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CONSUMER BEHAVIOR OF GENERATION X AND Y INDIVIDUALS RESIDING IN LAMPHUN PROVINCE WHO PURCHASE BRANDED HANDBAGS AT SHOPS IN CHIANG MAI PROVINCE

Ploykwan Jedeejit¹, Manan Wivattanasak², Petcharaporn Wongluang³

^{1,2,3}Faculty of Business Administration Bangkokthonburi University, Thailand
ploykwan.jed @bkkthon.ac.th.

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ABSTRACT

This study aimed to investigate the purchasing behavior of Generation X and Generation Y consumers residing in Lamphun Province who purchase luxury handbags at stores in Chiang Mai Province. It also examines the marketing mix factors influencing their purchasing decisions. This quantitative research utilized questionnaires to collect data from a sample of 400 respondents selected via quota sampling. The results showed that the majority of respondents were female, employed in private companies, held a bachelor's degree, and had an average monthly income of 60,001–80,000 baht. The purchasing behavior revealed that Louis Vuitton handbags were the most popular choice, primarily handbags. Key reasons for purchase included personal preference, image enhancement, and collecting. Furthermore, product factors had the greatest influence on purchasing decisions, followed by distribution, marketing promotion, and price. The research findings can be used as a guideline for developing marketing strategies for luxury goods businesses in northern Thailand.

KEYWORDS: Consumer behavior, Designer handbags, Generation X, Generation Y, Marketing Mix.

1. INTRODUCTION

Lamphun Province is the smallest province in Northern Thailand, but it has a relatively high-income level. The average per capita income is nearly 20,000 baht per month, resulting in the highest GPP (Gross Provincial Product) per capita in the northern region (Office of the National Economic and Social Development Council, 2023). Resulting in the highest GPP per capita in the North, surpassing Chiang Mai Province. The industrial sector is the main driver of the province's economy, making it the industrial hub of Northern Thailand. According to the National Economic and Social Development Council, Lamphun has three major industrial zones: the Northern Industrial Estate, the World Industrial Estate (Lamphun), and the Saha Group Industrial Park. Several world-class companies have production bases in Lamphun Province. This is especially true for the electronics industry, such as



Murata Electronics (Thailand) Co., Ltd. reported revenue of 9,028 million baht in 2024 (Department of Business Development, 2024). Kyocera (Thailand) Co., Ltd., which in 2024 (financial statement closed on March 31, 2024) had revenue of 8,449 million baht and a profit of 285 million baht, etc.

Factors making industrial zones in Lamphun province attractive to investors include land prices and various tax benefits. Lamphun's location near Chiang Mai, the educational hub of northern Thailand, helps produce skilled labor for the industry. Transportation is also advantageous, being close to Chiang Mai Airport, with developed major roads connecting Chiang Mai and Lampang. Furthermore, the planned second Chiang Mai Airport, expected to begin construction in 2027, will further facilitate travel and goods transportation. Another important factor is Lamphun's beautiful natural scenery, simple and less crowded lifestyle, and lower cost of living compared to Bangkok and its surrounding areas, as well as many other major cities. This makes it an attractive area to live and work, further attracting labor. When comparing Lamphun to Chiang Mai from an economic perspective, The Gross Provincial Product (GPP) of each province is as follows: In 2021, Lamphun was 86,800 million baht and Chiang Mai was 236,700 million baht. In 2022, Lamphun was 90,400 million baht and Chiang Mai was 244,200 million baht. In 2023, Lamphun was 91,500 million baht and Chiang Mai was 277,500 million baht. The average per capita income (GPP per capita) is as follows: In 2021, Lamphun was 221,800 baht per person and Chiang Mai was 131,600 baht per person. In 2022, Lamphun was 232,600 baht per person and Chiang Mai was 136,000 baht per person. In 2023, Lamphun was 236,600 baht per person and Chiang Mai was 154,900 baht per person. It can be seen that, even though Lamphun's economy is smaller than Chiang Mai's, its average per capita income is higher than Chiang Mai's. Furthermore, it has the highest per capita income among all provinces in Northern Thailand. Despite its relatively small population, the influx of migrant workers from the industrial sector is a significant factor contributing to Lamphun's high per capita income. (Page: Investman, Business and Economics Website)

Therefore, branded handbag stores in Chiang Mai are popular among consumers in Lamphun Province, especially Generation X and Generation Y. In Chiang Mai, the branded handbag retail business is highly competitive, both for new and second-hand branded handbags. Currently, there are over 30 branded handbag stores, such as Brandname Buri, Siribrandname Brand shop, Hisociety-Brand name, Daughters Bag, and Lady First, which are spread across major business districts, as well as branded handbag stores of various brands within department stores and through various online channels (Chiang Mai News, 2015: online).

Based on the above information, the researcher is interested in studying the consumer behavior of those residing in Lamphun Province, especially Generation X and Generation Y, who travel to purchase branded handbags at stores in Chiang Mai City, in order to understand their purchasing

behavior. The data obtained will be used as preliminary information for branded handbag businesses in Lamphun Province and for those interested, to improve marketing strategies to align with consumer behavior in other provinces.

2. PURPOSE OF STUDY

1) To examine the consumer behavior of Generation X and Y individuals residing in Lamphun province who travel to Chiang Mai province to purchase branded handbags.

3. Research conceptual frame work

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Independent Variables

Dependent Variable

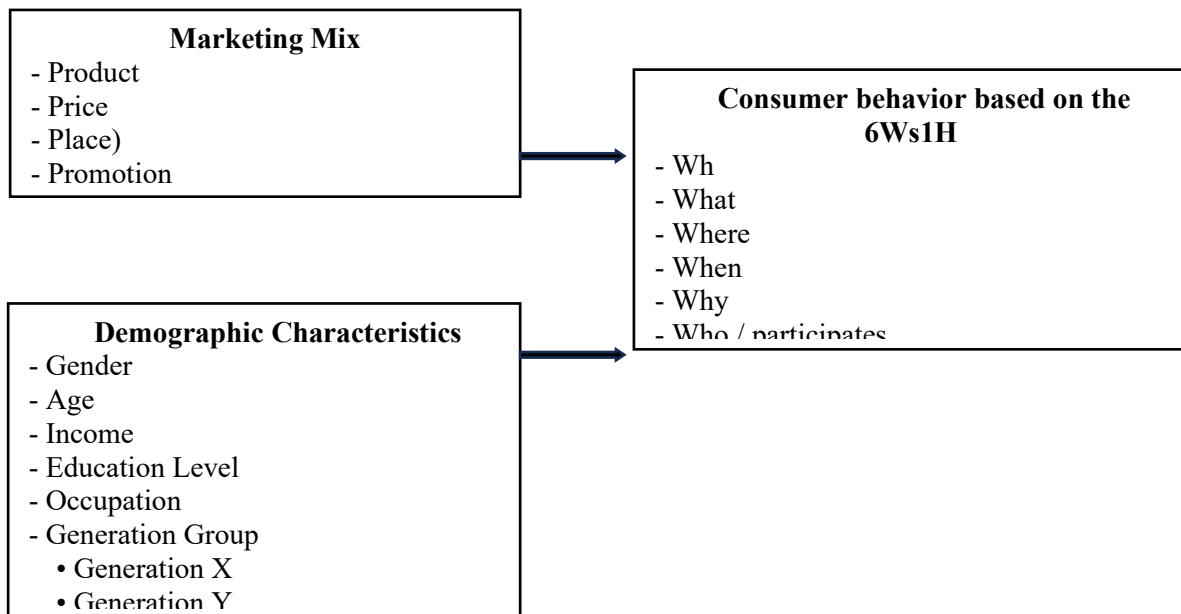


Figure 1: Conceptual Framework of The Research

4. CONCEPTS AND THEORIES

4.1 Consumer behavior

Consumer behavior is a key concept in marketing that describes the processes individuals or groups use to search for, purchase, use, and evaluate products or services to satisfy their needs. This concept plays a vital role in understanding consumer purchasing decisions, including the factors influencing



product choice, especially for fashion or luxury goods such as designer handbags, which are related to image, social status, and consumer sentiment.

Philip Kotler and Kevin Lane Keller (2016) explain that consumer behavior refers to the processes consumers use to select, use, and dispose of goods and services, including the thought, emotional, and behavioral processes that occur before, during, and after the purchase of a product. Understanding consumer behavior helps organizations analyze market needs and develop marketing strategies that effectively respond to consumer needs.

Similarly, Michael R. Solomon (2020) defines consumer behavior as the study of the process by which individuals or groups choose to purchase, use, or dispose of goods, services, ideas, or experiences to satisfy their needs. This process involves psychological, social, and cultural factors that influence purchasing decisions.

Furthermore, Leon G. Schiffman and Joseph Wisenblit (2019) state that consumer behavior is the study of consumer actions in searching for, purchasing, using, and evaluating goods and services, including factors that influence consumer decisions, such as personal factors, social factors, and marketing factors.

Generally, the consumer purchasing decision process can be divided into five stages:

1. **Problem Recognition:** Consumers recognize their needs or the problem they want to solve, such as wanting a product that enhances their image.
2. **Information Search:** Consumers search for information about the product, such as quality, price, or brand.
3. **Evaluation of Alternatives:** Consumers compare different brands before making a purchase decision.
4. **Purchase Decision:** Consumers choose the product that best meets their needs.
5. **Post-Purchase Behavior:** Consumers evaluate their satisfaction after using the product.

For branded goods, consumer behavior is often influenced by many factors, such as brand image, product quality, price, social influence, and the desire to display social status. Therefore, these types of products do not only satisfy functional needs but also involve symbolic value and psychological satisfaction for consumers.

4.2 The Marketing Mix Concept

The marketing mix concept is a key framework used in strategic marketing planning to enable businesses to effectively meet consumer needs. This concept focuses on combining various marketing



tools appropriately for the target market to create value and satisfaction for consumers.

The marketing mix concept was developed by Jerome McCarthy, who proposed the components of the marketing mix in the form of 4Ps: Product, Price, Place, and Promotion. This concept is considered a fundamental basis for determining an organization's marketing strategy by combining these four elements appropriately to meet the needs of the target market (McCarthy, 1960).

Later, Philip Kotler and Kevin Lane Keller (2016) explained that the marketing mix is a marketing tool that organizations use to create value and satisfy customer needs. The four components must work together harmoniously to achieve maximum efficiency in business competition.

The components of the marketing mix (4Ps) can be explained as follows:

Product:

Product refers to the goods or services that a business offers to consumers to satisfy their needs or solve their problems. A product comprises several key characteristics, such as quality, style, design, packaging, branding, and after-sales service. For luxury handbags, consumers often prioritize material quality, unique design, and brand image.

Price:

Price is the value consumers pay for a product or service. Pricing directly influences consumer purchasing decisions, as it reflects the product's value and the business's competitiveness. For luxury goods like designer handbags, price often reflects quality, rarity, and brand image.

Place:

Distribution channels refer to the processes or locations that facilitate the convenient and rapid access of goods to consumers, such as retail stores, department stores, online stores, or distributor channels. For luxury brands, distribution channels often focus on premium-image stores to enhance brand credibility.

Promotion:

Promotion refers to marketing activities used to communicate information about products and services to consumers to stimulate interest and purchasing decisions, such as advertising, public relations, sales promotion, and digital marketing.

The marketing mix concept plays a crucial role in creating a competitive advantage for businesses. Appropriate strategic planning in each component can enhance product value and effectively meet



consumer needs, especially in the fashion and luxury goods markets. Consumers often prioritize product image and the purchasing experience.

Consequently, studying the marketing mix is crucial for analyzing factors influencing the purchase decision of branded handbags, as product, price, distribution channels, and promotional elements all play a role in shaping consumer behavior and decision-making.

5. RESEARCH METHODOLOGY

5.1 Research Design

This research was quantitative, using questionnaires as a data collection tool from consumers residing in Lamphun province who travel to Chiang Mai province to purchase branded handbags.

5.2 Population and Sample

The sample consisted of 400 individuals, obtained through multi-stage random sampling.

5.3 Research Instruments

The research instrument was a questionnaire, divided into:

- General information of the respondents
- Purchasing behavior of branded handbags
- Marketing mix factors influencing purchasing decisions

5.4 Data Analysis

- Data was analyzed using SPSS software, employing the following statistical methods:
- Frequency
- Percentage
- Mean
- Standard Deviation (S.D.)
- Chi-Square Test

6. RESULTS AND DISCUSSION

6.1 Based on a study of the purchasing behavior of luxury handbag consumers residing in Lamphun province, the results can be discussed using the 6Ws 1H consumer behavior model and the marketing mix as follows:

Who is in the target market?

The majority of respondents were female, married, employed in private companies, held a bachelor's degree, and had an average monthly income between 60,001-80,000 baht. This aligns with the findings



of Noppakao Pongamornprom (2010), who studied factors influencing the purchase of branded handbags in Chiang Mai province and found that the majority of customers were women with bachelor's degrees and employed in private companies. However, there is a discrepancy in average monthly income, as Noppakao Pongamornprom's (2010) study found respondents to earn more than 35,000 baht. The reason for this discrepancy is that the majority of respondents in Noppakao Pongamornprom's (2010) study were aged 21-40 years, while this study examined Generation Y and Generation X respondents, who were aged 23-52 years, potentially leading to differences in income levels.

What do consumers buy?

The survey respondents purchased luxury brand handbags as their number one choice, with the majority opting for handbags. Louis Vuitton was their most popular brand, and they had recently purchased a Louis Vuitton bag as well. This aligns with the findings of Suvitra Chakkaew (2014), who studied the marketing mix factors influencing Generation Y consumers in Chiang Mai's Mueang district regarding the purchase of second-hand luxury handbags. The study found that the top three brands chosen by respondents for second-hand luxury handbags were Louis Vuitton, Chanel, and Prada.

Why do consumers buy?

The top three reasons respondents cited for purchasing designer handbags were personal preference and a fondness for the style and design of their favorite brand. This aligns with the findings of Kamol Soravech (2014), who studied the values and marketing mix factors influencing the purchasing behavior of working women in Bangkok regarding designer handbags, finding that the primary reason for buying designer handbags was as a reward for oneself.

Who is involved in the purchasing decision?

The majority of respondents made the decision to buy the bag themselves, consistent with the findings of Kamol Soravech (2014), which stated that the respondents themselves are the most influential in the decision to purchase branded handbags.

When do consumers buy?

Respondents purchase branded handbags when new models are released, without a specific timeframe. This contradicts the findings of Kamol Soravech (2014), who found that the most popular time to buy is at the beginning of the year due to receiving year-end bonuses.

Where do consumers buy?

Respondents purchase from general branded handbag retailers run by local businesses in Chiang Mai



province. This contradicts the findings of Nopkhao Pongamornprom (2010), who found that most respondents buy branded handbags from stores in department stores. It also contradicts the findings of Kamol Soravech (2014), who found that most respondents prefer to fly abroad to buy branded handbags or purchase them from leading department stores.

How do consumers purchase?

The majority of respondents buy 2-3 branded handbags per year, with the highest price ranging from 60,001-80,000 baht, while the lowest is between 20,001-40,000 baht. Payment is made via credit card. Respondents obtain information about branded handbags from online social media platforms such as Facebook, Twitter, and Instagram, expressing high satisfaction and a willingness to recommend branded handbags to others. This aligns with the findings of Kamol Soravech (2014), which found that most consumers use credit cards for payment and obtain information from the internet and social media. In contrast, the studies by Nopkhao Pongamornprom (2010) and Kamol Soravech (2014) focused on the frequency of handbag purchases, not the number of items purchased, thus limiting the scope of their findings.

6.2 Data regarding the marketing mix factors that influence consumer purchasing decisions for branded handbags among consumers residing in Lamphun Province.

Product Factors

Product factors had the greatest overall influence on the decision to purchase branded handbags, with an average score of 4.29. The sub-factors of product that had the greatest impact on the decision to purchase branded handbags were, in order of importance, the product being designed for special occasions, such as limited editions. This aligns with the findings of Suwitra Chakkaew (2014), who also found that respondents placed high importance on product factors overall, with a high average score.

Price Factor

Price factor significantly influences the overall decision to purchase branded handbags, with an overall average score of 4.03. The sub-factor of price that had the greatest impact on the purchase decision was "value for money in terms of functionality." This aligns with the findings of Suwitra Chakkaew (2014), who also found that price was a highly important factor for the respondents overall, with a significant average score.

Distribution Factors

Distribution factors have a significant impact on the overall purchase of branded handbags, with an overall average score of 4.19. The sub-factors of distribution that had the greatest influence on the



purchase of branded handbags were: diverse distribution channels such as physical stores, telephone, websites, and social media networks. This aligns with the findings of Suvitra Chakkaew (2014), who also found that respondents considered distribution factors to be of high importance overall, with a high average score.

Marketing Promotion Factors

Marketing promotion factors significantly influenced the purchase of branded handbags, with an overall average score of 4.18. The sub-factor in marketing promotion that had the greatest impact on the purchase of branded handbags was sales staff having product knowledge and being able to provide good product advice. This contradicts the findings of Suvitra Chakkaew (2014), who found that respondents considered marketing promotion factors to be of the highest importance overall.

6.3 A study of consumer purchasing behavior for branded handbags in Mueang Chiang Mai district revealed the following findings:

1. Both Generation Y and Generation X largely prefer Louis Vuitton bags because of their beautiful designs and styles. The highest price they've ever paid was 60,001-80,000 baht, while the lowest was 20,001-40,000 baht.
2. The most popular luxury brand handbag among Generation Y is the hobo bag, while Generation X prefers handbags.
3. The number one reason for Generation Y to buy luxury brand handbags is to enhance their image, while for Generation X, it's personal preference.
4. Generation Y prefers buying luxury brand handbags from local retailers in Chiang Mai, while Generation X prefers buying directly from brand stores.
5. Generation Y buys new bags when they get bored with their old ones, while Generation X buys when new models are released.
6. Generation Y obtains information about luxury brand handbags from online social media platforms such as Facebook, Twitter, and Instagram, while Generation X obtains information from sales staff and store owners.
7. Respondents receive information from online social media platforms such as Facebook, Twitter, and Instagram, while sales staff who are knowledgeable about the products and can provide good product recommendations have a significant impact on the decision to purchase branded handbags.
8. Summary of the top 10 sub-factors of the marketing mix.

Table 1: Summary of sub-factors of the marketing mix.

<i>Rank</i>	<i>Sub-factor,</i>	<i>Average (Interpretation)</i>	<i>Marketing Mix</i>
1	The price is worth the functionality.	4.50 (Highest)	Price.
2	There are various distribution channels, such as physical stores, telephone, websites.	4.48 (Highest)	Place
3	The products are designed for special occasions, such as limited editions.	4.46 (Highest)	Product
4	The products are available in a wide variety of styles.	4.41 (Highest)	Product
5	Renowned designers, artists, or artisans are involved in the production process.	4.40 (Highest)	Product
6	The product display was beautiful, luxurious, and attractive.	4.39 (Highest)	Place
7	It is linked to creativity and innovation in both design and functionality.	4.38 (Highest)	Product
8	It uses valuable and expensive materials as components.	4.38 (Highest)	Product
9	The sales staff are knowledgeable about the products and can provide excellent product recommendations.	4.35 (Highest)	Promotion
10	Stories or legends are created for products.	4.34 (Highest)	Product
11	The product has a distinctive and unique design.	4.33 (Highest)	Product

9. Sub-factors that significantly influence Generation Y consumers' decisions to purchase designer handbags more than Generation X consumers include: a connection to creativity and innovation in both design and functionality; the involvement of renowned designers, artists, or artisans in production; a premium (very high) price point commensurate with the quality; clear price labeling; attractive and luxurious product display; a safe and secure store location; availability of credit cards for discounts and installment plans; member benefits such as special discounts and gifts; and knowledgeable sales staff who can provide excellent product recommendations.

10. Sub-factors that significantly influence Generation X consumers' purchasing decisions for designer handbags more than Generation Y consumers include: distinctive and unique design; products designed for special occasions (e.g., limited editions); products having a story or legend associated



with them; value for money in terms of functionality; diverse sales channels (e.g., physical stores, telephone, website, social media); attractive store design; store location in a community area or near workplaces; and advertising through various media (print, billboards, magazines, etc.).

11. For Generation Y men, most buy Louis Vuitton wallets for collecting purposes, purchasing them when new models are released. They like the style and beautiful design. In contrast, most women buy Gucci shoulder bags to enhance their image, buying them when they get bored with their old bags.

12. For Generation X men, most buy CHANEL and GUCCI travel bags to enhance their image, purchasing them when new models are released. In contrast, most women buy Louis Vuitton handbags due to personal preference.

13. For Generation X individuals with incomes above 60,000 baht, Louis Vuitton handbags are the most common purchase. The reasons for buying them are personal preference, admiration for the brand, and the fact that the price is appropriate for the quality.

Generation Y consumers

Products

1. Businesses selling branded handbags targeting Generation Y should have LOUIS VUITTON and PRADA as their two main brands in stock.
2. The range of bag styles should include more than just handbags; hobo bags are a popular choice. Businesses should focus on selecting bags with beautiful and modern designs, showcasing new innovations, creative designs, and diverse functionalities. The store should also offer bags produced or designed by renowned designers, artists, and artisans.
3. To target male customers, LOUIS VUITTON wallets are recommended, while for female customers, GUCCI shoulder bags are offered.

Price

1. Businesses selling branded handbags should consider bags that reflect a premium image and enhance the wearer's reputation, but the maximum price should not exceed 80,000 baht.
2. When setting a target price, consider the appropriateness of the quality and functionality. Importantly, there should be a clear price tag, either attached to the bag or displayed as a sign in front of the bag.

Place / Distribution

1. Entrepreneurs whose primary customer base is Generation Y may consider operating a retail store run by local entrepreneurs in Chiang Mai province. This is because Generation Y primarily purchases



luxury brand bags from local retailers. Therefore, local entrepreneurs should choose a location and store design that reflects the image and elegance of the product, while also providing a sense of privacy during shopping.

2. The store location should be secure, such as not being in a secluded alley. The store should have CCTV cameras and a robust security system. For high-value bags, security guards may be employed. Entrepreneurs should also have staff escort customers to their cars after each purchase.
3. Product display should be attractive, emphasizing the high value of the bags. For example, displaying bags on white down feathers or in illuminated display cases can enhance their appeal and generate interest.

Marketing Promotion

1. Entrepreneurs should focus on marketing communication to raise customer awareness of the importance of a good image, and how a good handbag can significantly enhance that image. This can be achieved through marketing messages, such as: "If you want a good image, a designer handbag can change your life."
2. Entrepreneurs can regularly introduce new handbag models, offering special discounts to loyal customers who have previously purchased designer handbags from the store. This could involve creating a membership card offering exclusive discounts, gifts, and tokens of appreciation for special occasions. Entrepreneurs can also send letters, invitation cards, or SMS messages with special discounts to potential customers or target groups, creating campaigns to encourage the purchase of new handbags. For example, offering a trade-in option for a new handbag with a 20% discount, or a special purchase price for customers who bought handbags from the store only.
3. Businesses selling designer handbags should offer promotions in conjunction with various bank credit cards, such as a 5% discount when paying with a credit card or 0% interest installment plans for 3 to 6 months.
4. Entrepreneurs should prioritize selecting sales staff with credible personalities, product knowledge, and proper training or understanding of the products. In order to provide effective product recommendations and reflect a positive product image,
5. Entrepreneurs should use social media such as Facebook, Twitter, and Instagram as the primary platform to present their store, location, and bags in new ways, as well as to build a positive image and encourage word-of-mouth marketing. This includes organizing social activities to promote the brand image, holding special events, and using social media as a tool for publicity to increase brand awareness.

Generation X Consumers

Product

1. The most popular brand-name bags to stock in stores should be LOUIS VUITTON and CHANEL,



focusing on stylish handbags with diverse designs for customers to choose from. For male customers, CHANEL and GUCCI travel bags are recommended, while for female customers or those earning over 60,000-baht, LOUIS VUITTON handbags are best suited.

2. Businesses should select unique bags to sell; perhaps limited-edition bags produced for special occasions. Presenting a story or legend behind the product, such as a personalized tag, will enhance its value.
3. Businesses should regularly rotate and add new bag models every 1-3 months, as Generation X purchases bags only when new models are released.
4. Since Generation X buys bags based on personal preference, stores should survey and record each customer's preferences regarding bag style, design, color, etc., and present these preferences to customers when new bags matching their needs become available.

Price

local retailers of branded handbags should price their bags considering the value for money and functionality, with the largest quantity in the 60,000- 80,000 Baht price range. A range of bags priced above 80,000 baht should also be available.

Place / Distribution

1. Since the majority of Generation X prefers to buy bags directly from brand stores, entrepreneurs should study store layouts and bag models available in brand stores. The store design should closely resemble existing brands, offering similar bags while differentiating itself through superior service. Building customer trust is crucial; offering guarantee cards to confirm authenticity, attractive complimentary gifts, and special discounts are recommended.
2. Businesses selling branded handbags should prioritize diverse sales channels, including in-store sales, telephone inquiries, websites, Facebook fan pages, and Instagram.
3. The storefront design should be attractive, with window displays showcasing bags and creating an appealing atmosphere. Using color palettes that enhance the brand image, such as brown, gold, or black, to convey modernity, is recommended.

New entrepreneurs should consider prime store locations in busy communities, near workplaces, or in areas with numerous offices.

Marketing Promotion

1. Businesses selling branded handbags should advertise their store locations to raise awareness among customers through print media, billboards, or magazines. They could choose magazines targeting Generation X, for example.
2. When new models are released, sales staff/business owners should communicate the news to customers to build good customer relationships.

Table 2: Mean, interpretation, and ranking of marketing mix factors that influence the purchase decision of branded handbags.

<i>Marketing Mix Factors</i>	<i>Meaning and Interpretation</i>	<i>Rank</i>
Product	4.29 (Highest)	1
Price	4.03 (High)	4
Place / Distribution Channel	4.19 (High)	2

7. OTHER RECOMMENDATIONS

Based on the study of consumer purchasing behavior for branded handbags in Lamphun Province, the research findings can be used as a guideline for developing marketing strategies for businesses selling branded handbags, as follows:

1. Suggestions for Businesses

Product Development

Businesses should select popular branded handbags such as Louis Vuitton, Chanel, and Prada, focusing on beautiful, distinctive, and diverse designs, especially limited editions, as well as products with a unique story or identity to increase value and appeal.

Price

Product pricing should be commensurate with quality and functionality. The preferred price range for consumers is approximately 20,000–80,000 baht. Clear price display is essential to build customer confidence.

Place / Distribution

Businesses should increase the variety of distribution channels, such as stores, websites, and social media, to facilitate consumer access. Additionally, stores should be luxuriously and attractively decorated, and locations should be safe and easily accessible.

Marketing Promotion

Social media platforms such as Facebook, Instagram, and others should be used to promote products and build the store's image. Promotions should include credit card offers, special discounts, or membership systems to stimulate customer purchasing decisions. Furthermore, emphasis should be placed on developing the knowledge and skills of sales staff. To enable effective product recommendation.



2. Suggestions for future research:

Purchasing behavior of branded handbags in other areas should be studied to compare differences in consumer behavior across regions.

Other factors that may influence purchasing decisions should be studied, such as social values, brand image, or influence from peers.

The sample size should be expanded to include a wider range of ages and occupations to make the research results more comprehensive and applicable.

8. CONCLUSION

A study of the purchasing behavior of luxury handbag consumers in Lamphun Province revealed that the majority of consumers are female, employed by private companies, hold a bachelor's degree, and have an average monthly income of approximately 60,001–80,000 baht. They most frequently purchase luxury brands, particularly Louis Vuitton, and usually choose handbags or shoulder bags due to personal preference and attractive designs. Most consumers make their purchasing decisions independently, usually buying when new models are released, and prefer buying from local luxury handbag retailers. On average, they purchase 2–3 bags per year, with prices ranging from approximately 20,001–80,000 baht. They prefer paying by credit card and obtain product information and news through social media platforms such as Facebook, Twitter, and Instagram.

In terms of the marketing mix, the factors of product, price, distribution, and promotion had a significant to very significant influence on purchasing decisions. Key factors included value for money, diverse distribution channels, product design for special occasions (e.g., limited editions), and knowledgeable sales staff who could provide good product advice. Furthermore, differences in purchasing behavior were found between Generation Y and Generation X. Generation Y tended to buy for image enhancement and received information from online media, while Generation X focused on personal preference and valued customer service from sales staff and direct brand stores.

Based on the study results, it is recommended that luxury handbag retailers focus on selecting products with distinctive and diverse designs, especially popular brands such as LOUIS VUITTON, PRADA, and CHANEL. Pricing should be appropriate for the quality, sales channels should be expanded both in-store and online, stores should project a luxurious image, and social media, along with promotions in conjunction with credit cards and membership systems, should be utilized to effectively stimulate purchasing decisions among different age groups of consumers.



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