

Factors influencing Consumer's Driving Behavior of Most Preferred Luxury Car Brand in Bangkok Thailand

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Abstract

The luxury car market in Thailand is expected to keep expanding with double-digit growth this year (2022), despite the impact of lockdown measures implemented to contain the spread of COVID-19. Demand for cars and the purchasing power of prospective buyers remain strong in these segments, making Thailand a target market for upper-end car manufacturers. Revenue in the Luxury Cars market segment is projected to reach US\$201m in 2022. The purpose of this research is to study factors influencing consumer's driving behavior of his/her most preferred luxury car brand in Bangkok, Thailand. These factors include six independent first-order variables: Social Status (SS), Social Pressure (SP), Brand Personality (BP), Brand Image (BI), Brand Trust (BT), and Product (PD); three second-order latent variables: Product (PD), Brand (BRN) and Social (SOC) and one dependent variable: Car Usage Behavior (CU). 400 sample were collected using electronic questionnaire through social media. We used second-order Structural Equation Models (SEM) for data analysis. The result shows For data analysis, we employed second-order Structural Equation Models (SEM). The result shows that the RMSEA for this model is.049 (.05), which strongly implies a "near fit," and the Goodness of Fit Index (GFI) value is.968 (>. 90), indicating that the model fits well according to the descriptive measures of fit. CFI and TLI, which are incremental fit indices that compare the fit of our hypothesized model to that of a baseline model (i.e., the model with the worst fit), both have values more than.90 (CFI =.979, TLI =.900), indicating an acceptable fit. More importantly the second-order latent factors included in the model i.e. Product (PD) and Social (SOC) seem to have significant effects on influencing consumer's driving behavior of his/her most preferred luxury car brand in Bangkok, Thailand due to their p-values are all both less than .05.

Keywords: COVID-19 Omicron pandemic, second-order SEM, Luxury car, Thailand

1. Introduction*1.1 Background of the Study*

The sales figures for the premium car segment in Thailand in 2020 are 6 mass premium brands, namely BMW, Mercedes-Benz, Volvo, MINI, Audi and Lexus. Vehicle sales were 26,426 cars, representing 3.3%. Compared with the year 2019, which made a total of 31,677 cars, it was found that in 2020, sales decreased by 5,251 cars, or a decrease of 16.6%, while the overall luxury car market in Thailand in 2018 was at 31,400 cars. In the past 2-3 years, the premium car segment had total sales of 2-3 thousand vehicles, which has continued to grow compared to 2013 with sales of about 18 thousand cars. But the marketing of luxury car brands at a similar level such as Benz, BMW, Volvo, Mini, and Lexus is the top five in the market. There are differences in terms of brand image and brand loyalty that makes Mercedes-Benz still has the largest market share. According to the information from the marketing department of Mercedes-Benz. Customers in the Baby boomer generation who already have high brand loyalty and Benz are trying to pass on the confidence in the quality of the car to the new generation. Therefore, the design of new cars for the new generation will add more choices for customers.

Nowaday, the auto industry is very competitive. Big brands like BMW, Mercedes-Benz, Volkswagen, Toyota, Honda, etc., are developing new inventions to stimulate consumer needs and desires. For example, currently the trend of electric vehicles (EVs) is becoming popular in the world. And even in Thailand, car dealerships of each brand began to be imported for sale, and new models were constantly being introduced to the market. In Thailand, the auto industry is also very competitive. Many brands offer promotions to attract customers. For example, 2 times installment payment with 0% interest rate or guarantee within 3 years with no distance limit. However, this study was conducted during the period when the COVID-19 pandemic caused a downturn in the overall Thai economy. According to an analysis by Krungsri Bank, the leading company in car rental in Thailand, has analyzed that although new car sales in 2020 have decreased by about 30%. However, it is expected that in the period 2021-2023, the Thai auto industry will have an average growth rate of 4% per year, supported by an economy that has begun to recover from the COVID-19 epidemic. Krungsri also mentioned that used cars were also affected by the early outbreak.

1.2 Statement of Problem

The lifestyles of urban people in modern times are diverse and social needs because they really need to buy premium cars to drive, which most luxury cars are imported from foreign countries. Some famous car brands are known all over the world, it's expensive. Therefore, the brand owners use the strategy to create a good image of luxury, quality, price and modern designs that meet the needs of consumers. The premium car companies of Mercedes Benz, BMW, and others make a difference in the provision of some special experiences that are superior. They have created the meet of the target group that the brand wants and built stories for brands to make the car more valuable than the vehicle, which indicates the lifestyle, preference and taste of the owner. There are many car brands and models, which consumers need to use many factors to choose the right luxury car brand for themselves. Therefore, some people are increasingly using a luxury car to respond and reflect the individuality in living. They are buying it to drive for recreation, tourism or even negotiating various businesses to create a credible image for people who see the luxury car.

Research question:

To sure the background and statement of problems, with the aim of conduct the research study, the researcher creates the research question as follow:

Main question:

The main research question is “What is the structural relationship among all the variables and how Social Status factor, Social Pressure factor, Brand Personality factor, Brand Image factor, Brand Trust factor, and Product factor will effect on the Car Usage Behavior of Most Preferred Luxury Car Brand”. Hence, the researcher is interested in the factors influencing on Car Usage Behavior of Most Preferred Luxury Car Brand in Bangkok, Thailand.

2. Literature Review

2.1 Theoretical Background

2.1.1 Social Status

Social status is considered a fundamental human motive that refers to one's position in the social hierarchy and typically reflects the amount of respect or admiration by others (Anderson, Hildreth, & Howland, 2015). In addition to the well-known positive relationship between consumers' need for status and their desire for luxury goods. Consumers can climb the social ladder if status can be achieved and open the possibility that people may engage conspicuously. Consumption to trade up and thereby to signal their social progress relative to others. Importantly, consumers' views on status have important consequences for luxury brand management as being associated with "unwanted" consumers can harm brand perceptions. In addition to varying in their views about social status, consumers may also differ in how they feel they can best achieve status depending on where they are in the social hierarchy.

Social class is a level that clearly indicates the status of a group. People in society may use a pattern as a separate factor, such as income, education, and occupation. Social class differences may lead to a couple of differences in lifestyle and consumption of goods, such as the car you drive or even the dress style. Therefore, the differences in social motives will have an impact on the ability to express conformity with the society or to create distinction in social status as well.

Each class of society has different values, attitudes and behaviours. This distinction allows for market segmentation and increases their understanding of behaviour. Structure of the social class into 6 sessions.

Level 1

Upper-Upper Class consists of old people who were born on piles of money. This person is the smallest group in society, it can be a big trader, bankers, and people with famous careers.

Level 2

Lower-Upper Class, a new wealthy class will have a property and still not acceptable to a 1st class person. The wealthiest and the highest-earning company in the whole class is the billionaire.

Level 3

Upper-Middle Class consists of a group of successful professionals such as physicians, lawyers, lawyers, medium-sized business owners and executives in various corporations. Young people are expected to climb their career paths to their inner peaks. 2-3 years in which most of this group are graduating from university.

Level 4

Lower-Upper-class is an “average person” in a society comprising non-management employees, small business owners, technicians and office workers.

Level 5

Upper-Lower class is a group of poor people who have some knowledge are a large group in society for the working class.

Level 6

Lower-Lower Class consists of unskilled workers, groups of farmers without land or ethnic minorities.

Therefore, social classes are also relevant to the criteria for evaluating the consumer’s values. Appraisals are various criteria that consumers use to compare products and get the luxury brands. Demonstrates a person’s goals and preferences in connection with the purchase. Each class of society has a behavioural value or lifestyle. Different social classes are useful for marketing in order to understand consumer behaviour and marketing strategies because social class determines the purchasing power of consumers as well. As a result of that ethnicity, many factors such as occupation, education, income, as well as the values, interests and lifestyle of the person are also determined.

2.1.2 Brand Personality

Brand personality is a set of human personality traits that are relevant to a brand. A distinctive brand personality serves a symbolic or self-expressive function and helps to create a set of unique and favourable associations in the consumer’s mind. Brand value is the financial worth of the brand. To determine brand value, businesses need to estimate how much the brand is worth in the market in other words, how much would someone purchasing the brand pay? It is important to note that a positive brand value does not automatically equal positive brand equity. While measuring brand value is fairly straightforward, the process for brand equity is not quite so simple. Brand equity is a set of assets or liabilities in the form of brand visibility, brand associations and customer loyalty that add or subtract from value of a current or potential product or service driven by the brand (compared, 2019).

Brand Visibility

This means that the brand has awareness and credibility with respect to a particular customer need which is relevant (Aaker, Prophet, 2022). If a customer is searching for a buying option and the brand does not come to mind, or if there is some reason that the brand is perceived to be unable to deliver adequately, the brand will not be relevant and not be considered.

Brand Associations

Brand associations involve anything that created a positive or negative relationship with or feelings toward the brand (Aaker, Prophet, 2022). It can be based on functional benefits but also a brand personality, organizational values, self-expressive benefits, emotional benefits or social benefits.

Customer Loyalty

There are provides a flow of business for current and potential products from customers that believe in the value of the brand's offerings and will not spend time evaluating options with lower prices. The inclusion of loyalty in the conceptualization of brand equity allows marketers to justify giving loyalty priority in the brand building budget.

Brand Equity

Brand equity is a set of assets or liabilities in the form of brand visibility, brand associations and customer loyalty that add or subtract from the value of a current or potential product or service driven by the brand. It is a key construct in the management of not only marketing but also business strategy (Aaker, 2016). In the late 1980s, brand equity helped create and support the explosive idea that brands are assets that drive business performance over time. That idea altered perceptions of what marketing does, who does it, and what role it plays in business strategy. Brand equity also altered the perception of brand value by demonstrating that a brand is not only a tactical aid to generate short-term sales, but also strategic support to a business strategy that will add long-term value to the organization.

2.1.3 Brand Image

Brand image or popularly known as a brand. The Marketing Association of the United States defines words, symbols, forms, or combinations of such things. To intend to show the products or services of a seller and a group that differentiates them from competitors. Under trademark law, sellers have the right to use the created brand forever, unlike patents or copyrights that have an expiration period. A good brand must be unique and difficult to imitate from competitors in order to create a lasting competitive advantage for the product or service. A brand can make a product different in the minds of customers. For example, in general, if talking about oranges are oranges, but if it's branded oranges and more than 80 per cent of consumers know the name of that product. Trust is different from regular oranges, so a strong and well-known brand will make it sell at a high price. At the same time, these organizations have to invest and develop a brand continuously for a long time. Especially advertising promotion, the development of product forms and packaging. In addition, a strong brand can tell consumers about the quality of products or services.

Consequently, regular buyers are assured that they will receive products with the same appearance, benefits, and quality every time until the brand becomes the basis for creating a

special quality story about that product. The terms of brand value and brand equity are similar. Brand value means the true financial value of the brand while the overall value in the brand means the name of the brand, symbol, imagination of consumers about the product. Relevance and awareness of consumers will be represented in the form of abstract and intangible concepts of the brand. Consumers create overall value in a variety of brands that are different from the value of the brand. Having a high value in the brand makes it possible to set a high selling price. Consumers are willing to pay more when compared to other brands, satisfied and loyal.

The level of satisfaction of the brand helps consumers to become loyal and prevent price sensitivity with an awareness of quality. Consumers are aware of the higher quality of the product compared to competitors and aware of the value of the product as well. Consumers understand the value of the received product not only the value of money or quality but other values that cannot be tangible. Consumers have a psychological relationship by having trust with the unique personality of the brand, which the special characteristics of the brand. It can make it different from competitors as awareness and recognition, which is important in measuring how successful.

A brand is measuring familiarity with the brand in the market. The overall value of this brand is held together by what is known as the brand essence. It can be seen that the customer creates the overall value of the brand within the mind. Therefore, executives or marketers are not just brand creators but are the person who takes care and helps accelerate consumers to remember and create relationships with brands. The brand is a complex symbol and can convey 6 meanings such as characteristics, benefits, corporate values, culture, personality, and users.

2.1.4 Brand Trust

Brand trust is what builds relationships between the seller or the manufacturer and the buyer if the consumer does not have trust in the company or the product. The relationship is was implicitly destroyed and that is what indicates why the product that consumers trust can generate profits and have more market share. Consumer trust is very important that marketers should focus on and care to build a continual basis as a key priority in brand management strategy. The principle of trust is building a relationship between the consumer and the brand. Consumers want a brand that they trust. Brands also need consumer confidence in order to maintain the stability of the brand's trust. Especially in the market situation at present, the competition is fierce. trust in that brand is born from the belief that the brand does not cause damage or harm to consumers. A successful brand by gaining trust from consumers can be sustained in the long term because consumers are loyal. Trust is another important factor that consumers in the target market are worried about when deciding to buy an expensive luxury car that may have some impact on the good after-sale service. Brand trust is related to consumer confidence in brand quality and safety. In addition, attribute confidence has been shown to lead to brand loyalty. Brand trust trends are based on brand competence, brand credibility, brand benevolence, and brand reputation.

2.1.5 Product Life Cycle

The life story of the most successful product is presented and analyzed by the marketers as a history of its passing through a certain number of recognizable stages. Product Lifecycle is the process that represents how a product goes through when it is first introduced into the market until it declines over a certain period of time or is rejected by its customer from the market. The life cycle has four stages in it, the introduction stage, growth stage, maturity stage, and decline stage.

Stage 1. Introduction Stage

This is when a new product is first introduced to the market before there is a proven need for that particular product (Zeda.io, 2020). At this point, the product is on the market and it often presents a high level of risk over the product lifecycle and often takes a little longer to stabilize and be accepted by the market. At this stage, the costs of various activities accumulate without generating corresponding income. Some products take years and large capital investments to develop and enter the market, and then test their effectiveness. The risk involved is high because funding and lending sources are limited, so at this stage the owner or team usually finance product development from their own personal resources, but the idea and product approach may vary. For example, self-driving cars are still in the early stages of development, but some companies can hope to sell these cars to early adopters.

Stage 2. Market Growth

Demand is starting to grow rapidly and the size of the total customer base is growing rapidly for this product. Marketers also refer to this stage as the “take-off phase”. At this stage of market development, consumers have reviewed the product and started buying and using it, resulting in increased sales. Other companies or competitors in the market know the product and its space, which attracts more attention in the market and attracts more and more revenue to be shared from the particular segment. This. If the product wins a major competition, the company will invest heavily in advertising and promotion of the product to beat the competition. Due to the growth of the product, the market itself tends to grow. At this point, when the product has been accepted by customers, companies are eager to increase their market share. For innovative products like electric cars, competition is limited at this stage, so prices can stay higher. Funding for this stage is usually always done through a lender or through a personal investment or, in some cases, through increased sales. For example, the Tesla Model S is in a growth phase. The electric car has yet to convince many motorists that it will work and be practical. As more people begin to adapt to the technology, it will become easier to sell to the more skeptical of new technologies like electric cars.

Stage 3. Market Maturity

When a product reaches the market maturity stage, sales of that product tend to slow down or in some cases even stop working, signaling the market the market is largely saturated (Zeda.io,

2020). At this point, sales may even begin to dwindle. Pricing at this stage can tend to become competitive as product prices begin to fall due to the weight of external pressures such as an increasing number of new and existing competitors or weak demand. A company's marketing and public relations activities during this period are purely aimed at fighting the competition and in many cases it is observed that companies develop new or modified products to reach different market segments. Although unit sales are at their highest at this time, actual prices tend to fall to stay competitive in the market. Production costs also tend to decrease at this stage due to greater efficiency in the production process. Businesses typically earn high profits and therefore do not need additional funding during this period.

Stage 4. Market Decline

Although companies will generally attempt every way to keep the product alive in the maturity stage as long as possible, every product has to face the market decline phase. In the decline stage, the sale of the product drops significantly, and consumer behavior changes as there is less demand for the product in the market. The company's product continues to lose more and more market share, with that the competition tends to cause sales to deteriorate. To cite an example with respect to the given topic, television program distribution has related products in all stages of the product life cycle.

2.2 Maslow Hierarchy Need Theory

Abraham Maslow is well renowned for proposing the Hierarchy of Needs Theory in 1943. This theory is a classical depiction of human motivation. This theory is based on the assumption that there is a hierarchy of five needs within each individual (Maslow, 1943). The urgency of these needs varies. These five needs are as follows.



Figure 1. Maslow's hierarchy of needs

Source: Maslow's hierarchy of needs. Adapted from Research history (2012).

Physiological needs: These are the basic needs of air, water, food, clothing and shelter. In other words, physiological needs are the needs for basic amenities of life.

Safety needs: Safety needs include physical, environmental and emotional safety and protection. For instance- Job security, financial security, protection from animals, family security, health security, etc.

Social needs: Social needs include the need for love, affection, care, belongingness, and friendship.

Esteem needs: Esteem needs are of two types: internal esteem needs (self-respect, confidence, competence, achievement and freedom) and external esteem needs (recognition, power, status, attention and admiration).

Self-actualization need: This includes the urge to become what you are capable of becoming / what you have the potential to become. It includes the need for growth and self-contentment. It also includes the desire for gaining more knowledge, social- service, creativity and being aesthetic. The self-actualization needs are never fully satiable. As an individual grows psychologically, opportunities keep cropping up to continue growing.

2.3 Hypothesis

H1: Social Status (SS) will have the effect on influencing the Social Factor of Most Preferred Luxury Car Brand in Bangkok Thailand.

H2: Social Pressure (SP) will have the effect on influencing the Social of Most Preferred Luxury Car Brand in Bangkok Thailand.

H3: Brand Personality (BP) will have the effect on influencing the Brand of Most Preferred Luxury Car Brand in Bangkok Thailand.

H4: Brand Image (BI) will have the effect on influencing the Brand of Most Preferred Luxury Car Brand in Bangkok Thailand.

H5: Brand Trust (BT) will have the effect on influencing the Brand of Most Preferred Luxury Car Brand in Bangkok Thailand.

H6: Product (PD) will have the effect on influencing the Car Usage Behavior (CUB) of Most Preferred Luxury Car Brand in Bangkok Thailand.

H7: Social (SOC) will have the effect on influencing the Car Usage Behavior (CUB) of Most Preferred Luxury Car Brand in Bangkok Thailand.

H8: Brand (BRN) will have the effect on influencing the Car Usage Behavior (CUB) of Most Preferred Luxury Car Brand in Bangkok Thailand.

2.4 Hypothesized Model

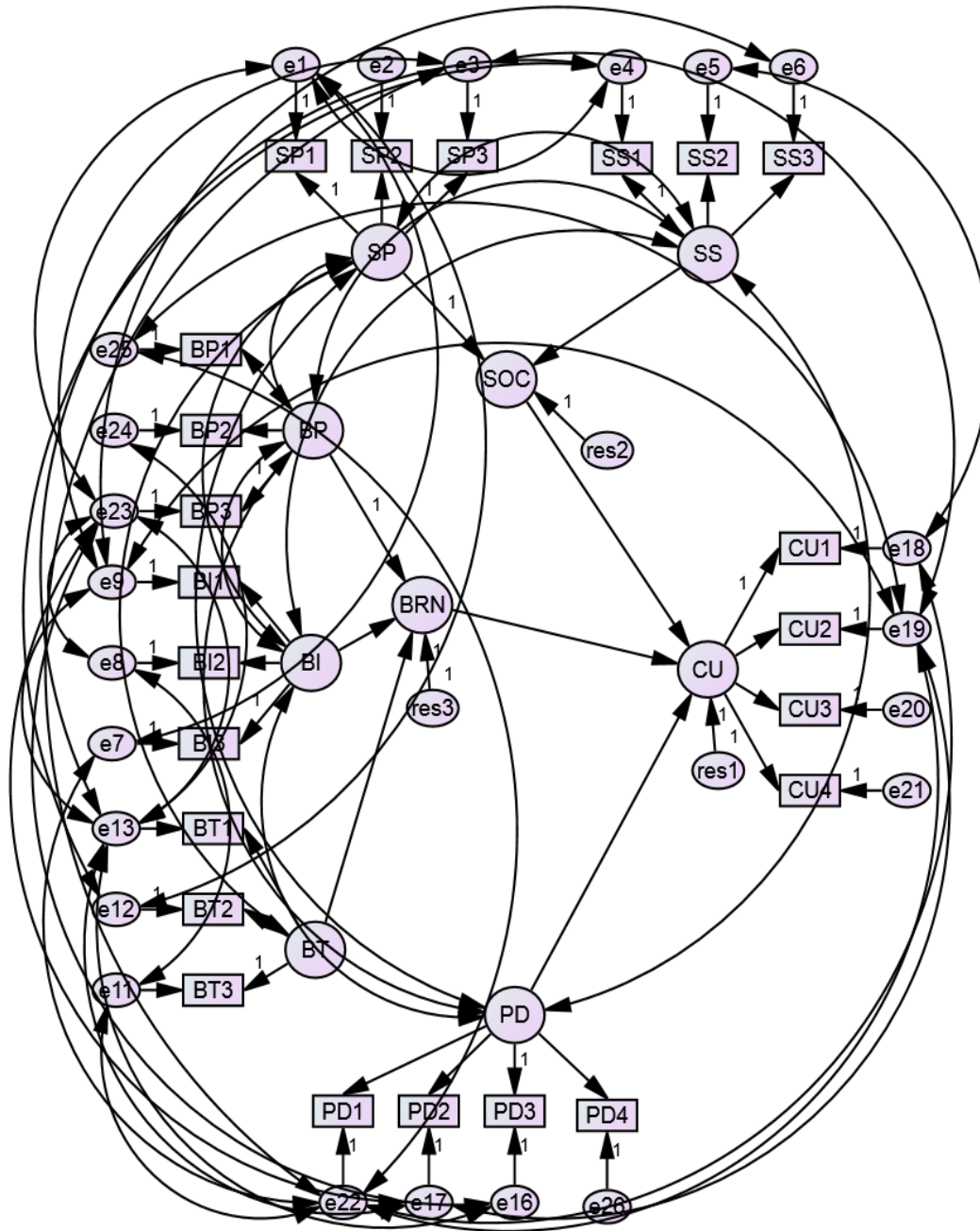


Figure 2. Hypothesized Model

3. Methodology

3.1 Research Strategy

The quantitative research method has been used in this research to accomplish the purposes of study. The questionnaires are using to collect and analyze by the researcher as a tool of survey to accomplish the aim of the research to study Factors influencing Consumer's Driving Behavior of Most Preferred Luxury Car Brand in Bangkok Thailand. The questionnaire is used as the research instrument, which is created by employing the related theories and endorsed by the experts.

The casual comparative, descriptive and experimental are the three general classification of the quantitative research. The causal comparative methodology is applied in this research. The research using the causal comparative methodology studies how the dependent variable is affected by the independent variables as part of the cause-and-effect relationships. Precisely, the focus of the research is the interaction among the independent variable on the dependent (Williams, 2007).

The research sample were precisely chosen from the population which is the methodology developed for achieving the research about the Factors influencing Consumer's Driving Behavior of Most Preferred Luxury Car Brand in Bangkok Thailand. Furthermore, the method of purposive and convenient sampling is using to choose the random samples. The statistical techniques such as descriptive statistics, inferential statistics and Structural Equation Modelling (SEM) for Factor Analysis were applied for data analysis and interpretation.

3.2 Population and Sample Size

3.2.1. Population

The population is defined as the people who lived in Bangkok, Thailand. The target population including the native and foreigners who live, work and study in Bangkok not lower than 1 year.

3.2.2 Sample Size

Structural equation modeling is both a flexible and powerful extension of the generic linear model. It contains the same number of assumptions as other statistical methods. To ensure reliable results, those assumptions must be met or approximated. The important challenge in Structural Equation Modeling is determining the appropriate sample size (SEM). Unfortunately, there is no general method for selecting an adequate sample size for SEM.

Bentler and Chou (1987) recommend that researchers use as little as 5 examples for each parameter estimate in SEM analysis, although the data presented are perfectly behaved (i.e., outlying cases or no missing data, commonly distributed, etc.). Bentler and Chou (1987) also recommend that researchers do 5 cases per parameter estimate rather than every observed variable. The measured variables typically have a minimum of one path coefficient that is related

to another variable during the analysis, as well as the residual term or variance estimate, making it critical to identify that the recommendations of Bentler, Chou, and Stevens fit together at a minimum of 15 cases per measured variable. Most of the researchers are recommended to using the sample size of 200 or 5/10 cases per parameters at least (Kline, 2005).

Based on the Kline (2005) recommendations, the researcher is using 10 cases per parameter. The total parameter on this research is 23 parameters. So that the population size is as follow:

$$23 \times 10 = 230$$

The total sample is 230. However, the researcher is using 400 samples. The 400-sample size is often considered as the most “cost effective” sample size and it gives the statistical accuracy of ±5%.

4. Data Analysis

4.1 Demographic Data

The research findings of this part will be presented the respondent’s personal data including gender, age, marital status, Education level, Monthly income, and Professional status. Respondent characteristics vary greatly in terms of sample demographics (Morgan & Hunt, 1994) (Table 1).

Table 1. Respondent characteristics-Gender

Gender		Frequency	Percent	Valid Percent
Valid	Female	109	27.3	27.3
	Male	291	72.8	72.8
	Total	400	100.0	100.0

Table 1 (continued). Respondent characteristics- Age

Age		Frequency	Percent	Valid Percent
Valid	18 - 23 years	48	12.0	12.0
	24 - 29 years	209	52.3	52.3
	30-39 years	117	29.3	29.3
	40-49 years	26	6.5	6.5
Total		400	100.0	100.0

Table 1 (continued). Respondent characteristics- Marital Status

	Marital Status	Frequency	Percent	Valid Percent
Valid	Divorced/ Widowed/ Separated	15	3.8	3.8
	Married	54	13.5	13.5
	Single	331	82.8	82.8
	Total	400	100.0	100.0

Table 1 (continued). Respondent characteristics- Professional Status

	Professional Status	Frequency	Percent	Valid Percent
Valid	Private employee	185	46.3	46.3
	Searching for a job	6	1.5	1.5
	Self-Employed	126	31.5	31.5
	State enterprise employee	31	7.8	7.8
	Students	52	13.0	13.0
	Total	400	100.0	100.0

4.2 Correlation of the Variables

In the following part, we will go over the various goodness-of-fit criteria for testing the model. One of the review criteria for model evaluation is root mean square residuals (RMR), and a model is considered acceptable or sufficient if the RMR value is low. The root mean square of the residuals is denoted by RMR. RMR is the sum of the squares of the sample variances and covariances minus the estimated variances and covariances, as well as the square root of the mean. If RMR is less than 0.8, it is acceptable. The lower the RMR, the better the fit. The lower the RMR, the better the fit. The goodness-of-fit index (GFI) is a measure of goodness-of-fit that can theoretically be a negative number with no relevance. For the model to be declared acceptable, the GFI should be equal to or greater than 0.90. The adjusted goodness-of-fit index (AGFI) is the adjusted GFI value and should be more than 0.9 to be considered acceptable. The parsimonious normed fit index (PGFI) determines whether the research model is excessively complex, and similar models with the same sample information perform better with a higher parsimonious score. PGFI >0.50 indicates that the model is satisfactory. (Table 2)

Table 2. The various goodness-of-fit criteria for testing the model

Model	RMR	GFI	AGFI	PGFI
Default model	.293	.968	.855	.717
Saturated model	.000	1.000		
Independence model	.241	.221	.150	.203

4.3 Fit Indices

The use of structural equation models (SEM) has grown steadily in the business literature; three forms of SEM can be distinguished. The first kind consists of measurement models (type 1), the second of structural models (type 2), and the third of combining measurement and structural characteristics in a single study (McQuitty, 2004). In this investigation, the researcher explored type 3. The Structural Equation Model (SEM) is a quantitative data analysis method that specifies, estimates, and analyzes the theoretical relationships between observed "endogenous variables" and latent, unobserved variables (exogenous variables) (Byrne, 2001).

SEM is not a single statistical approach, but rather a collection of approaches that includes covariance structure analysis, which combines regression and factor analysis. The SEM technique begins with a model description that relates the variable expected to affect other variables as well as the directionalities of those effects (Kline, 2005). A specification is a graphical representation of practical (theoretical) hypotheses, whereas a measuring method is comprised of applicable theory, information, and, finally, a model produced (Diamantopoulos & Siguaw, 2000). SEM creates the regression weights, covariances, variances, and correlations in an iterative procedure that converges on the set of parameter estimates during the Estimation step (Holmes-Smith, Coote, & Cunningham, 2006). After the estimation process, the fit statistics should be used to check if the proposed model fits the data or if modifications are needed to increase the fit. Holmes-Smith, Coote and Cunningham (2006) state that there are three types of model fit statistics.

The three types of model fit are as follows:

- Absolute fit indexes,
- Incremental fit or Comparative fit index, and
- Indices of model parsimony

Within each type of fit model, there are different ways to fit the indices and some general rules about the minimum score/value required for a good model fit (Byrne, 2001). Although researchers point out that many different relevance indices cause problems in the evaluation

process (Kline, 2005), because different relevance index values are reported in other papers and different reviewers of the same type of manuscript will be suggested indicators that they prefer ((Maruyama, 1998) & (Ping Jr., 2004)). For example, Kenny and McCoach (2003) argue that there is no reliable criterion for assessing acceptable model fit and that they focus only on the CFI, TLI and RMSEA.

Hulland, Chow and Lam (1996) state that the value of the CFI, NFI and IFI should lie between 0 – 1. However, the value must be close to 1. If the value is between 0.90 – 0.95 show that the model is adequate fit and when the value is bigger than 0.95 means that the model is fit very well.

Table 3. Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.962	.877	.981	.900	.979
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA is possess the many interests among the evaluation of the fit indices because of its unique relative power of the combination of properties. One of the most useful principles in covariance structure modeling is the RMSEA fit statistic (Byrne, 2001). A value of RMSEA less than 0.05 suggests a decent fit, whereas a value greater than 0.08 shows that there are reasonable approximation errors in the population (Browne & Cudeck, 1992; Byrne 2001). However, MacCallum, Browne, & Sugawara (1996) suggested that RMSEA values between 0.06 and 0.10 indicate a mediocre fit, whereas values more than 0.10 indicate a poor match. Hulland, Chow, & Lam (1996) also claimed that RMSEA values between 0.05 and 0.10 are occasionally regarded sufficient.

Table 4.

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.049	.043	.056	.000
Independence model	.273	.268	.278	.000

Since the RMSEA, which is the absolute fit index that measures the distance between our hypothetical model and the perfect model, for this model is 0.049 (<.05), it clearly shows the level of with a "fit" and a goodness-of-fit (GFI) of 0.968 (>0.90), the model seems to fit well on descriptive measures of goodness of fit. In contrast, the CFI and TLI, which are incremental fit indices that compare the fit of our hypothetical model with the reference model (i.e. the model with the worst fit), have values are all greater than 0.90 (CFI=.979, TLI=.900) indicating an acceptable level of fitness.

4.4 Hypothesis

Table 5.

			Estimate	S.E.	C.R.	P	Label
BRN	<---	BP	1.000				
BRN	<---	BI	.116	.430	.269	.788	
BRN	<---	BT	-.370	.148	-2.501	.012	
SOC	<---	SP	1.000				
SOC	<---	SS	-.025	.244	-.103	.918	
CU	<---	PD	.563	.208	2.702	.007	
CU	<---	BRN	-.668	.789	-.847	.397	
CU	<---	SOC	.326	.135	2.410	.016	

More importantly the second-order latent factors included in the model i.e. Product (PD) and Social (SOC) seem to have significant effects on influencing consumer's driving behavior of his/her most preferred luxury car brand in Bangkok, Thailand due to their p-values are all both less than .05.

5. Conclusion

5.1 Hypothesis Result

Based on our SEM output, the Hypothesis result are as follows:

H1: Social Status (SS) doesn't have the effect on influencing the Social Factor of Most Preferred Luxury Car Brand in Bangkok Thailand.

H2: Social Pressure (SP) doesn't have the effect on influencing the Social of Most Preferred Luxury Car Brand in Bangkok Thailand.

H3: Brand Personality (BP) doesn't have the effect on influencing the Brand of Most Preferred Luxury Car Brand in Bangkok Thailand.

H4: Brand Image (BI) doesn't have the effect on influencing the Brand of Most Preferred Luxury Car Brand in Bangkok Thailand.

H5: Brand Trust (BT) have the effect on influencing the Brand of Most Preferred Luxury Car Brand in Bangkok Thailand.

H6: Product (PD) have the effect on influencing the Car Usage Behavior (CUB) of Most Preferred Luxury Car Brand in Bangkok Thailand.

H7: Social (SOC) have the effect on influencing the Car Usage Behavior (CUB) of Most Preferred Luxury Car Brand in Bangkok Thailand.

H8: Brand (BRN) doesn't have the effect on influencing the Car Usage Behavior (CUB) of Most Preferred Luxury Car Brand in Bangkok Thailand.

5.2 Discussion

According to our SEM result showed that the product factor and social factor is significantly affected on the Car usage behavior of luxury car. This is mean that peoples in Thailand are prefer the product rather than the brand. So that the manufacturers, distributors and marketers should beware of these behaviors to get an opportunity in the market competition.

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