

## CUSTOMERS' ATTITUDES AND PURCHASE INTENTIONS FOR LUXURY GOODS: AN EXAMINATION OF ONLINE SHOPPING OF JADE CARVING PENDANTS DURING THE COVID-19 PANDEMIC IN MALAYSIA

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**Abstract:** The research has depicted the image of the influencing factor of purchasing behavior of consumers of luxury products. The purchasing behavior of customers of luxury brands relies on market trends. Due to this, businesses need to understand and analyze the movements of the market, including the demand of consumers in the post-pandemic situation, to improve their market position and build healthy relationships with consumers. The study brings out the aspects of purchasing of Jade carving pendant that get broader assimilation of data facts on a significant basis. Indefinite primary quantitative data sets that are descriptive have been incurred to formulate the significance of the research study. The collected data from the survey participants are effectively analyzed with the help of the SPSS software and descriptive statistical analysis. The analysis of the study has been divided into two parts, namely multivariate analysis and data quality analysis. The reliability and validity assessments have been done based on the data collected from the questionnaire. Conclusions and suggestions have been provided for the current study. The suggestions of the study are based on the improvement of online marketing of the luxury brand “Jade Carving Pendants” and, at the same time, future suggestions for enhancing research with relatable topics. The current study has successfully drawn practical conclusions and, at the same time, improved the online marketing and consumer perspectives and experience of luxury brands.

**Keywords:** *Influencing Factor, Purchasing Behaviour, Luxury Products, Post-Pandemic Situation, Healthy Relationships*

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### 1. Introduction

The COVID-19 pandemic has thoroughly disrupted fabric growth and created disputes in the daily lives of individuals that retarded the function of business progress on a significant basis. Irrespective of the approaches, the research gathers thorough background about the influence of luxury attitude that deteriorated market sale capability on a disguised basis. Regardless of the approaches, luxury sales have been disrupted within shopping channels bringing the widest gap in the market sales structure. The study focuses on an objective that prospers non-efficient functions at the most comprehensive rate in a research study. The issue pertaining to poor self-esteem growth generated the broadest sense of accomplishment sets streamline market deduction in purchasing luxury brands at a distinct basis. As referred to by Shaari

(2020), concerning the approach, the influence of consumer behavior has discarded sales benefits that branding transformation channels at significant bases have thoroughly mobilized.

Poor experiences and non-affected audiences have generated economic down turning and significantly developed the most comprehensive growth aspect. Complete convenience and poor security accessibility have set a gap in buyers' approaches and spawned through the assembly of luxury channels on a significant basis. As Yong and Thi (2022) mentioned, times of poor customer attraction have resembled targeting market channels and restrained driving. Comprehensive end sales are manipulating power by 56% of Jade carving pendants purchasing units within Malaysia (Business today, 2022). The issue has arisen due to the growth in the new normal of the COVID-19 situation setting discrimination in price range value and ascending non-significance of brand-ability. The target of customer attraction has resembled a more comprehensive quality of significance growth power and generated disturbances in the in-store capability product channel. Convenience and ease of usage of buyer's assimilation have channelized website damage that has been rated 5%, initiating the most comprehensive shopping power (TopolkoHerceg, 2021). 95% of customers have failed to generate superior visits to local stores, creating a broader down-streaming aspect of pricing ranges of product surveillance. The research question of this paper is:

1. What is the cause of the luxury attitudes of customers that affects the digital purchase of Jade carving pendants?
2. What is the relationship between two definite factors: the attitude of luxury brands and the digital purchase of Jade carving pendants?
3. What is the innovation growth process of digital purchasing in the era of the new normal of COVID-19 that affects customer accessibility?

## **2. Review of Literature**

### **2.1. Effect of COVID-19 On The Purchasing Behavior of Consumers of Jade Pendants**

The outbreak of COVID-19 has affected the business practices of different industries, including luxury brands. The rate of sales during 2020 has increased effectively globally. Customer priorities have focused on the most basic needs, with demand for cleaning, staple, and hygiene products increasing, and non-essential categories are declining. As Cvik and Pelikánová (2021) discussed, online shopping or purchasing provides customers with more data and opportunities to compare prices and products with more incredible product selection, ease, and convenience of finding desired goods online.

### **2.2. Effects of luxury attitudes on online shopping of “Jade Carving Pendants.”**

In the modern era, implementing advanced techniques in luxury brands has assisted in providing positive customer service. As a result, luxury customers experience considerable spending power and satisfaction by obtaining quality, exclusive, rare products. Furthermore, as discussed by Hoang et al. (2022), luxury brands like “Jade Carving Pendants” in the current scenario use social media (SM) in terms of developing appropriate awareness among consumers regarding their products as well as services.

### **2.3. The implication of COVID-19 on the luxury industry**

As contrasted by Galhotra and Dewan (2020), successful and famous luxury brands in Malaysia entice their customers through resonating and emotional experiences with target audiences. COVID-19 has forced luxury brands to improve their services on digital

platforms. There is a negative impact of the pandemic on the business practice of jade pendants and the trends of the market. However, positive customer service, including the quality and uniqueness of jade pendants, has assisted in improving its market position in the emergence of 2021.

#### **2.4. Theory of Reasoned Action (TRA)**

TRA evaluates the relationships between pre-existing attitudes of consumers and marketing to develop purchase decisions. The theory has emphasized the decision-making process of businesses and the activities of consumers over behavior. As stated by Topolko (2021), this theory has different advantages as it assists in identifying the ways and places of target change, developing predictions, and more. Therefore, the principles of TRA can help in improving the marketing of luxury brands and achieving the needs of the market correctly.

#### **2.5. Theory of Buyer Behaviour (TBB)**

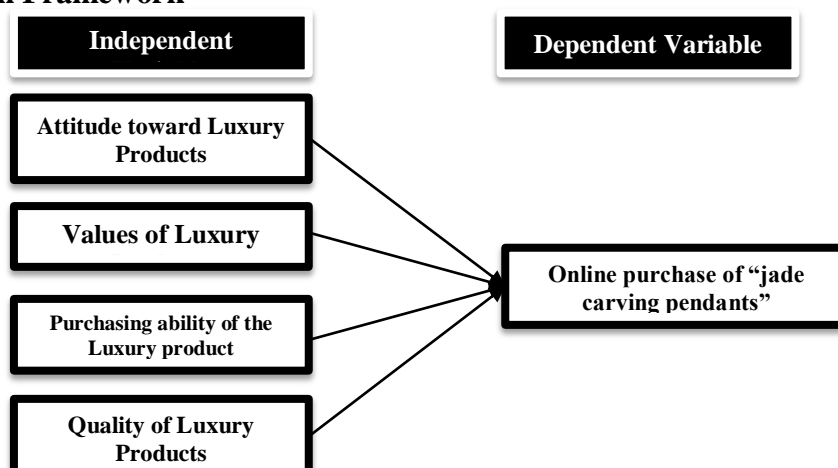
The critical concept of TBB is that buying behavior of consumers is, generally speaking, the tendency to build a familiar buying routine that is reliably repetitive saves time, and simplifies the decision-making process. Therefore, there are multiple advantages of TBB, for instance, improving the function of decision-making, ensuring the satisfaction rate of consumers, and assisting in understanding the factors of consumers' purchasing decisions. Furthermore, as discussed by De and Coste-Manière (2020), the implementation of the principles of TBB can help businesses build positive and healthy relationships with customers.

#### **2.6. Engel Kollat Blackwell Model (EKB)**

There are several factors of EKB, for instance, processing information, decision-making process variables, decision stages, and input. EKB has emphasized mainly five stages of the decision process such as information searching, “post-purchase outcomes”, purchasing, evaluating alternatives, and “recognition of need” (neostrom.in, 2022). As stated by Jiang and Song (2022), in this model, the most valuable part for businesses is input. Therefore, implementing this model can assist in developing opportunities, developing competitive advantages, and more.

### **3. Research Method**

#### **3.1. Research Framework**



### **3.2. Research Population**

The study explores definite concepts of luxury attitude upon digital purchase that affects consumer demand in terms of digital purchase of Jade carving pendants. Suppliers of marketing units provide correspondent value sets within the COVID-19 era. So, the definite study amends a suitable targeted population figure corresponding to the broadest service region (Asif et al. 2022). So, the actual research assimilates targeted populations related to digital innovation and online purchasing assembly programs. The participants are consumers of the online purchase unit of Jade Luxury Brand. The population of the research is more than 2 million people.

### **3.3. Research Sampling**

The selection of the population of the research paper has assisted in developing an understanding of the research topic. Consumers who prefer online purchasing have been selected for the research survey in terms of getting active and adequate information regarding the luxury attitude of consumers. In the modern era, most consumers prefer online purchasing to get various options and prices. The sample size of 625 people has been selected to select the most efficient and effective respondents. It has assisted in getting authentic and relevant data regarding the impact of luxury attitudes on consumers in the purchasing jade carving pendants segment. The research sample size amounted to people getting a wide range of information regarding the research topic.

“Hence, the number of samples in this research paper (N)= 625, and we will take the error margin (e) as 3%”.

Number of sample size (n) according to Slovin’s formula,

$$\begin{aligned}n &= \{N / (1+N*e^2)\} \\&= \{625 / (1 +625* 0.03^2)\} \\&= 400\end{aligned}$$

Hence, the valid sample size is 400

### **3.4. Methods of Data Analysis**

#### *3.4.1. Reliability and Validity analysis*

Reliability has been known to be reliable to accustom superior measurement models that have been utilized qualitatively. Complete construction that has persisted in the study helps to investigate definite research data that are considered accurate and reliable. Definite Primary quantitative descriptive analysis has been considered to carry the study through formulating regression for the study

#### *3.4.2. Factor Analysis*

Factors through abiding literature method and survey method have been used and incurred exploratory factor analysis, and confirmatory factor analysis has been used for the study. In addition, the definite survey method has been used by means of the Likert scale to bring thorough factor analysis of the data.

#### *3.4.3. Multiple Regression Model*

Here one dependent variable, irrespective of multiple independent variables, sets definite relationships among the studies considered functional.

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + C$$

Y=Online purchase of Jade carving pendants (dependent variable)

X1, X2, X3, X4 are independent variable

X1=attitude of luxury goods

X2=Value of luxury goods

X3= Ability of luxury goods

X4= Quality of luxury goods

And  $\beta_1$ ,  $\beta_2$ ,  $\beta_3$ ,  $\beta_4$  are respective constant to the independent variable

### 3.5. Hypothesis Development

3.5.1 *The relationship between attitude of luxury goods and online purchase of jade carving pendants*

3.5.2 *The relationship between value of luxury goods and online purchase of jade carving pendants*

3.5.3 *The relationship between ability of luxury goods and online purchase of jade carving pendants*

3.5.4 *The relationship between quality of luxury goods and online purchase of jade carving pendants*

## 4. Results and Discussion

### 4.1. Descriptive analysis

The real data has been divided into two parts: demographic and topic-based. The data and information from different participants helped combine individual differences in consumer behavior regarding online purchases of “jade carving pendants” in the new normal of Covid-19. The summary and statistics of the study have proved that the survey included all the necessary disciplines. For example, the ratio of males to females is 66.3:33.8.

Table 1: Structure table of the total sample

Statement		Quantity	Ratio
<b>Gender</b>	<b>Male</b>	265	66.3
	<b>Female</b>	135	33.8
<b>Age</b>	<b>Below 20 years</b>	213	53.3
	<b>20 to 28 years</b>	127	31.8
	<b>28 to 45 years</b>	30	7.5
	<b>Above 45 years</b>	30	7.5
	<b>Secondary</b>	203	50.8
	<b>Higher secondary</b>	119	29.8
<b>Educational qualification</b>	<b>Graduate</b>	30	7.5
	<b>Post Graduate</b>	48	12
	<b>Student</b>	188	47
	<b>Service</b>	48	12
<b>Profession</b>	<b>Business</b>	82	20.5
	<b>Self-employed</b>	82	20.5
	<b>Malaysia</b>	209	52.3
	<b>India</b>	86	21.5
<b>Nationality</b>	<b>UK</b>	51	12.8
	<b>Others</b>	54	13.5
<b>Total</b>		400	1

#### 4.2. Validity analysis

After utilizing the SPSS software for effectively processing the collected data, the value of “KMO and Bartlett's Test” was conducted. Table 2 shows that the value of “Kaiser-Meyer-Olkin Measure of Sampling Adequacy” is 0.687, and the value of Sig is 0.000. This mainly indicates that the data from the questionnaire have been consistent for the current topic, and at the same time, collected data has been effective and reliable.

Table 2  
KMO and Bartlett's Test

“KMO and Bartlett's Test”		
“Kaiser-Meyer-Olkin Measure of Sampling Adequacy”		.687
“Bartlett's Test of Sphericity”	“Approx. Chi-Square”	3930.886
	df	435
	Sig.	.000

#### 4.3. Reliability analysis

The reliability analysis has effectively assessed the stability and consistency of the results essentially measured by the assessment or the scale tools. The current study included the coefficient measures ( $\alpha$ ) that helped determine the questionnaire's reliability and the collected data. As a result, it has been evident that the collected data have strong reliability and fulfill the requirements of follow-up research. Moreover, it has helped prove the quality of the entire survey data and, simultaneously, credible and reliable, providing immense support in the “follow-up validity analysis”.

Table 3  
Reliability Measurement Table

Cronbach's Alpha	“Cronbach's Alpha based on Standard Items”	Number of Items	
0.836	0.835	5	DV
0.944	0.945	5	IV 1
0.924	0.925	5	IV 2
0.871	0.872	5	IV 3
0.954	0.953	5	IV 4

#### 4.4. “Multiple Regression Analysis”

Table 4: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 <sup>a</sup>	.939	.939	.38219
a. Predictors: (Constant), COVID-19 has affected the attitude of consumers towards purchasing luxury goods				

Table 5: Coefficients

Model		Coefficients <sup>a</sup>					
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B
		B	Std. Error	Beta			Lower Bound Upper Bound
1	(Constant)	-.113	.024		-4.789	.000	-.159 -.066
	V1	.350	.031	.348	11.416	.000	.290 .411
	V2	.210	.026	.208	8.081	.000	.159 .261
	V3	.237	.025	.234	9.359	.000	.187 .287
	V4	.229	.026	.226	8.850	.000	.178 .279
a. Dependent Variable: The pandemic of COVID-19 has affected the purchasing behaviour of consumer in “jade carving pendants”							

$$Y = -0.113 + 0.350X_1 + 0.210X_2 + 0.237X_3 + 0.229X_4$$

The scholar has done multiple regression analysis to understand the strength of the relationship between the “dependent and independent variables” of the research study. In addition, the specified analysis helps determine the importance of several predictor variables in research work. From the multiple regression analysis, it has been found that the standardized Beta value for the “dependent variable and independent variable” 1,2,3,4 is 0.348, 0.208, 0.234, and 0.226, respectively. Furthermore, in the specified analysis method, it has been found that the P values for all the five “dependent and independent variables” are below 0.05, indicating strong evidence for a correlation between the different variables of the study (Fernández-Macho, 2018).



#### 4.5.Hypothesis test

Table 6: DV -IV (1) Coefficient

Model	Coefficients <sup>a</sup>						
	Unstandardized		Standardized	t	Sig.	95.0%	
	Coefficients		Coefficients			Confidence	
						Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
<b>1 (Constant)</b>	.026	.033		.774	.440	-.040	.091
<b>V1</b>	.976	.012	.969	78.446	.000	.951	1.000

a. "Dependent Variable": The pandemic of COVID-19 has affected the purchasing behaviour of consumer in "jade carving pendants"

From table 6, it can be noted that the standardized coefficient, which is denoted by the Beta value, is around 0.969. In addition, after analysis of the correlation between "Online purchase of jade carving pendants" and "Attitude of luxury goods," it has been found that the P value is 0.000, which shows a significant correlation between mentioned DV and IV.

Table 7: DV -IV (2) Coefficient

Model	Coefficients <sup>a</sup>						
	Unstandardized		Standardized	t	Sig.	95.0%	
	Coefficients		Coefficients			Confidence	
						Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
<b>1 (Constant)</b>	.017	.042		.408	.684	-.066	.101
<b>V2</b>	.961	.016	.950	60.956	.000	.930	.992

a. Dependent Variable: The pandemic of COVID-19 has affected the purchasing behaviour of consumer in "jade carving pendants"

The above statistical information shows a correlation between "Online purchase of jade carving pendants" and "Values of luxury goods." Furthermore, from the analysis, it has been found that the standardized coefficient Beta value is around 0.950, which indicates a good correlation between the mentioned DV and IV.



Table 8: DV -IV (3) Coefficient

Model	Coefficients <sup>a</sup>						
	Unstandardized		Standardized	t	Sig.	95.0%	
	Coefficients		Coefficients			Confidence	
						Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.004	.042		.092	.927	-.079	.087
V3	.967	.016	.951	61.538	.000	.936	.998

a. Dependent Variable: The pandemic of COVID-19 has affected the purchasing behaviour of consumers in “jade carving pendants”

On the other hand, the standardized coefficient Beta value between “Online purchase of jade carving pendants” and “Purchasing ability of the Luxury product” is around 0.951. Therefore, it can be concluded that the above-specified DV and IV strongly correlate.

Table 9: DV -IV (1) Coefficient

Model	Coefficients <sup>a</sup>						
	Unstandardized		Standardized	t	Sig.	95.0%	
	Coefficients		Coefficients			Confidence	
						Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.013	.042		.302	.763	-.069	.094
V4	.963	.015	.953	62.402	.000	.932	.993

a. Dependent Variable: The pandemic of COVID-19 has affected the purchasing behaviour of consumer in “jade carving pendants”

In addition, from the coefficient analysis, it has been found that the standardized Beta value between “Online purchase of jade carving pendants” and “Quality of Luxury good” is approximately 0.953. Therefore, this table also shows a strong correlation between the “Online purchase of jade carving pendants” and “Quality of Luxury goods”.

Table 10: ANOVA test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	930.154	4	232.539	3421.486	.000 <sup>b</sup>
	Residual	26.846	395	.068		
	Total	957.000	399			

a. Dependent Variable: The pandemic of COVID-19 has affected the purchasing behaviour of consumer in “jade carving pendants”

b. Predictors: (Constant), DV, IV1, IV 2, IV 3, IV 4

Therefore, it can be stated that the hypothesis made for their research work is valid and shows a positive correlation between the dependent and independent variables of the research study. From eth analysis, it can be concluded that the “Online purchase of jade carving pendants” can be improved by providing more attractive and innovative products. As per the words of Fernández-Macho (2018), an increase in customer satisfaction levels can enhance their engagement in the purchasing process, which leads to a rise in the company's overall sales volume. In the current business environment, the use of advanced technology in the business process is also essential to understand customers' purchasing behavior and ability to purchase luxury goods. On the other hand, there is also a significant correlation between the quality of luxury goods and purchasing frequency (Peña-García et al., 2020). For example, an increase in sales volume also depends on the quality of the luxury goods because if the quality of the products is good, consumers are more attracted to purchase those products.

## 5. Conclusion

The motive in this regard can be presumed to be the generation of a sense of accomplishment among the individual in the Malaysian market. Therefore, the option for a digital mode of shopping and payment in this regard will be favorable as it can allow multiple delivery options to these customers that end up resulting in a unique and better customer service experience.

### 5.1. Recommendation

Recommendation 1: Taking advantage of visual social networking platforms

Recommendation 2: Building an efficient website combining style, functionality, and user experience

Recommendation 3: Effective “Search Engine Optimization (SEO)” for the brand

Recommendation 4: Creating aspirational content for educating luxury consumers.

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