TABLE 1 *Descriptive Statistics*

Gender	Frequency	Percent	Cumulative Percent
Male	96	22.9	22.9
Female	324	77.1	100.0
Total	420	100.0	

Age	Frequency	Percent	Cumulative Percent
Less than 20	25	6.0	6.0
21 -25	92	21.9	27.9
26- 30	83	19.8	47.6
31-35	78	18.6	66.2
More than 35	142	33.8	100.0
Total	420	100.0	

Educational level	Frequency	Percent	Cumulative Percent
Under Bachelor degree	53	12.6	12.6
Bachelor degree	235	56.0	68.6
Master degree	123	29.3	97.9
Doctoral degree	9	2.1	100.0
Total	420	100.0	

Salary	Frequency	Percent	Cumulative Percent
Less than 10,000 baht	47	11.2	11.2
10,001 - 20,000 baht	96	22.9	34.0
20,001 - 30,000 baht	70	16.7	50.7
30,001 - 40,000 baht	62	14.8	65.5
More than 40,000 baht	145	34.5	100.0
Total	420	100.0	

Occupation	Frequency	Percent	Cumulative Percent
Unemployed	11	2.6	2.6
Student	56	13.3	16.0
Company Officer	196	46.7	62.6
Government Officer	54	12.9	75.5
Business Owner	54	12.9	88.3
Freelancer/Self-Employed	37	8.8	97.1
Househusband/ Housewife	12	2.9	100.0
Total	420	100.0	

TABLE 2 *Descriptive Statistics*

	N	Min	Max	Mean	STD Dev
S1 Using luxury handbags, can show your social class.	420	1	5	2.82	1.024
S2 You fill belong to the group when you purchased similar handbag to others.	420	1	5	2.52	.936
S3 Your friend can influence your purchase decision on luxury handbag	420	1	5	2.70	.985
S4 You think social status is very important for you.	420	1	5	2.83	.929
P1 Luxury handbag can enhance your self-concept	420	1	5	2.72	1.087
P2 You think luxury handbag can fulfill your need of intangible benefits such as sensory gratification and aesthetic appeal.	420	1	5	3.16	1.020
P3 You think you can gain signal of social status and wealth from luxury handbag	420	1	5	2.56	1.012
P4 You tends to buy different product from other to show your uniqueness which can help to enhance your self-image	420	1	5	3.26	1.038
C1 When you purchase luxury handbag, you just want to display wealth but you don't care about the quality of the product	420	1	5	1.87	.882
C2 You believe purchasing luxury handbag can differentiate yourself from non-prestige group.	420	1	5	2.28	.993

TABLE 3 *Factor Analysis*

Values	Questionnaire	Factor			Alpha test1	Alpha test2
		1	2	3		
Social Value	S1 Using luxury handbags, can show your social class.	.708	.365	.148	0.784	0.805
	S2 You fill belong to the group when you purchased similar handbag to others.	.708	.194	.258		
	S3 Your friend can influence your purchase decision on luxury handbag	.618	.227	.083		
	S4 You think social status is very important for you.	.504	.297	.252		
Personal Value	P1 Luxury handbag can enhance your self-concept	.356	.744	.165	0.791	0.761
	P2 You think luxury handbag can fulfill your need of intangible benefits such as sensory gratification and aesthetic appeal.	.438	.622	-.020		
	P3 You think you can gain signal of social status and wealth from luxury handbag	.309	.570	.354		
	P4 You tends to buy different product from other to show your uniqueness which can help to enhance your self-image	.094	.410	.093		
Conspicuous Value	C1 When you purchase luxury handbag, you just want to display wealth but you don't care about the quality of the product	.146	.103	.737	0.590	0.590
	C2 You believe purchasing luxury handbag can differentiate yourself from non-prestige group.	.420	.381	.438		

Extraction Method: Principal Axis Factoring. Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 6 iterations.

TABLE 4 *SEM Path Coefficients*

			Path coefficient	*p*
Purchase Intention	<---	Social Value	0.256	*
Purchase Intention	<---	Personal Value	0.714	***
Purchase Intention	<---	Conspicuous Value	0.174	0.070
Social class	<---	Social	0.811	1 fix
Belonging to a group	<---	Social	0.744	***
Co-identity	<---	Social	0.650	***
Enhande self-concept	<---	Personal	0.817	1 fix
Fulfill your need of intangible benefits	<---	Personal	0.731	***
Gain status	<---	Personal	0.706	***
Display wealth	<---	Conspicuous	0.459	1 fix
Differenciate yourself	<---	Conspicuous	0.907	***
Personal Value	<--->	Social Value	0.816	***
Conspicuous Value	<--->	Personal Value	0.723	***
Conspicuous Value	<--->	Social Value	0.691	***

* means p<0.05

*** means p<0.001

TABLE 5 *Hypotheses Test Result*

	Hypotheses	Test Result
H1	'Social value' has a significant impact on the purchase intentions of luxury handbags	Supported
H2	'Personal value' has a significant impact on the purchase intentions of luxury handbags	Supported
H3	'Conspicuous value' has a significant impact on the purchase intentions of luxury handbags	Rejected
H4	Three potential factors as influential elements on purchase intension of luxury handbags are covariant related	Supported