No)

Have you owned or used luxury-brand products for more than one year? (Yes / No)

A2. Respondent Profile

Age: 17–24 years; 25–34 years; 35–44 years; 45 years or above.

Gender: Male; Female; Prefer not to say.

Occupation: Student; Employee; Entrepreneur; Professional; Other.

Monthly personal income: Below IDR 5,000,000; IDR 5,000,000–10,000,000; IDR 10,000,001–25,000,000; Above IDR 25,000,000; Prefer not to say.

Highest education level: High school or below; Diploma; Bachelor's degree; Master's degree; Doctoral degree.

A3. Instructions and Response Scale

For each statement, select one response: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree.

Construct	Code	Statement	1	2	3	4	5
Attitude	A1	Purchasing LVMH products provides many benefits, including quality, design, fashion, and status.	☐	☐	☐	☐	☐
Attitude	A2	LVMH luxury products satisfy my needs.	☐	☐	☐	☐	☐
Attitude	A3	LVMH luxury products help express social status.	☐	☐	☐	☐	☐
Attitude	A4	Purchasing an LVMH product creates a feeling of happiness.	☐	☐	☐	☐	☐
Subjective Norm	SN1	Many people around me own LVMH products.	☐	☐	☐	☐	☐
Subjective Norm	SN2	Most people who are important to me advise me to purchase LVMH products.	☐	☐	☐	☐	☐
Subjective Norm	SN3	There is social pressure to purchase LVMH products.	☐	☐	☐	☐	☐
Subjective Norm	SN4	The opinions of people I listen to can influence the decision to purchase LVMH products.	☐	☐	☐	☐	☐
Perceived Behavioral Control	PB1	There are sufficient financial resources available to purchase luxury-brand products.	☐	☐	☐	☐	☐
Perceived Behavioral Control	PB2	The decision to purchase luxury-brand products is largely within my control.	☐	☐	☐	☐	☐
Perceived Behavioral Control	PB3	Purchasing luxury-brand products would be achievable if desired.	☐	☐	☐	☐	☐
Perceived Behavioral Control	PB4	Purchasing luxury-brand products is possible for me.	☐	☐	☐	☐	☐
Brand Image	BI1	The LVMH brand has a distinct personality.	☐	☐	☐	☐	☐
Brand Image	BI2	The LVMH brand offers high-quality products.	☐	☐	☐	☐	☐

Construct	Code	Statement	1	2	3	4	5
Brand Image	BI3	LVMH is a sophisticated brand.	☐	☐	☐	☐	☐
Brand Image	BI4	LVMH is an exclusive brand.	☐	☐	☐	☐	☐
Purchase Intention	PI1	I will consider purchasing an LVMH product.	☐	☐	☐	☐	☐
Purchase Intention	PI2	I would recommend LVMH products to other people.	☐	☐	☐	☐	☐
Purchase Intention	PI3	I would consider LVMH when choosing a luxury-brand product.	☐	☐	☐	☐	☐
Purchase Intention	PI4	I intend to try to purchase an LVMH product in the future.	☐	☐	☐	☐	☐