

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/360685784>

A New Look at Brand Experience, Narcissism, and Materialism as Predictors of Online Shopping of Luxury Items in Thailand: A Neuromarketing Perspective

Article in *NeuroQuantology* · May 2022

DOI: 10.14704/nq.2022.20.5.NQ22243

CITATIONS

0

READS

28

7 authors, including:



Chanyanan Somthawinpongchai
Ratchapark

11 PUBLICATIONS 10 CITATIONS

[SEE PROFILE](#)



Mohsin Raza
Phuket Rajabhat University

19 PUBLICATIONS 53 CITATIONS

[SEE PROFILE](#)

Some of the authors of this publication are also working on these related projects:



Impact of Covid 19 on Sex Tourism. Evidence from Baku Phuket and Bali [View project](#)



Development of an online marketing model of organic agricultural products in community enterprises: a study in central Thailand [View project](#)



A New Look at Brand Experience, Narcissism, and Materialism as Predictors of Online Shopping of Luxury Items in Thailand: A Neuromarketing Perspective

Chanyanan Somthawinpongsai^{1*}, Abu Bakar Abdul Hamid², Pensri Bangbon³, Mohsin Raza⁴, Waraporn Phongam⁵, Jeerabhan Chanwichian⁶, Phoom Srisook⁷

Abstract

The purpose of the study is to measure the mediating relationship of online buying intentions between Narcissism, Materialism, and brand experience and their effect on luxury purchase behavior of luxury items by Phuket, Thailand customers. The study has used primary data collection techniques to gather data and used purposive sampling to analyze the data. The sample size of the study is 250 respondents who prefer to buy luxury items. The research has used Smart PLS software to measure the relationship through bootstrapping and algorithms. The study has found significant positive mediation of online buying intentions between narcissism, materialism and brand experience and their effect on luxury purchase behavior of luxury items. This study suggests the theoretical and practical implications toward luxury purchase behavior in managerial, policy makers and researcher perspective. This study also discussed the future directions and limitations.

1001

Key Words: Narcissism, Materialism and Brand Experience, Theory of Planned Behavior, Online Buying Intentions, and Luxury Purchase Behavior.

DOI Number: 10.14704/nq.2022.20.5.NQ22243

NeuroQuantology 2022; 20(5):1001-1012

Introduction

The online buying intentions of customers towards luxury brand is rational and it affects their purchasing decision. Customers prefer to purchase luxury products physically not online. Their buying decision is based on narcissism, materialism, and their experience of other using products, or recommended by friends and family. Luxury purchase behavior, with their capacity to provide

the experiences to their respective customers, and their intentions to enlighten customers' demands and behaviors toward luxury items. It is a process known as self-expansion, which states a factor affected by certain factors like Narcissism, Materialism, and brand experience with online buying behavior. Narcissists show their luxury as a self-presentational strategy.

Corresponding author: Chanyanan Somthawinpongsai

Address: ¹Department of Digital Arts, School of Liberal Arts, Shinawatra University, Thailand; ²Putra Business School, University Putra Malaysia; ³School of Management, Shinawatra University, Thailand; ⁴Faculty of Management Sciences, Phuket Rajabhat University, Phuket, Thailand; ⁵Educational Administration, Faculty of Education, Pathumthani University, Thailand; ⁶Arts of Management, Rajapark Institute, Bangkok, Thailand; ⁷Faculty of Business Administration, North-Chiangmai University, Thailand.

E-mail: ¹chanyanan48@gmail.com; ²abu.bakar@putrabs.edu.my; ³pensri.2508@gmail.com; ⁴mohsinraza006@gmail.com

⁵waraporn@ptu.ac.th; ⁶barbie_uk@windowlive.com; ⁷phoomsri.pim@gmail.com

ORCID: 4000-0001-5865-1285

Relevant conflicts of interest/financial disclosures: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Received: 28 March 2022 **Accepted:** 30 April 2022



Carefully picked materialistic belongings can represent a people's qualities, abilities, inclinations, qualities, and individual objectives, in this way separating them from others and depicting them as extraordinary and uncommon luxury branded items.

The luxury brands permit narcissists to show themselves in a manner they need to be seen and to win the reverence of others through prominent utilization. Simultaneously, with improved creative innovation and online deals channels, fake luxury products have become progressively wild. Be that as it may, this review neglects to recognize clandestine Narcissism and clear Narcissism, hence disregarding the likely distinction between plain Narcissism and incognito Narcissism on luxury utilization conduct. Moreover, materialism comprises a rich factor of data about others' personalities (Ackerman et al., 2010) and effectively (and somewhat precisely) express one's authentic and optimal selves since material products pass on signs that can be utilized to make derivations about the proprietors of this merchandise. Rich people are decided as skilled (e.g., canny, able) and modern (e.g., refined, learned; Christopher and Schlenker, 2000). Narcissists exceptionally value such credits, given their agentic tendencies (Sedikides et al., 2007).

The rich people are simultaneously seen as moderately discourteous (e.g., heartless, pointless, unlikable; Christopher and Schlenker, 2000). However, this is a value that narcissists will pay, given their absence of general proclivities (Sedikides et al., 2007). Narcissist customers' self-value depends on the adoration that they get from others rather than on building enduring social bonds or acquiring real friendly endorsement (i.e., regard). Predictable with this thinking, Lee et al. (2015) exhibited that narcissists' customer choices are directed by their need to separate themselves from others. They do as such by buying products that are scarce, exceptional, elite, and adjustable. They see securing such products as a chance to approve, maintain, and hoist their positive mental self-portrait. Considering this, it may be evident that Narcissism is related to Materialism (Sedikides et al., 2011) and inclination to luxury purchasing behavior (Rose, 2007).

Materialism transparently reports more interest in seeking after riches and economic health than after association and public undertakings (Kasser and Ryan, 1996). They want material belongings (Cohen and Cohen, 1996). They have high monetary

desires (Roberts and Robins, 2000), focusing on financial objectives, for example, accomplishing a proud and generously compensated work or getting elevated expectations of living, over-friendly goals, like aiding or educating others. Essentially to materialistic people, they are inclined to buy high-status and costly items, which will probably flag status and complexity (Richins, 1994). Many elements of Narcissism reflect Materialism, proposing that the two narcissists and realists participate in apparent utilization with an end goal to help their status, self-ensure, or get confidence from the reactions of respecting others. It has been proposed that the emphasis on Materialism common in contemporary society flashes expansions in Narcissism. It drives purchasers further into an endless loop of unnecessary utilization that takes care of their luxury needs (Cai et al., 2012).

As narcissists are dominantly worried about agentic (rather than expected) attributes and objectives, their Materialism might additionally fortify this direction. However, focusing on cash upgrades people's independence, lessens their public intentions and favors sociality. The members prepared with cash are less inclined to request help and help other people, really like to work and play alone, and keep a more considerable actual distance among themselves and other people (Vohs et al., 2006). Likewise, quick materialism signals restrain social qualities and increment seriousness (Bauer et al., 2012). Also, people distracted with cash are egocentric and frequently feel distanced and detached from others (Pieters, 2013). In synopsis, Materialism might fuel narcissistic attributes: independence or independence, egocentricity, intensity, reluctance to help, and poor relational connections (Raza, 2021).

As of late, with the quick improvement of Phuket, Thailand's economy through change and opening, and the effect of western individualistic social qualities, individuals focus harder on themselves, showing such attributes as self-acknowledgment and singularity. The "narcissistic economy" regarding narcissistic culture is likewise conceived. However, the flow of scholarly exploration on narcissism utilization conduct is simply starting to be dispatched. As of now, homegrown and unfamiliar researchers explore the affecting variables of narcissistic people's utilization conduct attributes, brand inclination, and buy goal (Bellis et al., 2016). In a study, Das (2015) observed that buyers frequently feature their self-idea and



express their ideal consumer behavior by settling on buy choices. Park (2008) also observed that buyers frequently partner their definitive mental self-portrait with their utilization objects. Luxury products are commonly connected with scant worth, brilliant quality, stunning quality, and significant verifiable and social practices (Bian and Forsythe, 2012). Accordingly, narcissists are exceptionally inspired by luxury brands. From one viewpoint, the worth articulation capacity of luxury brands can fulfill narcissists' longing for uniqueness (Ngo et al., 2020). Lee (2013) showed that narcissists showed incredible interest in the symbolic worth of items rather than the practical value and frequently forfeited the last option for the previous (Zhang, 2021).

The objective of this study is to investigate the impact of narcissism, materialism and brand experience on luxury purchase behavior. Secondly, to measure the mediation of online behavior intentions exist between narcissism, materialism, and brand experience on luxury purchase behavior (Khalid, 2022). Thirdly, to analyze the effect of online buying intentions on luxury purchase behavior. The significance of this study is consumer behavior of luxury brands can assist Narcissism, Materialism, and brand experience with working on their economic well-being, to abstain from feeling embarrassed when contrasting and others in Thailand. The luxury brands permit narcissists to show themselves in a manner they need to be seen and to win the reverence of others through prominent utilization. Simultaneously, with improved creative innovation and online deals channels, fake luxury products have become progressively wild.

Literature Review

Brand Experience and Luxury Purchase Behavior

A large portion of the examination on encounters to date has surveyed luxury purchase behavior of items and their class encounters, not on meetings given by brands. Brand experience is the customer-based knowledge when they're continuously using the product for a specific time. It also conflicts with other brand products (Ambler et al., 2002). The brand usually advertises the product to purchasers by organizing all-encompassing brand specifications, attracting customers with their luxury purchases. (e.g., Schmitt 1999; Pine and Gilmore 1999).

The promoting exercises related to the brand impact the shopper's "attitude" concerning the brand-what they know and feel about the brand. The client mentality all that exists in the personalities of clients concerning a brand; musings, sentiments, encounters, pictures, discernments, convictions, perspectives, etc., that is, brand value as characterized by Ambler (2000). Brand experience is certainly not an enthusiastic relationship idea for specific products. These are sensations, sentiments, insights, and conduct reactions conflicted by brand-related improvements by each company and customer. Over the long haul, brand encounters might bring about enthusiastic bonds. However, feelings are just a single interior result of incitement that summons insight (Schmitt 1999).

In this way, since brand experience varies from brand assessments, inclusion, connection, and customer enchant, brand experience is reasonably and exactly particular from character. Purchaser pleasure is portrayed by excitement and positive effect; it tends to be viewed as the emotional part of fulfillment (Oliver, Rust, and Varki, 1997). Rather than client please, brand encounters don't happen solely after utilization; they happen at whatever point there is an immediate or circuitous connection with the brand. Besides, a brand experience shouldn't be unique; it tends to be both expected and startling (Brakus et al., 2009).

Pine and Gilmore (1999) study "organized encounters" in retail conditions and occasions. These settings recognize stylish (counting visual, aural, olfactory, and material angles), instructive, engaging, and idealist encounters. Even though Pine and Gilmore's system is restricted to retail settings and occasions, Schmitt (1999) proposes five meetings; sense, feel, think, act, and relate. The customer experience incorporates feel and tactile characteristics. Predictable with late exploration in customer conduct, the vibe experience contains temperaments and feelings. They think experience incorporates merged/logical and unique/innovative reasoning. The demonstration experience alludes to engine activities and social encounters, identifying with luxury purchase behavior. Brand experience conceptualization and scale advancement are vital for comprehension and overseeing dependability ideas (Brakus et al., 2009). Brand experience can be positive or negative, brief or enduring. Moreover, the brand experience can influence customer fulfillment and brand dependability, just as brand trust (Ha and



Perks, 2005). Brand experience is unmistakable from other brand and client-centered ideas, including brand connection, association, and buyer amuse. As it states from literature that H1: Brand experience has significant relationship with luxury purchase behavior.

Narcissism and Luxury Purchase Behavior

In their review, Kang and Park (2016) characterize Narcissism as a perspective that centers a lot on the ideal self and loves luxury brands. Rhodewalt and Eddings (2002) accept that Narcissism joins discernment, feeling, and conduct together and passes on misrepresented, excellent and extraordinary self-idea. Campbell (2011) likewise observed that Narcissism has three fundamental parts: the first is the positive self-idea, the second is the overall absence of interest in the relational relationship, and the third is the self-guideline system to keep up with the positive self-idea.

Narcissists are unnecessarily conceited. They long for a fruitful life and appreciate others, have elevated standards for themselves, and attempt to stay away from outside data conflicting with their positive effect on luxury items (Pincus and Lukowitsky, 2010). Narcissism refers to the adverse feelings experienced by people in social connection circumstances, which contrarily affect regular social exercises and relational connections (Boehme et al., 2015). In friendly cooperation, continually notice the appearance, discourse, and conduct of individuals around them, and feel scared of the relational situation. It has proposed an intellectual, social model of social nervousness to clarify how social tension people see and interact conceivably significant evaluative data. A few researchers have additionally observed that self-idea and social assessment in the intellectual conduct model of social nervousness are the reasons for luxury brand behavior. This model brings up that when people give a lot of consideration to the assessment of others, they will have uneasiness (Blte et al., 2014).

Weeks and Howell (2012) likewise found that people with significant degrees of adverse appraisals of dread experienced more elevated levels of social anxiety. It is said that contrary assessment dread is considered as the central element of the intellectual conduct model of social nervousness (Cheng, 2015). In a study, Donald (2014) additionally observed that individuals with high friendly uneasiness showed higher taking care

of themselves than those with low friendly anxiety. While the secret narcissists frequently show outrageous affectability, low confidence, the quest for social power and honor, and the craving for acclaim, they consider themselves, and the luxury purchase behavior of items is moderately weak less. People with a severe level of self-concern will deliver a progression of antagonistic self-one-sided discernment, which will prompt contrary and critical dispositions when they anticipate others' assessment (Gaydukevych and Kocovski, 2012). The previous studies states that

H2: Narcissism has significant relationship with luxury purchase behavior.

Materialism and Luxury Purchase Behavior

Researchers have characterized Materialism according to alternate points of view. Belk (1985) characterizes Materialism as the significance a purchaser appends to everyday belongings. Rassuli and Hollander (1986) recommend that Materialism is a distraction with getting and spending. Browne and Kaldenberg (1997) portray Materialism as many qualities and characteristics that focus on belongings. Richins and Dawson (1992) view it as an individual worth direction and note it addresses an outlook or group of stars of mentalities regarding the overall significance of obtaining and ownership of items in one's life.

In Phuket, Thailand, the quickest developing economy and most significant populace on the planet has prompted a roaring luxury market. An expanding number of luxury brands are showing up in this enormous market, some of which have entered the low-level urban areas. Indeed, even after the worldwide monetary emergency, the deals of luxury products kept on filling in Phuket, Thailand (Guillen-Royo 2008). Leung (2008) contends that Materialism has become a center of social worth in contemporary Phuket, Thailand. Various existing examinations investigate the adverse consequences of materialistic qualities on individual prosperity (Karabati and Cemalcilar 2010). Meanwhile, some different examinations recommend that higher utilization can expand joy (Guillen-Royo 2008). The materialism and utilization might apply inverse impacts on individual prosperity, even though they have significant associations with one another. In luxury utilization, Hudders and Pandelaere (2012) research the impacts of Materialism and luxury utilization on abstract prosperity and contend that,



aside from its direct hindering impact on emotional prosperity, Materialism, by implication, further develops abstract prosperity through luxury utilization. In the bliss research, a few investigations inspect the connection between utilization and emotional capital from the viewpoints of necessities or thought processes.

It is crucial to investigate the instrument through which materialism impacts (luxury) utilization by fulfilling buyer needs. Concentrating on this adds to the overall writing on customer prosperity and gives observational tools to the future examination of the connections between materialism (luxury) utilization and emotional capital. The current review centers on the developing business sector of Phuket, Thailand, and inspects the job of purchaser saw values toward luxury items as buy intentions in dynamic customer cycle. The literature concludes that:

H3: Materialism has significant relationship between Materialism and luxury purchase behavior.

Mediating Role of Online Buying Intention

Online buying intention permits the customer to purchase straightforwardly from the vendor with practically no third individual on an Internet program with three factors narcissism, Materialism, and brand experience. Over the most recent twenty years, internet shopping has assumed an altogether significant part and more than 1.6 billion individuals in the entire world buy products on the web. This framework has created 1.90 trillion US dollars in 2016 (Rehman, Bhatti, Mohamed, and Ayoup, 2019). Also, Online buying intention fame is developing step by step, since individuals see that Online buying intention is more advantageous as they can shop from their home with their Narcissism, Materialism, and brand experience of the product. It likewise furnishes point-by-point data about an item with online buying intentions. Online buying behavior occurs when people or gatherings pick, purchase, assess, and use items and administrations, then they prefer to buy things online. Therefore, this study has following propositions:

H4: Brand experience has significant relationship with online buying behavior.

H5: Narcissism has significant relationship with online buying behavior.

H6: Materialism has significant relationship with online buying behavior.

H7: Online buying intentions significantly associated with luxury purchase behavior.

The mentioned variables influence online buying intention; these elements might see chances like item hazard and security hazard and see benefits like comfort and item correlation. Presumably, the Internet has worked with customers with online purchase behavior with Narcissism. Regardless of these concerns, there are seen chances in the customers' minds that might impede buyer aim and conduct. It is the fundamental justification for why internet shopping is extremely low and buyer acknowledgment is the most difficult assignment for online sellers with customers' brand experience (Bhatti, 2018). It was presented in online buying intentions and advertising terms in the mid-60s, and Materialism with online buying intention idea was introduced in the mid-1990s. Various elements influence online purchasing goals and shallows incorporate apparent dangers, and challenging Customer buy goal is a massive sign from shoppers (Bhatti, 2018b; 2018c). In web-based business is currently early and is generally low when contrasted with created and other emerging nations (Yousaf, Altaf, Sarwar, Hassan, and Ali, 2012). Phuket, Thailand, is where online buying intentions are more prompt because of different dangers, Internet access, low degrees of instruction, and mindfulness (Nielsen, 2008). Hence, this study has following hypotheses:

H8: Brand experience and luxury purchase behavior significantly mediated by Online buying intentions.

H9: Narcissism and luxury purchase behavior significantly mediated by Online buying intentions.

H10: Materialism and luxury purchase behavior significantly mediated by Online buying intentions.

Theory of Planned Behavior

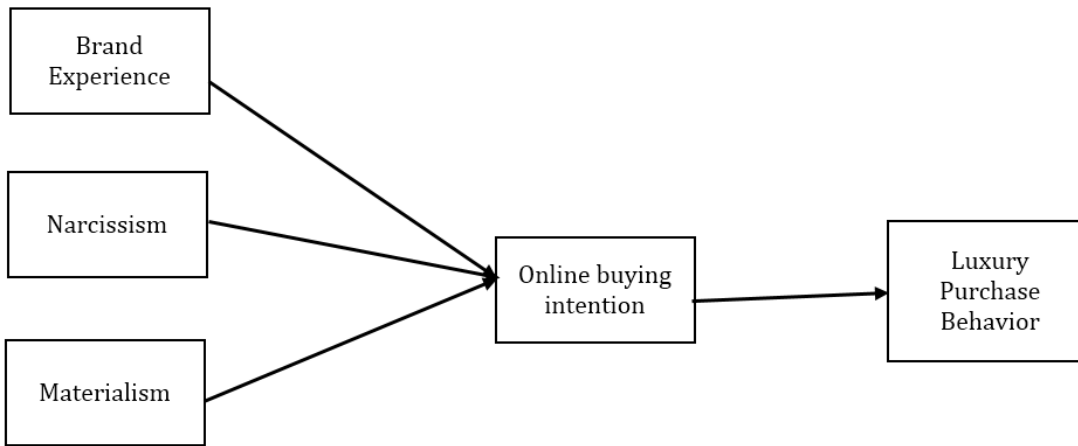
The Theory of Planned Behavior (TPB) model gives a superior clarification of the social model that an individual is expected to play out specific conduct if that individual has simple command over the behavior (Ajzen, 1991). Accordingly, when an individual has an ideal disposition and emotional standard and needs control and aim, that individual will play out the actual conduct (Ajzen, 1991). In the TPB model, conduct convictions are relied upon to impact mentality and standardizing beliefs on the abstract standards. In contrast, control convictions comprise the establishment of social



control (Ajzen, 1991). However, the connection between these factors stayed vague (Ajzen, 1991). It aims to influence conduct and control purchaser choice to lead online shopping (Ajzen, 1985). TPB is the best hypothesis to comprehend shopper conduct however is as yet flawed and still tricky for future scientists. Moreover, the specialists concur that there are factors other than those remembered for the TPB model that can influence buyers' aims and conduct based on Narcissism, Materialism, and

customer experience. Consequently, this examination concentrated on different indicators of saw benefits and saw dangers to work on comprehension of customer conduct which depicts buying choice of luxurious items. The study focused on apparent risks and visited advantages to improve the understanding of expectations and conduct since both benefits and dangers impact customer conduct of online buying intentions.

Conceptual Framework



Methodology

The study has followed a quantitative approach and conducted surveys for data collection, and it has mainly focused on standards and statistics. It has used numerical values through questionnaire surveys and measured through specific software. The data was collected through Phuket, Thailand customers who prefer luxurious items. The data collection technique is primary, in which researchers have used survey analysis. The researcher has used the purposive sampling technique to collect data, and the study had floated 300 questionnaires, and out of that, 250 questionnaires were received for research. For literature, the study has used secondary data to gather data from journals and articles. A sample of 50 respondents led the pilot study to check the reliability of the items. Further, the data has been processed through SPSS and Smart-PLS. It was used to measure the supported hypothesis with the theory of planned behavior.

The scale for the construct of Narcissism was adopted from the study of (Ames et al., 2006), and its items were four. The scale brand experience consisted of four items and was adapted from the study of (Schmitt et al., 2009). The Materialism

scale consisted of 3 items and was taken from the study of (Richins 2004). The scale for online buying intentions is taken from the study of (Jarvenpaa et al., 1999) and has four items. The scale for luxury purchase behavior from the study of (Eastman et al., 1999) has four items. To assess the validity and reliability of the items, a pre-test was conducted to ensure any ambiguities in the questionnaire were revised.

The total number of respondents was 250; 70 (28%) respondents were female, and 180 (72%) respondents were male. Concerning the education of the respondents, 20 respondents have diplomas (8%); among them, 70 (28%) had done graduation, 120 (48%) of the respondents had master's degrees, 40 (16%) had a doctorate Ph.D.

Data Analysis

This research study has used SEM model at Smart-PLS 3.3 latest version. Structure equation modeling is used to measure the relationship between dependent, independent, and mediator. It is the most used method to measure the path coefficients. The research study has cross experimental modeling; for this purpose, the SEM model



measures the relationship. The construct has three independent variables, one is a mediator, and one is the dependent variable. The SEM consists of three steps of analysis PLS algorithms, Bootstrapping, and blindfolding. PLS logarithms are the weighted vector-based regression analysis model which shows coefficient values. Regression models generate from bootstrapping values.

Measurement Model Assessment

The measurement model has been evaluated in Smart PLS, and it shows composite reliability of the variables, average variance extracted values, and their factor loadings. The Cronbach alpha values show the reliability and validity of the data and their consistency of scales. AVE values are the number of variation values collected throughout the study and the quantity of variance in the statistical hypothesis. The average variance extracted AVE values should be greater than 0.5; any value lower than 0.5, its item can be deleted or changed according to the researcher's choice (Hair et al., 2017).

The Composite reliability CR values should be greater than 0.7, which shows the reliability and consistency of the data. AVE should be greater than 0.5, and CR value should be greater than 0.5 of one variable. It shows a high significance level. It ensures the threshold level of the study among sectors. The next step of the study is to check the discriminant validity of the data, which involves a few steps. Fornell and Larcker (1981), Cross loadings and heterotraitmonotrait ratio (HTMT) and factor loading occur when one factor depends on more than other factors. It reflects the dependency of the data.

HTMT ratios show the correlation among variables; its range is -1 to +1. It should be less than one, and it considers a strong relationship between two variables at a significance level of 0.01. Furthermore, this study has also measured effect size F and R-square, which shows the data's significance and dependency. The acceptable range of R-square is from 0.3 to 0.7. HTMT ratios show the correlation among variables; its range is -1 to +1. It should be less than one, and it considers a strong relationship between two variables at a significance level of 0.01. Furthermore, this study has also measured effect size F and R-square, which shows the data's significance and dependency. The acceptable range of R-square is from 0.3 to 0.7.

Fornell-Lacker Criterion

	NAR	MAT	BEX	OBI	LPB
Narcissism	0.615				
Materialism	0.690	0.766			
Brand experience	0.745	0.569	0.786		
Online buying Intentions	0.630	0.619	0.664	0.776	
Luxury Purchase Behavior	0.648	0.719	0.573	0.649	0.731

The relationship between Narcissism and Luxury purchase behavior is 0.648 which shows strong relationship between them, and it is acceptable in the study above than acceptance criteria. The relationship between materialism and Luxury Purchase Behavior is 0.719 which has strong and significant relationship between them and it greater than 0.5 and relationship between brand experience and luxury purchase behavior is 0.649 which shows strong relationship between them, and online buying intentions and luxury purchase behavior has 0.731 which show shows strong relationship between them.

Heterotrait-Monotrait (HTMT)

	NAR	MAT	BEX	OBI	LPB
Narcissism					
Materialism	0.572				
Brand experience	0.570	0.685			
Online buying Intentions	0.689	0.629	0.586		
Luxury Purchase Behavior	0.503	0.426	0.648	0.655	

As mentioned above, HTMT values close to 1 is an indicative that variables and construct are embedded with a lack of discriminant validity. Using the HTMT as a criterion involves comparing it to a predefined threshold. As narcissism and luxury purchase behavior has 0.503 value which states relationship between them. Materialism has positive and significant relationship of 0.685 with luxury purchase behavior. Brand experience has



positive and significant relationship with luxury purchase behavior of 0.648 which lies within criterion region. Online buying intentions has 0.655

values that show strong relationship with luxury purchase behavior.

	Items	Loadings	Cronbach's alpha	rho_A	CR	AVE
Narcissism	NAR1	0.870	0.816	0.813	0.921	0.819
	NAR2	0.873				
	NAR3	0.901				
	NAR4	0.803				
Brand Experience	BEX1	0.911	0.832	0.717	9.873	0.672
	BEX2	0.890				
	BEX3	0.819				
	BEX4	0.893				
Materialism	MAT1	0.702	0.783	0.767	0.922	0.732
	MAT2	0.782				
	MAT3	0.784				
Online Buying Intentions	OBI1	0.781	0.921	0.689	0.865	0.702
	OBI2	0.805				
	OBI3	0.866				
	OBI4	0.798				
Luxury Purchase Behavior	LPB1	0.872	0.789	0.748	0.801	0.753
	LP2	0.881				
	LPB3	0.785				
	LPB4	0.872				

Structural Model

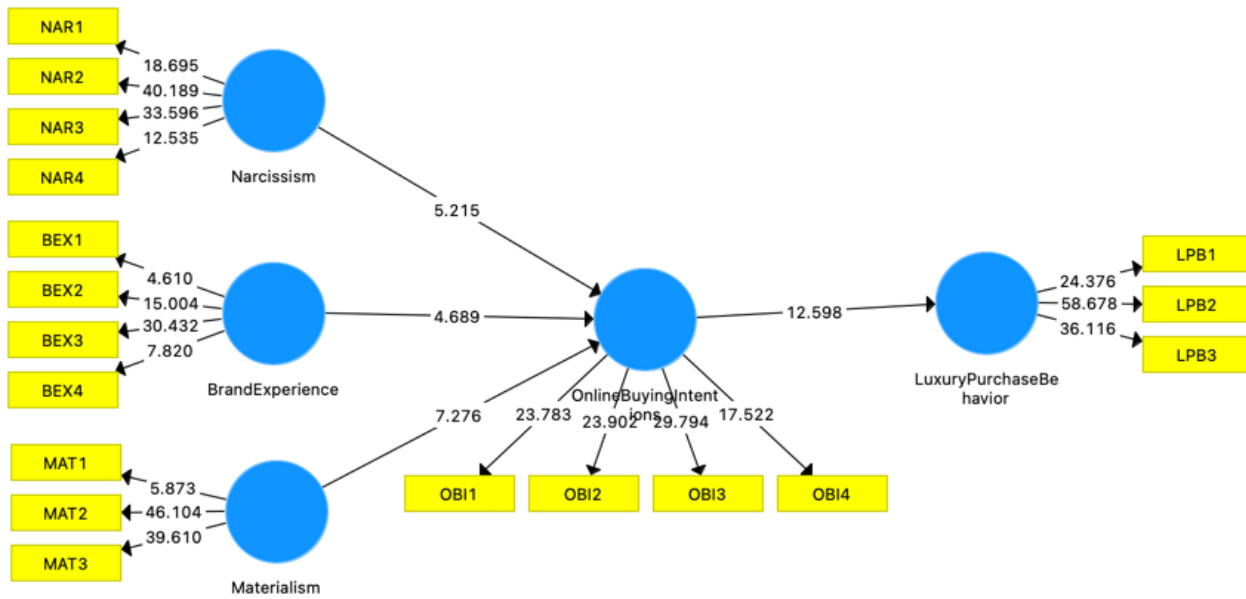
The structural model of the study shows path coefficient values, which are beta value, t-value, p-value, standard error, and LLCI and ULCI. The bootstrapping shows a significant value of p-value which states acceptance and rejection of the hypothesis. Based on this study criteria, all hypotheses are accepted and supported as p values are significant and t values are greater than 1.96. H1, H2, H3, H4, H5, H6, H7, H8, H9 and H10 are highly significant, and all hypotheses are supported.

The table below shows that brand experience essentially affects luxury purchase behavior as (t-value = 4.213, p-value = 0.001) and theories H1 accepted and supported. Narcissism had a positive and significant effect on luxury purchase behavior (t-value = 2.445, p-value = 0.002) and theories H2 were accepted and supported. Materialism had a positive and significant effect on luxury purchase behavior (t-value = 3.781, p-value = 0.000) and theories H3 accepted and supported.

The table below shows the impact between brand experience and online buying behavior aim (t-value = 4.067, p-value = 0.001) and hypothesis H4 accepted and supported. The impact between Narcissism and online buying behavior aims as (t-value = 3.722, p-value = 0.001) and hypothesis H5 accepted and supported. The impact between Materialism and online buying behavior aim as (t-value = 3.265, p-value = 0.002) and hypothesis H6 accepted and supported. The impact of online buying behavior had positive and significant effect on luxury purchase behavior (t-value = 2.903, p-value = 0.002), H7 accepted and supported.

The table below shows that online buying behavior mediated the relationship between brand experience and luxury purchase behavior (t-value = 3.041, p-value = 0.000) and accepted H8. online buying behavior mediated the relationship between narcissism and luxury purchase behavior (t-value = 2.981, p-value = 0.002) and accepted H9. Online buying behavior mediated the relationship between materialism and luxury purchase behavior (t-value = 3.782, p-value = 0.000) and accepted H10.





Hypothesis	Std Beta	SD	T values	P values	ULCI	LLCI
Brand Experience—> Luxury Purchase Behavior	0.654	0.030	4.213	0.001	-0.021	0.028
Narcissism—> Luxury Purchase Behavior	0.321	0.045	2.445	0.001	0.043	0.213
Materialism—>Luxury Purchase Behavior	0.567	0.092	3.781	0.000	0.113	0.165
Brand Experience—>Online Buying behavior—>Luxury Purchase Behavior	0.456	0.184	3.041	0.000	0.003	0.185
Brand Experience—>Online Buying behavior	0.234	0.204	4.067	0.001	0.001	0.123
Online Buying behavior—>Luxury Purchase Behavior	0.345	0.213	2.903	0.002	0.121	0.306
Narcissism—>Online Buying behavior—> Luxury Purchase Behavior	0.523	0.201	2.981	0.002	0.235	0.146
Narcissism—>Online Buying behavior	0.452	0.192	3.722	0.001	0.51	0.517
Materialism—>Online Buying behavior—>Luxury Purchase Behavior	0.568	0.215	3.782	0.000	0.10	0.172
Materialism—>Online Buying behavior	0.432	0.093	3.265	0.002	-0.013	0.021

1009

Discussion

According to the data results and findings, the study has found a significant impact between variables, and all hypotheses are accepted. The study contributes towards luxury purchase behavior by measuring the impact of online buying behavior through Narcissism, materials, and brand experience of Phuket, Thailand customers. The study has used Phuket, Thailand, customers who prefer luxury items, and their decision is based on materialistic thinking, Narcissism, or brand consciousness and the study is consistent with previous study by (Rehman, Bhatti, Mohamed, and Ayoup, 2019). The study has found a significant and positive relationship between all constructs and all hypotheses are supported. The study found a significant mediating relationship of online

buying behavior between Narcissism and luxury purchase behavior, and it is consistent with (Yousaf, Altaf, Sarwar, Hassan, and Ali, 2012). Same as it is found that mediating relationship of online buying behavior between Materialism and luxury purchase behavior is positive and significant relation. It has increased the buying behavior of luxury items of Phuket, Thailand customers. All the findings are consistent with previous studies of (Bhatti, 2018). There is no finding of the study that has generated conflict in recent studies and previous studies. The findings of brand experience literature with luxury purchase behavior with the meditation of online buying behavior have also been found a significant and positive relationship between them. And the study results are before previous literature.



Conclusion

The study has investigated the impact of online buying intentions of luxury purchase behavior of Phuket, Thailand customers. Online buying intentions initiate through Narcissism, Materialism, and brand experience towards luxury products like phones and cars. The findings show's direct and indirect relationship among variables. The results and findings show that mediation exists between Narcissism and luxury purchase behavior of luxury items. There is also found that Materialism has a significant relationship with luxury purchase behavior with the mediation of online buying intentions. The findings also helped in previous literature to find that brand experience has significantly mediated by online buying intentions and its effect on luxury purchase behavior. The results are consistent with the previous studies and found a significant and positive relationship between them.

This review tracked down two saw advantages, and two saw dangers to examine the online buying behavior of luxury items, and it is measured through the mediation impact. This review has added to online business writing and general information. In globalization, each association attempts to draw in and hold clients in independent and online stores. There is restricted exploration and writing on the internet shopping in Phuket, Thailand, and in that capacity, this subject was difficult for specialists and researchers. Discoveries from the study can help different researchers and, what's more, sellers to see how to improve online purchasing intentions and expectations of customers by limiting dangers and guaranteeing that buyers' experience is more helpful and better than disconnected shopping. This review focused on the apparent advantages, such as Narcissism, Materialism, and brand experience. This review inferred that protection and items and Narcissism, Materialism, and brand experience with the mediation of online buying intentions are significant, and it is fundamental to limit these to help customers in causing them to have a sense of security when they go through with luxury purchase behavior of luxury items purchased by customers.

Theoretical and Practical Implications

The theoretical implications of this paper lie in first, past examinations have less narcissistic on luxury purchase conduct. Furthermore, the most

significant impact will contemplate Narcissism as a solitary sort, through a couple of studies to partition the Narcissism to covert narcissistic and evident Narcissism is examined. However, under the foundation of Phuket, Thailand cooperation culture, this review centers around investigating the secret Narcissism of phone luxury purchase behavior and its aim and the impact of the intellectual conduct model dependent on online buying behavior.

It further confirmed the instrument of valuable clear in exploring past researchers and further enhanced the Narcissism, Materialism, and brand experience and luxury purchase behavior of products utilized in the connected research. Secondly, considering the viewpoint of social cooperation, this review implanted the subjects into the brand experience scene, thoroughly investigating the effect of online buying behavior on the utilization conduct of the understood Narcissism, Materialism, and brand experience. It gives a sufficient clarification as to whether the understood narcissists will purchase counterfeit luxuries, which makes the examination aftereffects of this paper. At long last, a large portion of the past investigations on Narcissism, Materialism, and brand experience has focused on western culture. The current review contributed to hypothetical terms by thinking about Narcissism, Materialism, and brand experience with the mediation of online buying behavior and its effect on luxury purchase behavior of Phuket, Thailand customers. The aim is to measure online purchasing behavior considering the TPB hypothesis. TPB theory is the best hypothesis to quantify customers' conduct with narcissism materialism and brand experience with online buying behavior.

The theory of planned behavior hypothesis has supported all variables, Narcissism, Materialism, and brand experience, to attain goals; there are other variables too which can be used in the study to analyze the impact and standards. This study has few risks and benefits to measure the online buying intentions to support the planned behavior theory.

Limitation and Future Work

This following study is having few limits that can be managed in ongoing examinations. This study was directed in Phuket, Phuket, Thailand. Future investigations can be led in different urban communities and nations in creating and creating nations. A future examination can zero in on



elements like brand image, brand-conscious including apparent advantages of Online buying intention (conduct, reception, and aim). Moreover, demeanor, trust, and web-based media can be utilized as a middle person/mediator between saw hazard and Online buying intention (conduct, reception, and expectation). The social trade hypothesis can be utilized in future examination to concentrate on the connection between Narcissism, Materialism, brand experience, and online buying intention.

References

- Ackerman, R.A., Witt, E.A., Donnellan, M.B., Trzesniewski, K. H., Robins, R.W., & Kashy, D.A. (2010). What does the narcissistic personality inventory measure? *Assessment*, 1073191110382845
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. *Action control* (pp. 11–39): Springer.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Belk, R. (1988). *Possessions and Self*: Wiley online library
- Belk, R.W. (1985). Materialism: Trait aspects of living in a material world. *Journal of Consumer Research*, 12(3), 265–281.
- Bellizzi, Joseph A. and Robert E. Hite (1992), "Environmental Color, Consumer Feelings, and Purchase Likelihood," *Psychology and Marketing*, 9(5), 347–63.
- Bhatti, A. (2018b). Factors affecting consumer purchase intention with the mediating role of corporate social responsibility in Pakistan. *International Journal of Academic Management Science Research*, 2(8), 30–37.
- Bhatti, A. (2018c). Sales promotion and price discount effect on consumer purchase intention with the moderating role of social media in Pakistan. *International Journal of Business Management*, 3(4), 50–58.
- Bhatti, A., Saad, S., & Gbadebo, S.M. (2018). Convenience risk, product risk, and perceived risk influence on online shopping: Moderating effect of attitude. *International Journal of Business Management*, 3(2), 1-11.
- Brakus, J. Jořsko, Bernd H. Schmitt, and Shi Zhang (2009), "Experiential Attributes and Consumer Judgments," in *Handbook on Brand and Experience Management*, Bernd H. Schmitt and David Rogers, eds. Northampton, MA: Edward Elgar.
- Browne, B. A., & Kaldenberg, D. A. (1997). Conceptualizing self-monitoring: Links to materialism and product involvement. *Journal of Consumer Marketing*, 14(1), 31–44.
- Eastman, J.K., Goldsmith, R.E., & Flynn, L.R. (1999). Status consumption in consumer behavior: Scale development and validation. *Journal of Marketing Theory and Practice*, 7(3), 41–52.
<https://doi.org/10.1080/10696679.1999.11501839>
- Guillen-Royo, M. (2008). Consumption and subjective well-being: Exploring basic needs, social comparison, social integration and hedonism in Peru. *Social Indicators Research*, 89(3), 535–555.
- Hair Jr, J.F., Hult, G.T.M., Ringle, C., & Sarstedt, M. (2013). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Thousand Oaks, CA.: Sage Publications.
- Hair Jr, J.F., Hult, G.T.M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Thousand Oaks: Sage Publications.
- Jarvenpaa, S. L., Tractinsky, N., & Saarinen, L. (1999). Consumer trust in an Internet store: A cross-cultural validation. *Journal of Computer-Mediated Communication*, 5(2), JCMC526.
- Karabati, S., & Cemalcilar, Z. (2010). Values, Materialism, and well-being: A study with Turkish university students. *Journal of Economic Psychology*, 31(4), 624–633.
- Khalid, R., Raza, M., Sawangchai, A., & Somtawinpongsai, C. (2022). The challenging factors affecting women entrepreneurial activities. *Journal of Liberty and International Affairs*, 8(1), 51-66.
- Lee, E. M., Jeon, J. O., Li, Q., & Park, H.H. (2015). The differential effectiveness of scarcity message type on impulse buying: a cross-cultural study. *Journal of Global Scholars of Marketing Science*, 25(2), 142–152.
- Leung, K. (2008). Chinese culture, modernization, and international business. *International Business Review*, 17, 184–187.
- Leung, K. (2008). Chinese culture, modernization, and international business. *International Business Review*, 17, 184–187.
- Nielsen, A. (2008). *Grocery store choice and value for money: A global Nielsen consumer report*. Technical Report, January.
- Oliver, Richard L. (1980), "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions," *Journal of Marketing Research*, 17 (November), 460–69.
- Pine, Joseph B., II, and James H. Gilmore (1999), *The Experience Economy: Work Is Theatre and Every Business a Stage*. Cambridge, MA: Harvard Business School Press
- Raza, M., Abdul Hamid, A.B., & Cavaliere, L.P.L. (2021). The E-Tourism beyond Covid-19: a call for technological transformation. *Journal of Liberty and International Affairs*, 7(3), 118-139.
- Rassuli, K. M., & Hollander, S.C. (1986). Desire-induced, innate, insatiable? *Journal of Macromarketing*, 6(2), 4–24.
- Rehman, S.-u., Bhatti, A., Mohamed, R., & Ayoup, H. (2019). The moderating role of trust and commitment between consumer purchase intention and online shopping behavior in Pakistan. *Journal of Global Entrepreneurship Research*, 9(1), 43.
- Richins ML (2004) The Material Values Scale: Measurement properties and development of a short form. *J Consum Res* 31:209-219
- Ames, D.R., Rose, P., & Anderson, C.P. (2006). The NPI-16 is a short measure of Narcissism. *Journal of Research in Personality*, 40(4), 440–450. I have a natural talent for influencing people.
- Richins, M.L., & Dawson, S. (1992). A consumer values orientation for Materialism and its measurement: Scale development and validation. *Journal of Consumer Research*, 19(3), 303–316.
- Schmitt, Bernd & Zarantonello, Lia & Brakus, J. (2009). Brand experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*. 73. 10.1509/jmkg.73.3.52.



- Schmitt, Bernd H. (1999), *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate to Your Company and Brands*. New York: The Free Press
- Sedikides, C., Gregg, A.P., Cisek, S., & Hart, C.M. (2007). The I buy narcissists as consumers. *Journal of Consumer Psychology*, 17(4), 254–257
- Yousaf, U., Altaf, M., Sarwar, N., Hassan, S., & Ali, S. (2012). Hesitancy towards online shopping, a study of Pakistani consumers. *Management & Marketing Journal*, 10(2).
- Zhang, J., Raza, M., Khalid, R., Parveen, R., & Ramírez-Asís, E.H. (2021). Impact of team knowledge management, problem solving competence, interpersonal conflicts, organizational trust on project performance, a mediating role of psychological capital. *Annals of Operations Research*, 1-21.

