INFLUENCING BRAND ASSOCIATION, PERCEIVED UNIQUENESS, PERCEIVED QUALITY, AND BRAND PERSONALITY ON PURCHASE INTENTIONS OF LUXURY CAR BRANDS

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Abstract - This study examines the impact of brand association, perceived uniqueness, perceived quality, and brand personality on the purchase intentions of luxury cars. A quantitative survey method targets Thailand's luxury car consumers and potential buyers. A structured questionnaire collected data from 350 respondents and analyzed descriptive and inferential statistics to understand consumer behavior dynamics in the luxury car market. Findings indicate that perceived quality and brand personality significantly influence purchase intentions. Perceived uniqueness and brand association's direct effects on brand personality and purchase intentions are less pronounced. The quality and personality of a luxury car brand are crucial in driving purchase decisions; the uniqueness and association of the brand contribute differently to consumer perceptions and intentions. The implications extend to marketing strategists in the luxury automotive sector, emphasizing the importance of enhancing perceived quality and cultivating a brand personality to attract and retain consumers. There is a need for luxury car brands to focus on delivering exceptional quality and developing a unique brand persona that resonates with consumers. Limitations include the study's geographic and demographic scope, suggesting further research across different regions and consumer segments to validate and expand upon these findings. This research contributes to understanding luxury car purchase dynamics, offering insights for brand positioning and marketing strategy in the competitive luxury automotive market.

Keywords - Brand Association, Perceived Uniqueness, Perceived Quality, Brand Personality, Purchase Intentions, luxury ca

I. INTRODUCTION

In an increasingly competitive environment, brands must adapt to evolving competition and consumer behaviors by fostering meaningful customer interactions. The essence of brand loyalty lies in customer satisfaction, rooting the brand within the consumer's heart [1]. The luxury car brands in Thailand reflect the broader socio-economic transformations underway in the region. The country positions itself as a hub for premium automotive brands, and consumer preferences are increasingly towards vehicles that symbolize status and offer distinctive qualities [2]. This shift is supported by Thailand's growing economy, rising affluence, and a cultural paradigm that associates luxury with success and prestige. The Thai luxury car market, thus, presents a fertile ground for understanding the dynamics of consumer behavior in a distinctly Asian context, which may exhibit nuances that differ markedly from Western patterns.

The influence of branding on consumer purchasing decisions is a well-documented phenomenon globally. However, there is a gap in understanding how brand-related factors affect Thai consumers' intentions regarding luxury car brands. Specifically, brand association, perceived uniqueness, perceived quality, and brand personality in shaping purchase intentions must be more adequately studied in the Thai context [3]. This gap is significant due to consumer behavior varying significantly across cultures and economic backgrounds. In the luxury car market, where both rational and emotional brand perceptions highly influence decisions, understanding these relationships is crucial for positioning luxury cars in Thailand.

The inquiry of the current study is: How do brand association, perceived uniqueness, perceived quality, and brand personality collectively influence the purchase intentions of luxury car brands in Thailand? This research question addresses the multifaceted influences that drive Thai consumers toward luxury car ownership, a sector where personal identity and social status are intrinsically linked to consumer choices. There is a critical need to decipher the extent to which these branding elements contribute to the purchase process of luxury car purchases.

The principal objective of this study is to investigate the influence of brand association, perceived uniqueness, perceived quality, and brand personality on the purchase intentions of luxury car brands among Thai consumers. The study aims to quantify the contribution of each factor, offering a landscape of the consumer-brand relationship in Thailand's luxury car sector. The theoretical framework of

consumer behavior within the luxury market provides actionable for practitioners in the field.

This study offers academic and practical benefits. Academically, it aims to fill a critical research gap by adding to the body of knowledge on consumer behavior in the Thai luxury car market. Insightly, the insights from this research equip luxury car brand managers and marketers with a nuanced understanding of consumer motives and preferences, enabling them to use their strategies more effectively. The study provides predictive analytics for anticipating consumer needs, ensuring that marketing initiatives are relevant and timely.

The research identifies a comprehensive study on how the intricate relationship between brand associations, perceived uniqueness, perceived quality, and brand personality impacts the purchase intentions of luxury car brands in Thailand, thereby addressing an essential academic and practical deficiency.

II. DETAILS EXPERIMENTAL

The luxury car sector demonstrates significant growth potential, bolstered by the expanding middle and upper-class demographics [2]. Despite these promising trends, luxury cars hold a modest slice of the national automotive market, with a share of roughly 1%. This segment has been dominated by European brands, particularly those from Germany. However, the landscape is evolving with Lexus, Toyota's luxury division, making substantial inroads. Since its debut, Lexus has swiftly climbed the ranks, trailing only behind Mercedes-Benz and BMW in sales [4]. Lexus has seen a staggering sales increase of 376% compared to 2018, outpacing its rivals and marking a shift in consumer preferences within Thailand. This surge in Lexus sales highlights the brand's growing appeal and indicates a broader shift in Thai consumers' appreciation for luxury vehicles.
Luxury automobiles are more than a means of transportation; they symbolize premium service, advanced technology, and exceptional performance. These vehicles are status symbolsby their association with exclusivity and contemporary appeal. The luxury car spectrum, featuring marques like BMW, Mercedes-Benz, and Audi, starts at a higher price point, reflecting their superior quality and customer service. This premium pricing delineates a specific market niche aimed at consumers prioritizing prestige.

2.1. Luxury Cars Categories

Entry-level luxury cars combine compact size with upscale features, matching the amenities of larger luxury models in a smaller frame. They boast powerful engines and high performance, setting them apart from standard compact cars in luxury and driving dynamics.



Fig 1. Entry – Level Luxury car type
Source: Wikipedia /Types of cars

Mid-size luxury cars provide more space and luxury than entry-level models, with opulent interiors and superior performance compared to standard vehicles. They feature large, high-performance engines, setting a higher standard of driving experience.



Fig 2. Mid-Size Luxury Car
Source: Wikipedia /Types of cars

Full-size luxury cars represent the pinnacle of the sedan hierarchy, combining grandeur, advanced technology, unparalleled comfort, and robust engine performance. These vehicles are less likely to feature four-cylinder engines, favoring six to twelve-cylinder configurations instead, usually with displacements over 4500 cc.



Fig 3. Full – Size Luxury Car
Source: Wikipedia /Types of cars

Luxury car brands like BMW, Audi, and Mercedes-Benz maintain their reputation through recognition and high standards, highlighting exclusivity and modernity. Luxury vehicles are characterized by being imported, expensive, uniquely designed, limited in production or customized, and featuring powerful engines, yet they offer practical usability like standard vehicles.

2.2. Perceived Uniqueness and Brand Personality

Perceived uniqueness is a critical differentiator in the competitive landscape of luxury car brands [5]. It encapsulates distinctive brand characteristics and a unique value proposition, enhancing brand

recognition and recall. For luxury car brands operating in a market where exclusivity and distinction are highly valued, perceived uniqueness is particularly potent. Contends that without unique associations, consumers lack justifiable reasons to choose one luxury brand over another [6].

A premium brand experience, characterized by emotional, cognitive, and sensory engagement, is crucial for luxury car brands to establish and reinforce brand-specific associations. This unique brand experience often leads to a higher willingness to pay among consumers, with perceived uniqueness serving as a decision-making heuristic and adding significant value to the brand [7]. This is further evidenced by the strategy of luxury car brands such as Rolls-Royce or Bentley, where exclusivity is a critical element of their market positioning, enabling them to command a price premium. Brand personality in the luxury car sector involves ascribing human personality traits to brands, an important factor in building a solid and enduring brand-consumer relationship. Despite some criticisms, brand personality is recognized for enhancing brand image and equity—a critical factor in the luxury car industry where consumer perceptions significantly influence brand success. Brand personality, with dimensions such as sincerity, excitement, competence, sophistication, and ruggedness, aligns well with the attributes luxury car brands strive to exhibit [8]. These traits correspond to consumer behaviors such as brand value appreciation, positive brand attitude, preference, and loyalty, which are vital in high-end markets like luxury cars [9]. Perceived uniqueness is hypothesized to be positively associated with brand personality. Luxury brands that successfully communicate a unique personality, such as Tesla's innovative and sophisticated image or Lamborghini's bold excitement, can better differentiate themselves in a saturated market. This differentiation is not merely for distinction but also aligns with consumer self-concept, influencing purchase decisions and loyalty [10]. Trust in a luxury car brand, which stems from the brand's perceived uniqueness and personality, fortifies consumer relationships and loyalty. Trust reduces perceived risk, justifying the higher price points of luxury cars and fostering a willingness to pay premiums. Brand translates into loyalty, a valued outcome for luxury car manufacturers, indicating the importance of maintaining unique and personality-driven branding strategies. Then, this study proposes the hypothesis below:

H1: Perceived uniqueness is positively associated with brand personality

2.3. Perceive Quality and Brand Personality

The intersection of perceived quality and brand personality within consumer behavior literature offers valuable insights into how consumers discern and relate to brands. Perceived quality, defined as consumers' judgment about a product's excellence or superiority, plays a role in brand perception and preference [11]. This concept extends beyond the mere evaluation of product attributes to encompass a broader assessment of brand value and trustworthiness [12].

Brand personality refers to the human characteristics associated with a brand. It is critical to differentiate brands in a crowded marketplace, facilitate emotional connections with consumers, and ultimately influence consumer preference and loyalty. The relationship between perceived quality and brand personality is complex, as each can affect the other in developing consumer brand perceptions[13].

Perceived quality enhances brand personality, making brands seem more reliable and sophisticated, especially in luxury markets. High-quality perceptions of luxury car brands, for example, boost their sophistication and appeal. This relationship between perceived quality and brand personality contributes to higher brand equity, fostering a positive image and consumer loyalty and allowing for premium pricing and competitive advantage[14].

Studies also indicate that brand personality can influence perceptions of quality. A well-defined brand personality can enhance consumers' quality perceptions by imbuing the brand with human-like attributes that signal trustworthiness and reliability. In this way, brand personality and perceived quality are mutually reinforcing, each contributing to consumers' more holistic and favorable brand evaluation.
H2: Perceived Quality is Positively Associated with Brand Personality

2.4. Brand Association and Brand Personality

Integrating the concepts of brand association and personality, especially within the luxury car sector, presents a nuanced understanding of consumer-brand dynamics. As a multifaceted component of brand equity, brand association lays the groundwork for how consumers perceive and interact with a brand [15]. It encompasses cognitive, affective, and behavioral dimensions that affect consumer attitudes toward brands and products. This knowledge, emotional response, and behavior towards a brand is critical in forming a consumer's overall evaluation and attachment to a brand.

Brand personality becomes an extension of these associations, offering a unique dimension that resonates deeply with consumer self-identity and aspirational goals. Brand personality is the human characteristic associated with a brand and how consumers align their self-perception with the personality of luxury car brands. A consumer's

identity and the brand's personality underscores a profound connection, suggesting that luxury car brands reflect and enhance the consumer's self-image and lifestyle aspirations.

Brand association significantly positively affects brand personality in the luxury car market, underscoring the symbiotic relationship between these concepts. Brand associations encompassing consumers' perceptions, feelings, and behaviors towards the brand are a foundation upon which brand personality is built and perceived [16]. In luxury car branding, where exclusivity, status, and premium quality are paramount, the strength of brand associations directly influences the clarity and attractiveness of the brand's personality. Consumers are drawn to luxury car brands that align with their self-concept and embody desirable traits they aspire to or admire. This alignment fosters a deeper emotional connection, enhancing brand loyalty and preference.

In the luxury car sector, the impact of strong, positive brand associations on the development and perception of a compelling brand personality cannot be overstated. These associations enrich the brand's narrative, making its personality more distinct, appealing, and aligned with the target consumer's self-identity and values. Consequently, the hypothesis posits a direct and positive relationship between brand association and brand personality, indicating that the former is a significant predictor of the latter in the luxury car industry. This relationship highlights the importance of carefully curated brand associations in shaping and enhancing the perceived personality of luxury car brands, ultimately influencing consumer preference and loyalty.

H3: Brand Association is Positively Associated with Brand Personality

2.5. Brand Personality and Purchase Intention

Integrating brand personality with purchase intentions, particularly within the context of luxury cars, necessitates a nuanced understanding of how consumers relate to brands on a personal level [17]. Brand personality encompasses human traits applicable to brands, suggesting that brands, like individuals, exhibit unique personalities. This conceptualization is critical in the luxury car segment, where brands strive to embody distinct characteristics such as sophistication, competence, and excitement. Brand personality is a multi-dimensional framework, including sincerity, excitement, competence, refinement, and ruggedness, which are particularly relevant in differentiating luxury car brands in a competitive market. Attributing human personality traits to luxury car brands facilitates more profound connections between consumers and brands. Personalizing brands enables more meaningful consumer interactions, a theory underpinned by animism and anthropomorphism. Such perspectives are crucial in the luxury car market, where customers often seek an emotional bond with their vehicles, viewing them as symbols of status, personality, and personal achievement.

The significance of brand personality in fostering brand success and differentiation is well-established, with luxury car brands leveraging these dimensions to cultivate loyalty and preference among consumers. The strategic positioning of a luxury car brand, as informed by its personality, plays a role in appealing to consumer preferences and distinguishing itself in the marketplace.

The brand's personality significantly influences purchase intention [18]. Consumers' inclinations to purchase luxury cars are shaped by their perceptions of the brand's value, which is a culmination of the brand's personality traits and the quality and prestige of the product, the impact of factors such as brand reputation and uniqueness on purchase intentions in the luxury segment. The consumer's journey towards purchasing a luxury car is a rational evaluation of quality and features and an emotional decision influenced by the brand's personality.

Aligning brand personality with purchase intentions in the luxury car sector is paramount. In-depth understanding of how luxury car brands can effectively communicate their unique personality traits to resonate with consumer desires and aspirations. Luxury car brands can enhance consumers' willingness to purchase, ultimately leading to a successful transaction and fostering long-term loyalty.

H4: Brand Personality is Positively Associated with Purchase Intention

2.6. Brand Association and Purchase Intention

Brand association's role in influencing the decision to purchase luxury cars involves creating compelling reasons for consumers to choose a specific brand [15]. Brand associations significantly affect consumers' intentions to buy by positively influencing their perceptions of the brand. Attributes such as pricing strategies, marketing techniques, geographical location, design style, global image, reputation, product quality, and service levels contribute to forming a brand's distinct identity, thereby setting it apart from competitors. Brand associations aim to enhance consumers' intentions to buy, both directly and indirectly. Product quality, features, management practices, pricing, comparative advantages, and promotional communication are crucial in shaping purchase intentions. Brand-related factors directly or indirectly influence consumers' willingness to buy.

The emotional connection between consumers strengthens the relationship between brand associations and purchase intentions with a brand alongside the brand's personality. Brand image, comprising consumers' associations and feelings about a brand, is in this context. A strong brand image enhances consumers' intentions to purchase and fosters brand loyalty, thereby securing long-term profitability for the manufacturer and reducing the risk of losing customers to competitors [4]. Brand attachment denotes a meaningful bond between consumers and brands, contrasting with brand image. It relates to consumers' rational evaluations of a brand, including personal values, social influences, and the overall brand image on their attachment and intentions towards luxury brands. The decision-making process for purchasing luxury vehicles often entails extensive searching for information. The emotional connection between consumers and brands significantly impacts the desire to purchase from a luxury brand.

H5: Brand Association is Positively Associated with Purchase Intention

2.7. Perceived Quality and Purchase Intention

Perceived quality, in the context of the luxury car segment, represents a subjective evaluation that reflects consumers' judgments of a vehicle's overall excellence or superiority. This assessment is shaped by intrinsic factors such as demographics, psychographics, and psychological states, as well as extrinsic factors like marketing efforts and social influences [19]. Unlike objective quality measured by expert-designed instruments in luxury cars, perceived quality derives from consumers' knowledge and experiences, emphasizing luxury brands' craftsmanship, performance, and prestige.

The significance of perceived quality as a critical determinant of consumer outcomes, including satisfaction, value perceptions, and purchase intention. This study extends the discourse by linking perceived quality directly to brand image, perceived price, and the intention to purchase luxury vehicles, proposing that perceived quality influences and is also influenced by perceived price [11]. This indicates a reciprocal relationship, as detailed in the input-process-output theory, which is particularly pertinent in the luxury car market where cost and quality are closely intertwined.

The literature often explores the relationship between perceived quality and price; however, investigations explicitly examining the impact of perceived quality on perceived price in the luxury car sector are limited [15]. This gap is significant considering the potential of perceived quality to profoundly influence consumer perceptions of value and, consequently, their purchasing decisions.

Perceived quality significantly influences brand image and purchase intention in the luxury car market, enhancing brand loyalty and consumers' willingness to buy. It plays a crucial role in shaping consumer perceptions, emphasizing the need for luxury car brands to maintain high perceived quality to boost purchase intentions. This highlights the importance of further exploring the relationship between perceived quality and consumer behavior determinants in the luxury automotive sector.

H6: Perceive Quality is Positively Associated with Purchase Intention

This research assists in understanding more about how Brand Personality influences each construct.

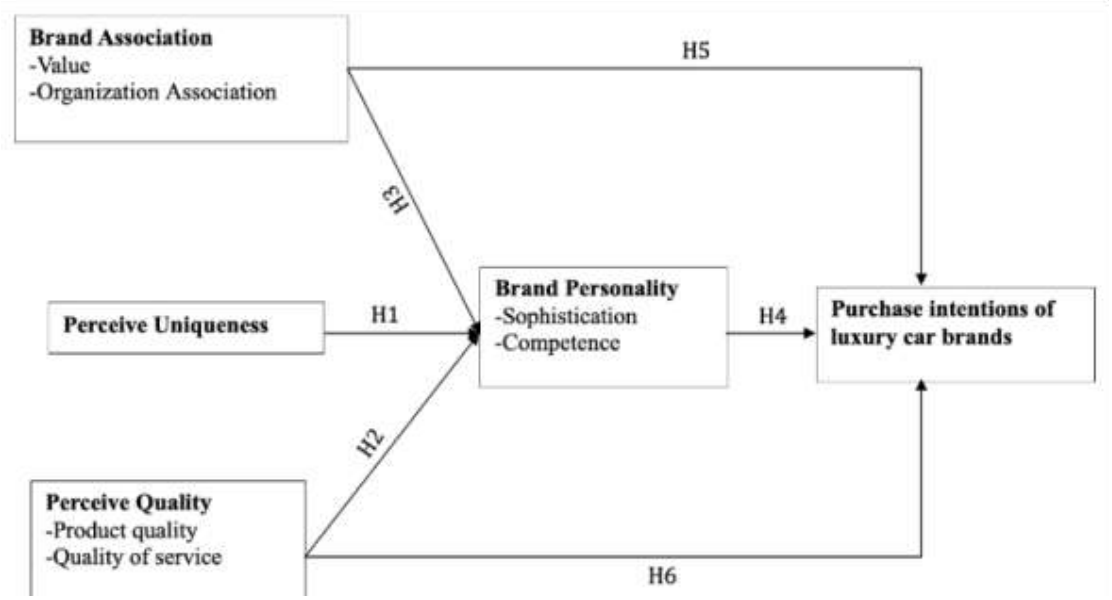


Fig 4. Conceptual Framework

The study uses a literature evaluation of six factors and formulated hypotheses to explore all constructs. Figure 4 shows how these correlations are analyzed using Structural Equation Modelling (SEM).

III. METHODOLOGY

This study employed a quantitative approach, utilizing a survey research method to explore the hypotheses. The primary data collection tool was a questionnaire designed to gather insights from consumers of luxury automotive brands. The research employs SEM using AMOS software to analyze the relationships between variables.

3.1.Population and Sampling Technique

The population of interest comprises consumers of luxury brand vehicles and those who intend to purchase cars valued at 1 million Thai baht or more within Thailand. To ensure reliability in SEM analysis, the sample size was determined to be at least 20 times the number of observed variables, which in this study totals 15. Consequently, the study aimed to collect data from at least 350 participants [20].

A non-probability purposive sampling technique was employed to select the respondents. This method was chosen for its convenience and efficiency in data collection despite its limitations in generalizability and potential sampling error, as it requires respondents to have specific expertise and experience related to luxury automotive brands [21].

3.2. Research Instrument

The study used a detailed survey to understand consumer behavior towards luxury cars. It started with initial questions to confirm that participants matched the target demographic, then collected their demographic details. Later sections examined perceptions of luxury cars, including brand thoughts, uniqueness, quality, and purchase intentions, using a 5-point Likert scale for detailed feedback. The final part included specific questions to gain deeper insights into the decision-making process for buying luxury cars, offering a comprehensive view of market dynamics.

3.3. Data Collection

Data was gathered through online questionnaires on social media and offline surveys at luxury car service centers, aiming for an even split of 175 online and 175 offline responses.

3.4. Statistical Analysis

The study analyzed data using descriptive statistics to summarize demographics and responses and inferential statistics, specifically SEM, to test hypotheses and examine variable relationships within the research model.

IV. RESULT

The study investigated how brand association, uniqueness, quality, and personality affect luxury car purchase intentions in Thailand, using a questionnaire for both luxury and non-luxury car owners considering new purchases.350 responses were analyzed using descriptive statistics and SEM to study how brand factors influence luxury car buying intentions, with data verification ensuring reliability before analysis.

4.1 Descriptive statistical analysis

The descriptive statistical analysis of data concerning the influence of brand association, perceived uniqueness, perceived quality, and brand personality on purchase intentions among luxury car brands. Data properties are organized to showcase frequencies, percentages, means, and standard deviations, providing a clear overview of the study's findings.

General Information	Frequency	Percentage
Gender		
Man	169	48.3
Female	103	29.4
Gender not specified	78	22.3
Total	350	100.0
Age		
26 – 35 years	15	4.3
36 – 45 years	124	35.4
46 – 55 years	115	32.9
56 years and over	96	27.4
Total	350	100.0
Occupation		
Business owner	145	41.4
Freelance career	133	38.0
Private company employees	12	3.4
Government employee	34	9.7
State enterprise employees	26	7.4
Total	350	100.0
Income (Baht)		
30,001 – 50,000	29	8.3
50,001 – 70,000	85	24.3
70,001 – 100,000	126	36.0
100,001 and up	110	31.4
Total	350	100.0

Table 1. General information about the sample group

The sample mainly consisted of male respondents aged 36-55, with many being entrepreneurs or freelancers and falling higher income brackets, suggesting economic independence. This demographic profile offers insights into luxury car purchase intentions relevant to academic and industry use in the luxury car market.

4.2. Descriptive Statistical

This section comprehensively analyzes the variables' mean levels and standard deviations. The analysis elucidates participants' opinions on various factors through the calculated average scores and standard deviations, categorizing their level of agreement with the statements provided.

Section	Average	SD	Opinion level
Brand association factors			
Value aspect			
1. Driving a luxury brand car gives me a feeling of high honor and dignity when I drive it.	3.1371	0.96859	Indifferent
2. Luxury brand cars are a good indicator of my trustworthiness.	4.2971	0.79953	Strongly agree
3. I already value and have a passion for luxury brand cars.	4.2943	0.86095	Strongly agree
Organizational Associations	3.1971		Strongly agree
4. Luxury brand cars often use famous public figures to become brand ambassadors.		1.26830	
5. I have a preference and trust in the image of the companies of luxury brand cars.	4.2429	0.95809	Strongly agree
6. I have confidence in the production standards of car manufacturers of the production company luxury brand.	4.3657	0.82439	Strongly agree
Perceived Uniqueness			
7. I think luxury cars are used differently from other Japanese car brands at similar prices.	4.1286	0.99456	Strongly agree
8. Luxury cars by European brands have a distinctive, modern look.	4.4457	0.76542	Strongly agree
9. Luxury brand cars It can be considered a leader in technology state-of-the-art in the automobile group.	3.6714	1.29271	Strongly agree
Perceived quality			
Product quality			
10. Luxury brand cars require attention to detail in the production of various parts	4.4200	0.71669	Strongly agree
11. I feel like luxury brand cars have more substantial and more durable materials than general brand cars.	3.8114	1.17709	Strongly agree
12. I use a luxury brand car. I must consider frequently checking the quality of the engine.	3.8343	1.23045	Strongly agree
Quality of service			
13. I received pre-sale service and consistently good after-sales.	4.4629	0.72416	Strongly agree
14. I received booking a car convenient and very fast.	4.2400	0.90500	Strongly agree
15. The staff has the knowledge and expertise to advise luxury car brands.	4.3943	0.74862	Strongly agree
Brand Personality			
Classy personality and charming personality	4.4714	0.68804	Strongly agree
16. I feel that luxury brand cars are unique and high-end brands.			
17. The luxury brand cars I purchased are a brand that has innovative ideas and innovations that suit me very much.	3.6514	1.25248	Strongly agree

Personality of a person with abilities that are reliable and successful. 18. I think the car I chose to buy has a high-security system.	3.8829	1.12053	Strongly agree
19. I feel that buying luxury brand cars can show success in my life.	4.4000	0.76454	Strongly agree
Purchase Intention Purchase Intention 20.When I want to buy luxury brand cars, I always research first.	4.3743	0.81878	Strongly agree
Intention to purchase a product or service in the future. 21.I set a goal to buy a luxury car in the next 1-3 years.	4.3943	0.77124	Strongly agree
Intention to spend to buy. 22.I will not change my mind When I buy a luxury car from this brand.	4.3714	0.78254	Strongly agree
Intention to purchase for consumption. 23.I have confidence in the car, choose to buy, have appropriate qualifications, and can respond to my needs.	4.2286	0.87584	Strongly agree
Repeat purchase intention. 24. From all considerations, if I am satisfied with this luxury brand car, I will buy it again.	4.3943	0.76377	Strongly agree

Table 2. Analysis Results

The analysis, focusing on brand association, uniqueness, quality, personality, and purchase intentions, shows a consensus on the positive impact on luxury car buying decisions. Respondents strongly agreed on the influence of these factors on consumer choices in the luxury car market.

4.3. Analysis Results SEM

The SEM analysis showed that the model fits reasonably with a CFI of 0.644, RMSEA of 0.099, and SRMR of 0.061. While fit indices suggest adequacy, CFI is below the optimal level of 0.95, and RMSEA exceeds the preferred 0.08, indicating room for model improvement.

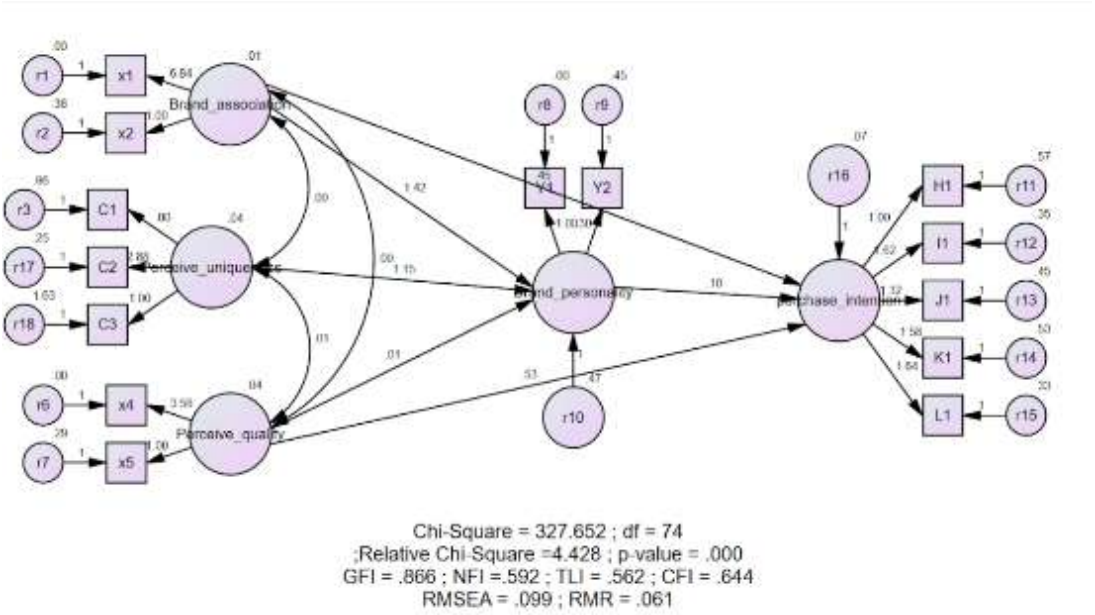


Fig 5. SEM Analysis Result

All variables significantly influenced luxury car purchase intentions at 0.05, confirming the SEM model's relevance. Path coefficients showed strong relationships between brand factors and purchase intention, validating the model's predictive use. Fit indices indicate adequacy but also room for model enhancement.

4.4. Hypothesis Testing

The hypothesis testing in the SEM was to ascertain the statistical significance of the path coefficients. The statistical was set at a p-value of less than 0.05 and a t-value exceeding 1.96, which supports the research hypotheses. These tests are delineated in

Table 3and reflect the t-values calculated by the SEM and each hypothesis's resulting acceptance or rejection.

Assumptions set	T-Value	Test results
H1: Perceived uniqueness has a positive influence on brand personality.	1.947	rejected
H2: Perceived quality has a positive influence on brand personality.	0.042	rejected
H3: The brand association has a positive influence on brand Personality.	1.537	rejected
H4: Brand personality has a positive influence on thepurchase intentions of luxury car brands.	3.311	accepted
H5: Brand association positively influences the purchase intentions of luxury car brands.	1.401	rejected
H6: Perceive quality positively influences purchase intentions of luxurycar brands.	3.533	accepted

Table 3. Summary of Research Assumptions

The table shows the hypothesized relationships between perceived uniqueness, perceived quality, brand association, brand personality, and purchase intentions within the luxury car brand context. The acceptance criteria have a statistically significant influence on the corresponding constructs. Conversely, the threshold was rejected, indicating no significant impact was observed.

V. CONCLUSION

The study delved into the impact of brand association, perceived uniqueness, perceived quality, and brand personality on luxury car purchase intentions, analyzing data from 350 respondents. It revealed that brand personality and perceived quality significantly predict purchase intentions, affirming hypotheses H4 and H6. Hence, perceived uniqueness and brand association did not considerably influence purchase intentions, leading to the rejection of hypotheses H1, H2, H3, and H5. The complexity of consumer decision-making in the luxury car sectorbrand personality as a factor influencing buying decisions by attributing human-like traits to brands. Perceived quality suggests consumers' preference for attributes and readiness to invest in quality brands.

The findings indicate that while brand association and perceived uniqueness are critical, their direct impact on purchase decisions may be more, possibly affecting earlier stages of brand evaluation. The study enhancing brand personality and product quality could improve purchase intentions. Narratives that align with consumers' self-concept and offer tangible quality assurances emerge as effective strategies forinterest in purchases.Theinfluencing luxury car purchasesofferbrand strategists and marketers insights to refine their approaches in this premium market segment.

5.1. Research Summary

The study revealed that luxury car enthusiasts are predominantly males aged 36-45, mostly business owners with middle to high incomes. It found strong brand association, distinctiveness, and perceived quality among luxury car brands, appealing as luxurious and reliable. Purchase intentions were high, reflecting purchase readiness and consumer loyalty. This analysis provides vital insights into the factors that attract customers in the luxury car market.

The research found that while brand association and uniqueness add to a brand's prestige, they do not significantly impact purchase intentions. Instead, brand personality and perceived quality directly influence buying luxury cars, and it is crucial to have a compelling brand narrative and high-quality offerings. This suggestsmarketing strategies to enhance brand image and ensure product excellence to meet consumer expectations in the luxury car market.

5.2. Recommendations and Future Research

Future studies should include qualitative methods like interviews and a broader age range to deepen consumer behavior insights. Increasing the sample size could also improve the findings' robustness and applicability.

5.3. Limitations of the Study

Future research should broaden its demographic beyond business owners to reflect better the diversity of the luxury car market, including a broader range of occupations and income levels. Exploring different age groups could also provide insights into the brand's cross-generational appeal.

Conflict of Interest

The study contains no conflicts of interest.

ACKNOWLEDGMENT

The studyhas been approved (HE663375) bythe Khon Kaen University Ethics Committee for Human Research (KKUEC) and has received ethical clearance (Ref. KKU 660201.2.3/5964, 24 November 2023). The study's ethical standards are responsible for data collection and participation. The research underscores the significance of ethical integrity in scholarly investigations.

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