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From Self-Identity to Purchase Intention: Examining the Mediating Role of Global Motives in Imported Luxury Handbag Consumption

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ABSTRACT

This study aims to analyze the mediating role of global motives, namely attitude, perceived behavioral control, and subjective norms in the influence of self-identity and conspicuous value on purchase intention for imported luxury handbags. The sampling technique used was purposive sampling. To test all variables, the researcher distributed questionnaires to 304 millennials residing in Jakarta who have knowledge of imported luxury handbags but have never purchased them. Data analysis was conducted using SEM-PLS with smartPLS 4.0 software. The results show that self-identity, conspicuous value, and perceived behavioral control do not influence purchase intention. In contrast, attitude and subjective norms exhibit an effect on purchase intention. Furthermore, self-identity influences attitude, perceived behavioral control, and subjective norms. Conspicuous value, on the other hand, has an effect on attitude but does not directly affect perceived behavioral control or subjective norms. However, attitude and subjective norms fully mediate the effect of conspicuous value on purchase intention, whereas perceived behavioral control does not.

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Introduction

The global luxury goods market has experienced sustained growth over the past two decades [1]. Overall, the personal luxury goods category recorded double-digit growth, reaching €353 billion in 2022. There was a raising phenomenon, the Indonesian Retail Merchants Association reported a 30% decline in sales of imported luxury goods (including branded handbags) in Indonesia in 2023. This decline was significantly higher than that recorded in 2022, which stood at only 10%. This condition has been attributed to increasing competition from local branded products, whose quality has improved substantially, better aligning with the needs and preferences of Indonesian consumers while remaining more affordable, in contrast to luxury goods that cater to global consumer preferences. As a result, many Indonesian consumers have increasingly prioritized local products, except for those who remain loyal to high-end luxury brands [2]. Furthermore, the Secretary General of the Indonesian

Shopping Center Retailers and Tenants Association, stated that Indonesia has experienced a decline in luxury goods sales since early 2024. This downturn is driven by continuously changing import regulations, uncertainty in supply, limited inventory, and delays in the availability of new product collections compared to neighboring countries. In addition, the Indonesian government has announced an increase in the value-added tax (VAT) rate to 12%, which will take effect on January 1, 2025. While the purchasing power of upper-middle-class consumers in Indonesia remains relatively strong, the VAT increase may raise luxury goods prices domestically compared to those abroad, potentially influencing consumer psychology by encouraging spending restraint and reducing overall consumption levels [3].

The Theory of Planned Behavioral (TPB) consists of attitude, perceived behavioral control, and subjective norm. Attitude is defined as an individual's positive or negative evaluation of a relevant behavior, which is based on the expected consequences associated with that behavior [4]. Subjective norm refers to the influence of significant others on an individual's performance of a particular behavior, whereas perceived behavioral control refers to the degree of ease or difficulty perceived by individuals when performing a specific behavior [5]. Numerous empirical studies have examined the factors influencing purchase intention toward luxury goods.

Previous studies found significant positive relationships between self-identity, hedonism, materialism, conspicuousness, prestige, accessible price, and quality with all global motives, namely attitude, perceived behavioral control, and subjective norm [6], [7]. However, the moderating effect of reasons was found to be insignificant for one of the global motives (attitude or subjective norm). In other words, at higher levels of reasons, individuals are more influenced by perceived values when forming global motives in jewelry purchasing in Turkey. Furthermore, global motives were found to have a positive effect on purchase intention, and reasons were also found to have a direct effect on purchase intention. Other study in India indicated that self-identity has a positive effect on purchase intention, whereas hedonic value, materialistic value, utility value, and functional value do not significantly influence purchase intention in the context of luxury apparel and accessories [8]. In contrast, prestige value was found to have an inverse relationship with purchase intention. In another study, [9] found a significant direct effect of conspicuous value on purchase intention. Attitude and subjective norm were found to mediate the relationship between conspicuous value and purchase intention. Furthermore, the moderating role strengthened consumers with low uniqueness value compared to those with high uniqueness value. The moderating role also strengthened consumers with low status value compared to those with high status value of generation Y consumers in India within the general context of luxury fashion.

Additionally, [7] found that social identity influences purchase intention through the mediation of attitude, perceived behavioral control, and subjective norm. Meanwhile, self-identity was found to have a positive effect on purchase intention through the mediation of attitude and perceived behavioral control. Attitude, perceived behavioral control, and subjective norms were also found to have significant effects on purchase intention, and purchase intention was shown to positively influence purchase behavior and price premium. Finally, [5] reported that attitude has a very weak effect on purchase intention, whereas subjective norms and perceived behavioral control have positive effects on purchase intention. Moreover, subjective norms negatively moderate the relationship between attitude and purchase intention, indicating that the influence of attitude becomes stronger when subjective norms are weaker. However, subjective norms do not moderate the relationship between perceived behavioral control and purchase intention. The five prior studies that serve as references exhibit several limitations and weaknesses, including a primary focus on luxury goods categories in general (e.g., jewelry, fashion, etc.), limited generational scope, and research contexts confined to specific locations (Malaysia, India, and Turkey) with differing cultural backgrounds. These factors

restrict the generalizability of the findings when applied to different population backgrounds and product categories. To gain deeper insight into the factors influencing purchase intention toward luxury goods in Indonesia, particularly within the luxury fashion goods category, namely imported luxury handbags, the author is motivated to conduct this study. This research is also intended to address and overcome the limitations and gaps identified in previous studies. The proposed study will test the research model using branded handbag products as the category, with millennial generation respondents who possess knowledge of imported luxury handbags in the Indonesian context.

State of the Art

Self-Identity

Self-identity refers to how consumers feel about themselves and how their self-perceptions motivate the purchase of luxury goods, as such consumption enhances their self-image [10], [11], [12], [13]. The consumption of luxury goods enables consumers to extend their sense of self [14]. Self- identity can drive the consumption of certain products, such as luxury goods, as a means of enhancing one's self-image. In the context of imported luxury handbags, self-identity refers to how individuals perceive themselves in ways that distinguish them from others. It also encompasses how individuals understand themselves in relation to others and how they maintain their roles within society.

Conspicuous Value

Conspicuous value refers to ritualistic consumption that emphasizes the display of wealth [5], [9], [15]. Demonstrating wealth, position, and status through the consumption of luxury goods is considered one of the most effective ways to obtain conspicuous value [16]. In the context of imported luxury handbags, conspicuous value refers to the desire to be noticeable, typically manifested through the purchase of luxury goods that are generally not essential, but are acquired to attract attention, display wealth, and signal high social status.

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is regarded as an important theoretical framework for explaining individual and social values [17]. TPB posits that an individual's behavioral intention is shaped by attitudes, subjective norms, and perceived behavioral control [18]. Accordingly, an individual's attitude, subjective norm, and perceived behavioral control (PBC) significantly influence behavioral intention [18]. TPB has been shown to be an effective tool for understanding the factors influencing purchase intention toward luxury brands across various countries, including Turkey, India, and Malaysia [5], [6], [7], [9], [16].

Attitude

Attitude is defined as an individual's positive or negative feelings toward performing a target behavior [19], [20] Attitude is a significant predictor of behavioral intention [21]. It can also be understood as the way individuals evaluate and assess an object. Attitudes are often formed based on underlying values and beliefs and may change when individuals acquire new information, are persuaded by influential others, or experience discomfort due to holding conflicting beliefs [22], [23]. Attitude toward imported luxury handbags is formed through a cognitive and affective appraisal process in which individuals synthesize beliefs regarding product quality, symbolic meaning, and perceived social prestige into an overall evaluative stance. This evaluation then influences behavioral intentions; whereby positive perceptions of exclusivity and artisanal value tend to strengthen consumers' propensity to engage in luxury purchase behavior.

Perceived Behavioral Control

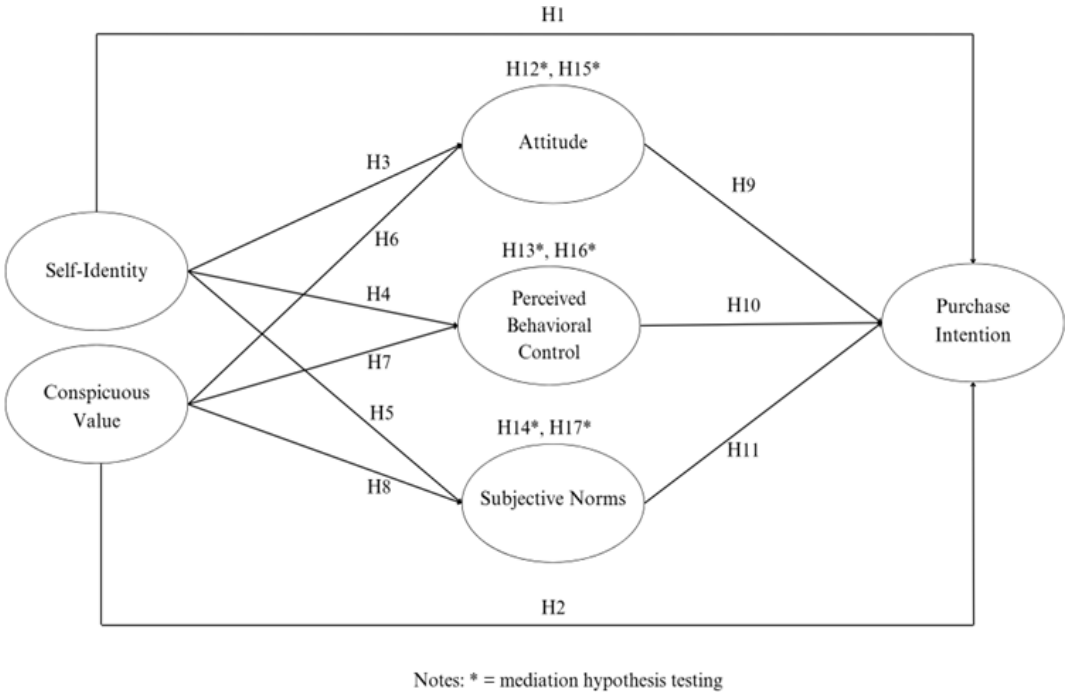
Perceived behavioral control enhances the explanatory power of the TPB in predicting behavioral intentions and actual behavior. This theory is also useful as a tool for developing behavioral change interventions [24]. Perceived behavioral control is conceptualized through control beliefs, which are individuals' beliefs about the presence or absence of factors that may facilitate or hinder their behavioral performance [25]. Perceived behavioral control in relation to imported luxury handbags describes an individual's evaluation of their capability to acquire and purchase these products, which is influenced by considerations such as economic capacity, product availability, and ease of access. This perceived control subsequently affects purchase intention by either reinforcing or constraining the consumer's sense of self-efficacy in engaging in luxury buying behavior.

Subjective Norms

Subjective norms are defined as an individual's perception that most people who are important to them think they should or should not perform a particular behavior [19]. Subjective norms can originate from various sources, including the opinions of friends and peers, family values, beliefs and cultural norms instilled from childhood, mass media influences, and many others. Regardless of their source, subjective norms play a critical role in shaping attitudes and behavior and, according to TPB, can help predict future human behavior [5]. In the context of purchase intention, subjective norms refer to an individual's perception of what others think about a particular behavior and the extent to which they are likely to approve or disapprove. These norms can motivate individuals to engage in a new behavior, modify existing behavior, or refrain from performing a behavior. Subjective norms in the context of imported luxury handbags refer to the perceived social expectations from important reference groups, such as family, friends, and peers, regarding whether the purchase of such products is approved or disapproved. These social pressures influence consumers' intentions by shaping the extent to which they feel encouraged or discouraged to engage in luxury handbag purchasing behavior in order to align with those expectations.

Purchase Intention

Purchase intention refers to a consumer's tendency or willingness to acquire a product or service [26], [27], [28], [29]. It reflects the likelihood that a consumer plans or is willing to purchase a particular product or service in the future and is considered an antecedent of actual purchasing behavior [30], [31], [32]. An individual's purchase intention is significantly influenced by self- identity in the context of luxury fashion and accessory purchases among young women in India [8]. Furthermore, conspicuous value has also been found to significantly affect the purchase intention of luxury goods among millennial consumers in India [5]. Consumer purchase intention for imported luxury handbags refers to an individual's deliberate inclination or readiness to buy these products, formed through the integration of personal preferences, perceived benefits, and socio-psychological factors. This intention functions as a close predictor of actual purchasing behavior, reflecting the extent to which favorable attitudes and evaluations are likely to be translated into real buying actions.



Notes: * = mediation hypothesis testing

Figure 1 presents the framework of the research model that was tested.

Method

Research Design

This quantitative causal study is based on primary data gathered directly by researchers. The data was collected through an online survey using a structured questionnaire distributed to respondents via Google Forms. The data collection period took place from February to November 2025.

Population and Sample

The study population consists of Generation Y (millennials), referring to individuals born between 1981 and 1996 who are familiar with imported luxury handbags but have never made a purchase. This research applied a non-probability sampling approach using purposive sampling. The selected respondents were individuals within the specified age range, residing in Jakarta, who had knowledge of imported luxury handbags but no prior purchasing experience. A total of 304 respondents participated in this study.

Research Instruments and Measurement

The research instruments used to measure exogenous variables (self-identity, conspicuous value), mediating variables (attitude, perceived behavioral control, subjective norms), and endogenous variable (purchase intention) in this study were adapted from [6], [5], [9], [7], and [8]. The measurement employed a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to capture respondents' level of agreement with the statements.

Data Analysis

All collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The research model was evaluated with the assistance of smartPLS version 4.0 statistical software

Results and Discussion

Pretest Results

The research instruments were pretested on 30 respondents through validity and reliability testing. The validity test, conducted using Pearson's bivariate correlation, showed that all instruments are valid, as the significance values are below 0.05 and the Pearson correlation coefficients are greater than 0.361. The reliability test, which is based on Cronbach's alpha, confirmed that all instruments are reliable as the alpha values exceed 0.7

Respondents' Profile

A total of 304 respondents participated in this research. Most respondents are female, accounting for 218 individuals (71.7%), while the remaining 86 respondents (28.3%) are male. In terms of age, most respondents were in the 29-34 years age group, totaling 183 individuals (60.2%), followed by those aged 35-40 years with 72 respondents (23.7%), and those aged 41-44 years with 49 respondents (16.1%). Regarding educational background, respondents ranged from those who did not complete senior high school (3 respondents; 1%), senior high school graduates (24 respondents; 7.9%), diploma holders (12 respondents; 3.9%), bachelor's degree (S1) holders (227 respondents; 74.6%), master's degree (S2) holders (37 respondents; 12.2%), and doctoral degree (S3) holders (1 respondent; 0.3%). In terms of occupation, respondents were distributed across several categories: students (20 respondents; 6.6%), private-sector employees (86 respondents; 28.3%), civil servants (8 respondents; 2.6%), entrepreneurs (67 respondents; 22.0%), homemakers (57 respondents; 18.8%), and other occupations (66 respondents; 21.7%).

In aspect of average monthly income, the largest proportion of respondents reported an income of IDR 10,000,001-15,000,000, totaling 98 respondents (32.2%). This was followed by respondents earning IDR 5,000,001–10,000,000 and IDR 15,000,001-20,000,000, with 67 respondents (22.0%) and 59 respondents (19.4%), respectively. Additionally, 39 respondents (12.8%) reported a monthly income exceeding IDR 25,000,001, while 32 respondents (10.5%) earned IDR 20,000,001-25,000,000. The smallest group consisted of respondents with a monthly income below IDR 5,000,000, totaling 9 respondents (3.0%). Regarding monthly expenditures, most respondents reported expenses of IDR 5,000,001-10,000,000, amounting to 111 respondents (36.5%), followed by those with monthly expenditures of IDR 10,000,001-15,000,000, totaling 98 respondents (32.2%). The third and fourth largest categories were respondents with monthly expenditures of less than IDR 5,000,000 and IDR 15,000,001-20,000,000, comprising 36 respondents (11.8%) and 25 respondents (8.2%), respectively. The two smallest groups were respondents with monthly expenditures above IDR 25,000,001 and those in the IDR 20,000,001-25,000,000 range, with 20 respondents (6.6%) and 16 respondents (5.3%), respectively.

Data Analysis Result using Partial Least Square (PLS)

The researcher used measurement model (outer model) and structural model (inner model) with smartPLS as the data processor. Figure 2 illustrates the outcomes of the full structural model analysis via SEM-PLS.

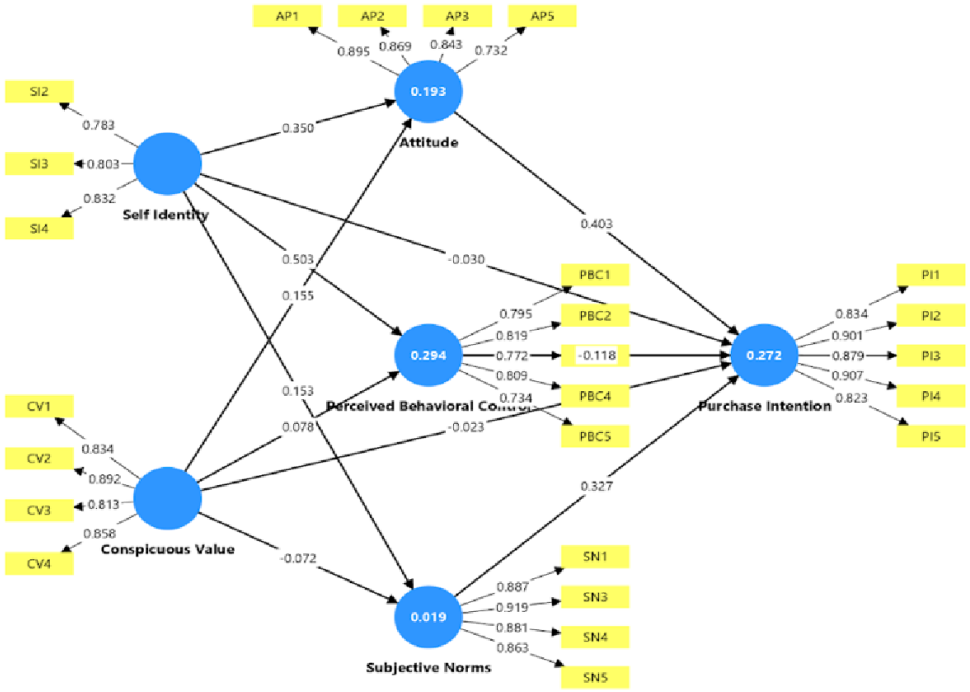


Figure 2. The full structural model analysis via SEM-PLS (n=304)

Source: Primary data processed via smartPLS (2026)

Outer Model Analysis Results

The outer model evaluation includes validity assessment, covering both convergent and discriminant validity, as well as reliability testing using composite reliability and cronbach's alpha (Table 2). The results indicate that all indicators representing the variables (self-identity, conspicuous value, attitude, perceived behavioral control, subjective norms, and purchase intention) satisfy the validity requirements, as demonstrated by AVE values above 0.50 and both outer loadings and Fornell-Larcker values exceeding 0.70. Regarding reliability, composite reliability and cronbach's alpha values are all above 0.70, confirming that the measurement indicators of self-identity, conspicuous value, attitude, perceived behavioral control, subjective norms, and purchase intention are reliable. Furthermore, multicollinearity testing shows no correlation between the exogenous variables (self-identity and conspicuous value), as reflected by variance inflation factor (VIF) values ranging from 1.404 to 3.589, which are below the threshold of 5.

Table 2. Results of the Outer Model Analysis (n=304)

Indicators	Outer Loading	Fornell-Larcker	AVE	Composite Reliability	Cronbach's Alpha	VIF	Test Results
SI1	0.783	0.806	0.650	0.745	0.733	1.443	well-validated and reliable; no multicollinearity
SI2	0.803					1.519	
SI3	0.832					1.404	
CV1	0.834	0.850	0.722	0.875	0.872	2.128	well-validated and reliable; no multicollinearity
CV2	0.891					2.920	
CV3	0.813					2.183	
CV4	0.858					2.159	
AP1	0.859	0.837	0.701	0.880	0.857	2.562	well-validated and reliable; no multicollinearity
AP2	0.869					2.797	
AP3	0.843					2.318	
AP4	0.732					1.568	
PBC1	0.795	0.786	0.619	0.848	0.845	1.847	well-validated and reliable; no multicollinearity
PBC2	0.819					2.070	
PBC3	0.772					1.714	
PBC4	0.809					1.845	
PBC5	0.734					1.547	
SN1	0.887	0.888	0.788	0.965	0.913	2.819	well-validated and reliable; no multicollinearity
SN2	0.919					3.008	
SN3	0.881					3.589	
SN4	0.863					3.466	
PI1	0.834	0.869	0.756	0.923	0.919	2.305	well-validated and reliable; no multicollinearity
PI2	0.901					3.439	
PI3	0.879					3.333	
PI4	0.907					3.588	
PI5	0.823					2.230	

Source: Primary data processed via smartPLS (2026)

Inner Model Analysis Results

The inner model analysis consists of the F^2 test, goodness of fit from structural model, and t-test. The F^2 values for the effect of self-identity on perceived behavioral control is 0.292, indicating a moderate effect, as it exceeds the threshold of 0.15. In contrast, the effects of self-identity and conspicuous value on attitude, as well as the effects of attitude and subjective norms on purchase intention, are classified as small effects, as their F^2 values are greater than 0.02 but less than 0.15. On the other hand, conspicuous value does not influence perceived behavioral control, purchase intention, or subjective norms, as the corresponding F^2 values are below 0.02. Additionally, self-identity does not influence purchase intention or subjective norms. Finally, the F^2 value for the effect of perceived behavioral control on purchase intention is 0.010, indicating no effect, as it is below 0.02. Based on the goodness of fit test results, the NFI value is 0.789 and SRMR is 0,083. Therefore, it can be stated that the model demonstrates a high level of fitness with the data (n=304).

Table 3 presents the results of the t-test, which aims to examine the hypotheses for both direct and indirect effects. Of the 17 hypotheses proposed, 11 pertain to direct effects and 6 pertain to indirect (mediation) effects. The results indicate that 6 out of the 11 direct effect hypotheses were supported, H3, H4, H5, H6, H9, and H11. The rejected hypotheses are H1, H2, H7, H8, and H10. Furthermore, of the six mediation hypotheses, only two (H15 and H17) are supported, while H12, H13, H14, and H16 are rejected.

Table 3. T-value Output Results (n=304)

	Original sample (O)	**Sample mean (M)**	**Standard deviation**	**T statistics**	**P values**	**Test Results**
CV-> PI	-0.023	-0.025	0.070	0.326	0.744	No support for H1
SI -> PI	-0.030	-0.032	0.090	0.335	0.738	No support for H2
SI-> AP	0.350	0.354	0.071	4.898	0.000	Support for H3
SI-> PBC	0.503	0.508	0.057	8.892	0.000	Support for H4
SI-> SN	0.153	0.155	0.065	2.346	0.019	Support for H5
CV-> AP	0.155	0.160	0.077	2.012	0.044	Support for H6
CV-> PBC	0.078	0.081	0.066	1.185	0.236	No support for H7
CV-> SN	-0.072	-0.071	0.067	1.080	0.280	No support for H8
AP-> PI	0.403	0.410	0.092	4.391	0.000	Support for H9
PBC-> PI	-0.118	-0.118	0.113	1.048	0.295	No support for H10
SN-> PI	0.327	0.324	0.051	6.361	0.000	Support for H11

	Original sample (O)	Sample mean (M)	Standard deviation	T statistics	P values	Test Results
CV-> AP-> PI	0.062	0.067	0.039	1.617	0.106	No support for H12
CV-> PBC-> PI	-0.009	-0.009	0.013	0.695	0.487	No support for H13
CV-> SN-> PI	-0.024	-0.023	0.022	1.062	0.288	No support for H14
SI-> AP-> PI	0.141	0.145	0.045	3.131	0.002	Support for H15
SI-> PBC-> PI	-0.060	-0.060	0.058	1.022	0.307	No support for H16
SI-> SN-> PI	0.050	0.050	0.023	2.210	0.027	Support for H17

Source: Primary data processed via smartPLS (2026)

Discussion

First, self-identity was found to have no significant effect on purchase intention, which contradicts the findings of [16], [7], and [8]. Self-identity reflects how individuals perceive themselves [12], [13] However, analysis of 106 open-ended responses indicates that purchase intention is more strongly influenced by price (22.70%), design (19.08%), and economic conditions (10.20%). Self-identity may only play a role when the product carries strong symbolic or identity-related meaning. Differences in research context may also explain these contrasting results. Unlike prior studies that examined luxury goods in general [7], [16] and among young female consumers [8], this study focuses on imported luxury handbags and includes both male and female respondents in Indonesia. **Second**, conspicuous value does not significantly affect purchase intention, as opposed to [9] and [16], who studied general luxury goods in India. Modern imported luxury handbag consumption has shifted from displaying wealth to emphasizing quality, design, and personal satisfaction, especially among younger consumers following the quiet/ silent luxury trend. Cultural norms that discourage flaunting wealth further reduce the role of conspicuous value in shaping purchase intention [5], [15], [16] **Third**, self-identity has a significant effect on consumer attitude, in line with the findings of [6] and [7]. Self-identity serves as a psychological basis for evaluating products or behaviors. Attitude reflects an individual's positive or negative evaluation of a relevant behavior, based on expected consequences [4]. Consumers tend to form positive attitudes toward products that align with their self-identity. When imported luxury handbags reflect a person's identity, they feel more comfortable, relevant, and emotionally connected, resulting in a more positive attitude. Conversely, misalignment with self-identity leads to a less favorable evaluation and a negative attitude.

Fourth, self-identity has a significant effect on perceived behavioral control, congruent with [6] and [7]. Stronger self-identity regarding a specific behavior increases individuals' perception of their ability and control over that behavior. Self-identity shapes internal beliefs about competence and capability. When a person perceives their identity as aligned with a behavior, such as using imported luxury handbags, they are more confident, empowered, and motivated to perform it. This finding aligns with extensions of the TPB, which suggest that self-identity can influence control beliefs and perceived ability, thereby enhancing perceived behavioral control. **Fifth**, self-identity has a significant effect on subjective norms, consistent with [6], but in contrast, the results of this study differ from those reported

by Salem & Salem (2018). Self-identity shapes how individuals perceive social expectations related to consumption behavior. When consumers identify with a particular type of individual, such as an imported luxury handbag enthusiast, they are more likely to believe that relevant social groups support or expect purchases consistent with that identity. A strong self-identity increases sensitivity to the opinions of friends, family, and community, strengthening perceptions of social pressure and, consequently, subjective norms. **Sixth**, conspicuous value has a significant effect on attitude, aligned with the findings of [6] and [7]. Conspicuous value relates to a product's ability to enhance social recognition, generating pride and psychological satisfaction. It also allows individuals to express their ideal identity, leading to a more positive attitude toward the product. Conspicuous consumption reflects a hedonistic lifestyle, and [6] as well as [7] found a positive relationship between hedonism and global motives, including attitude. Specifically, individuals with hedonistic tendencies enjoy consuming and displaying luxury goods, which is reflected in their positive attitudes toward purchase intention.

Seventh, conspicuous value does not have a significant effect on perceived behavioral control, contrary to the findings of [6], who reported a positive effect. Although consumers may view imported luxury handbags as symbols of wealth or status, their perception of the ability or ease of purchasing these items is not necessarily influenced by conspicuous value. In other words, prestige alone does not alter beliefs about the practical realities of purchasing imported luxury handbags, such as affordability, access, or stock availability. Differences in research context and objects, [6] studied luxury jewelry in Turkey, may also explain the discrepancy in findings. **Eighth**, conspicuous value does not have a significant effect on subjective norms, at odds with the findings of [9], [16] and [6], who reported a positive effect. While displaying wealth, status, and prestige through luxury consumption can enhance conspicuous value [16], subjective norms are shaped by normative beliefs, the perception of whether others approve or disapprove of a behavior. Even if consumers view flaunting as enhancing status or appearing "classy," this does not necessarily make them feel social pressure to purchase imported luxury handbags. In other words, the desire to display wealth satisfies personal gratification rather than fulfilling others' expectations. Differences in research context and objects may also explain the discrepancy in findings. **Ninth**, attitude has a significant effect on purchase intention, in accordance with the findings of [6], [5], and [7]. Attitude refers to an individual's evaluation of an object, in this study, imported luxury handbags. A positive attitude fosters the belief that purchases will provide satisfaction, making consumers more willing and prepared to spend. The more positive a consumer's attitude toward the handbags, in terms of quality, value, and emotional appeal, the stronger their desire and intention to purchase them.

Tenth, perceived behavioral control does not have a significant effect on purchase intention, as opposed to the findings of [6] and [7]. While higher perceptions of ability or control, such as purchasing power, product access, and product knowledge, generally increase purchase intention, this may not apply to imported luxury handbags due to practical barriers like high prices, limited availability, and the risk of counterfeit products. Differences in research context may also explain the discrepancy, [6] studied luxury jewelry in Turkey, while [7] examined general luxury goods in Malaysia. **Eleventh,** subjective norms have a significant effect on purchase intention, in agreement with the findings of [6], [5], and [7]. According to the TPB, perceived social pressure is a key determinant of behavioral intention. The greater the perceived support or pressure from important others, such as family, friends, and peers, the stronger the consumer's intention to purchase imported luxury handbags. For example, if an individual's close social circle frequently uses and praises luxury handbags, and the person perceives that these influential others approve and encourage such purchases, their purchase intention is likely to increase. **Twelfth,** attitude does not mediate the effect of self-identity on purchase intention,

in contradiction to [7] and [6]. The findings suggest that self-identity directly influences purchase intention without requiring prior attitudinal change toward Aluxury bags. Moreover, generally positive attitudes toward luxury bags may limit their mediating role. Differences in research context and object may also explain the divergent result.

Thirteenth, perceived behavioral control does not mediate the effect of self-identity on purchase intention, differing from [6] and [7]. Bootstrapping analysis indicates that the indirect effect via perceived behavioral control is not significant. When self-identity is strong, consumers form purchase intentions directly, regardless of their perceived ability or control to purchase imported luxury bags. In this context, purchase intentions are driven more by symbolic value and self-expression than by perceived control. Differences in research object and country context may also account for the different findings. **Fourteenth**, subjective norms do not mediate the effect of self-identity on purchase intention, in contrast to [6], however, the findings of this study support those reported by [7]. When individuals perceive imported luxury bags as a reflection of their self-identity, the influence of self-identity on purchase intention is direct and independent of social pressure or encouragement. This suggests that alignment between the product and self-identity enables purchase intention without consideration of normative influences. **Fifteenth,** attitude mediates the effect of conspicuous value on purchase intention, congruent with [6], [5], [9], and [7]. This finding indicates that consumers who perceive imported luxury handbags as possessing conspicuous value form purchase intentions through the development of positive attitudes toward the product. Symbolic and social motivations, such as the desire to signal status or wealth, are thus translated into purchase intention via attitudinal evaluation. **Sixteenth**, perceived behavioral control does not mediate the effect of conspicuous value on purchase intention. These findings are at odds with those reported by [7] and [6], who found that perceived behavioral control plays a mediating role in the relationship between conspicuous value and purchase intention. Conspicuous value reflects the desire to display wealth or status and can directly motivate consumers to intend to purchase luxury bags for symbolic recognition. This motivation is associated with hedonic and consumptive behavior rather than perceptions of control or purchasing ability, which may be secondary or disregarded. Consequently, conspicuous value exerts a direct effect on purchase intention without mediation by perceived behavioral control in the context of imported luxury handbags. **Seventeenth,** subjective norms mediate the effect of conspicuous value on purchase intention, consistent with [6] and [7]. The findings indicate that conspicuous value heightens consumers' sensitivity to social pressure and expectations, thereby increasing purchase intention. When the imported luxury bags are perceived as symbols of status and wealth, individuals become more attentive to others' opinions and social norms, which in turn motivates purchasing behavior. This confirms the mediating role of subjective norms in the relationship between conspicuous value and purchase intention.

1. Conclusions

Based on the results of the research, founded that self-identity, conspicuous value, and perceived behavioral control do not influence purchase intention. In contrast, attitude and subjective norms exhibit an effect on purchase intention. Furthermore, self-identity influences attitude, perceived behavioral control, and subjective norms. Conspicuous value, on the other hand, has a direct effect on attitude but does not affect perceived behavioral control or subjective norms. Additionally, the study finds no mediating role of global motives (attitude, perceived behavioral control, and subjective norms) in the relationship between self-identity and purchase intention. However, attitude and subjective norms fully mediate the effect of conspicuous value on purchase intention, whereas perceived behavioral control does not.

Imported luxury bag companies should focus on marketing strategies that emphasize self-identity formation to foster positive attitudes toward luxury products. Brands can also build communities and engage socialites, influencers, and public figures to enhance motivation, social encouragement, and

pressure, thereby shaping subjective norms. In addition, brands should highlight conspicuous elements, such as exclusivity, status signaling, wealth, and luxury, across campaigns, content, and events. As consumers' desire for conspicuous consumption increases, luxury bags may be perceived as must-have products, strengthening liking and purchase intention. Furthermore, companies should cultivate a positive brand image through storytelling, emphasizing quality, investment value, heritage, craftsmanship, and uniqueness to build emotional connections with consumers. In-store service and atmosphere can also enhance positive perceptions by creating memorable experiences, even for consumers who are merely browsing. Based on open-ended responses, most consumers become aware of imported luxury bags through social media, indicating its importance as a marketing channel for increasing brand awareness. Respondents identified price and design as the primary drivers of purchase intention; while economic conditions also play a role, this factor lies beyond firms' direct control. Given the premium pricing of imported luxury bags, companies should ensure superior quality and durability to enhance perceptions of value for money, encouraging consumers to perceive the product as worth the cost relative to the value they seek.

Future research could explore additional variables, such as hedonism, perceived usefulness, perceived value, and perceived functionality. This study employed purposive sampling, which has inherent limitations; future studies could use probability sampling to obtain more accurate and generalizable data. The majority of respondents in this study were lower-to-middle income, which does not fully represent the target market for imported luxury bags. Future research should focus on respondents more aligned with the actual luxury bag consumer segment. Additionally, the reference prices for imported luxury bags were based on average purchases in the United States; future studies could use price references that reflect the local market context. Finally, subsequent research could examine other luxury product categories, such as jewelry, automobiles, and apparel.

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