BIBLIOMETRIC ANALYSIS OF RELATIONSHIP BETWEEN VALUE PERCEPTIONS ON LUXURY PRODUCTS PURCHASE INTENTIONS USING PROQUEST DATABASE

Fithriyyah Shalihati[1], Hartoyo, Febriantina Dewi

School of Business, IPB University
Jl. Pajajaran Bogor 16151, Indonesia

ABSTRACT

Background: The field of value perceptions and luxury product purchase intentions has experienced significant development over the past decade. The expansion of the luxury market in a given country is closely linked to prevailing luxury consumption trends. Understanding the relationship between value perceptions and purchase intentions is crucial in analyzing consumer behavior in this sector.

Purpose: The objectives of this research are to analyze the chronological distribution of relevant publications, identify clustering research topics and emerging sub-themes, review the relationships between value perceptions and purchase intentions in luxury products, and propose directions for future research.

Design/Methodology/approach: This study explores key themes related to value perceptions in luxury product purchasing by conducting a bibliometric analysis of 13 journal articles from the ProQuest database, utilizing VOSviewer for data visualization.

Finding/Result: The findings indicate a substantial increase in research on this topic over recent years, as reflected in the growing number of studies up to 2021. Furthermore, this study confirms that purchase intention is significantly influenced by multiple factors, including value perceptions, social influence, brand prominence, price perception, and service quality. The bibliometric analysis also identified five primary research clusters, highlighting the diverse aspects of value perceptions that shape consumer intentions toward luxury product purchases.

Conclusion: The results reveal 12 primary keywords and five major research keyword clusters, demonstrating that purchase intention is interconnected with all key variables, particularly value perceptions and luxury products/luxury goods. Additionally, the analysis indicates a strong and positive nexus between value perceptions and luxury purchase intentions, reinforcing the role of perceived exclusivity, prestige, and quality in shaping consumer purchasing behavior.

Originality/Value (state of the art): This study also examines publication output trends, the evolution of research interest, and the network visualization of key concepts, including intention, value perception, attitude, and luxury goods. By mapping the research landscape, this study provides insights into the theoretical and practical implications of value perceptions in luxury product purchasing, contributing to the development of future research directions.

Keywords: bibliometric analysis, consumer behavior, luxury product, purchase intentions, value perceptions

[1]Corresponding author:
Email: oktyshalihati@apps.ipb.ac.id

INTRODUCTION

Luxury products are non-essential items characterized by high prices, superior quality, exceptional craftsmanship, and unique designs that offer consumers a sense of pleasure and prestige (Kapferer, 1997; Vigneron & Johnson, 1999; Wiedmann, Hennigs, & Siebels, 2007). These products or services are typically accessible only to a limited group of individuals due to their exclusivity and symbolic value (Nueno & Quelch, 1998; Berthon et al. 2009). Some consumers perceive luxury products as difficult to obtain, with only those possessing the necessary financial means able to acquire them (Sun, 2011). Consumer behavior in the luxury market is primarily influenced by non-price factors, such as prestige and the pursuit of emotional satisfaction. This phenomenon is particularly evident among the upper-middle class, often referred to as the leisure class. However, it is not exclusive to this group, as individuals from various backgrounds may prioritize luxury consumption for personal fulfillment (Suswati et al. 2021).

According to Suswati (2020), the motivation for status consumption can be driven by both external and internal factors. External motivations are predominantly interpersonal or extrinsic, encompassing social influences such as the bandwagon effect (following trends), the snob effect (seeking exclusivity), and the Veblen effect (conspicuous consumption). In contrast, internal motivations are personal or intrinsic, driven by individual preferences and values.

Consumer perceptions of luxury vary, leading to six distinct dimensions of luxury products: 1) superior quality, 2) high price, 3) scarcity and uniqueness, 4) aesthetic appeal, 5) historical and cultural heritage, and 6) non-essentiality (Sun, 2011). Hauck and Stanforth (2007) suggest that luxury products have become more accessible to a broader consumer base, particularly among middle-class individuals with increasing disposable income.

Purchase intention is defined as an individual's deliberate effort to acquire a specific brand. It reflects a consumer's inclination toward purchasing a product, whereas brand attitude serves as an overall evaluation of the brand. In recent years, social media platforms have gained increasing importance in marketing, providing opportunities for brands to influence consumer purchase decisions. Electronic word-of-mouth (eWOM) plays a critical role in shaping consumer purchasing behavior, particularly on social media. The credibility of social media influencers is also a key determinant of endorsement effectiveness (Jansom, 2021).

Consumer purchase intention is closely linked to perceived benefits and serves as a strong predictor of actual purchasing behavior. A higher perceived value correlates with a stronger purchase intention (Chi et al. 2011). Several factors contribute to luxury consumption decisions, including social perceptions, emotional value, and brand prominence (Candan et al. 2013). In the context of luxury automobiles, Hanzaee and Rouhani (2012) found that purchase intention is directly influenced by perceived prominence, uniqueness, social value, hedonic value, and quality. Perceived value, defined as the price consumers are willing to pay for a product or service, is a crucial determinant in purchase decisions. Even impulse purchases require an assessment of how well a product meets consumer needs and provides satisfaction compared to other brands.

From an economic perspective, luxury goods exhibit demand elasticity, meaning that as income levels rise, expenditures on luxury goods increase at a higher rate than those on essential goods. In contrast, necessity products exhibit lower demand growth relative to income increases. The strength of an individual's intention to engage in a specific purchasing behavior is a critical factor in consumer decision-making.

Extensive research has been conducted to understand the key characteristics of luxury value (Kapferer, 1997; Jain, Khan, & Mishra, 2015; Nueno & Quelch, 1998). Scholars have also examined the conceptual framework of luxury value perception (Vigneron & Johnson, 1999, 2004; Wiedmann et al. 2007; Berthon et al. 2009). Vigneron and Johnson (1999) identified five dimensions of luxury value perception, categorizing them into two groups: interpersonal values (conspicuousness, uniqueness, and social value) and personal values (hedonic and quality value).

This study conducts a bibliometric analysis of 13 research articles on the relationship between value perceptions and purchase intentions in the luxury market. The findings highlight key research trends, emphasizing the role of social influence, brand prominence, price perception, and service quality in shaping luxury consumption behavior. Network visualization reveals

critical keyword clusters, illustrating the connections between consumer attitudes, perceived value, and purchase decisions.

The study contributes to both theoretical and managerial perspectives. It reinforces established frameworks such as the Theory of Planned Behavior (Ajzen, 1991) and the Luxury Value Framework (Wiedmann et al. 2007), confirming the significant role of value perceptions in purchase intentions. From a managerial perspective, the findings provide strategic insights for luxury brand managers, emphasizing the importance of brand positioning, influencer marketing, and consumer education on authenticity and exclusivity. Based on these insights, the study proposes key hypotheses and research objectives to guide further exploration of luxury consumption and purchasing behavior.

H1: Value perceptions have a significant positive impact on luxury product purchase intentions.

H2: Social influence mediates the relationship between value perceptions and luxury product purchase intentions.

H3: Brand prominence strengthens the effect of value perceptions on purchase intentions.

H4: Price perception moderates the relationship between value perceptions and luxury product purchase intentions.

H5: Service quality positively influences luxury product purchase intentions.

This study is expected to provide a comprehensive bibliometric analysis of research trends in value perceptions and luxury product purchase intentions. The findings will demonstrate key research clusters and the evolution of topics over time, highlighting the increasing significance of value perceptions in influencing consumer behavior. Additionally, the study will identify research gaps and suggest future directions for exploring the intersection between luxury brand marketing, social influence, and perceived value. The results will also be beneficial for marketing strategists and policymakers in understanding how consumers perceive luxury products and what factors drive their purchase decisions. This study provides the following list of objectives:

1. To analyze chronological distribution patterns of the online journal articles.

2. To show clustering research topics and sub-themes of the current trend.

3. To present review investigated the association between value perceptions on luxury products

purchase intentions.

4. To propose research opportunities for future research.

METHODS

A bibliometric analysis is a quantitative method used to examine research trends in a specific area based on academic publications (Abbott et al. 2018; Donthu et al. 2021). Unlike traditional reviews, bibliometric analysis identifies keyword patterns, co-authorship networks, and publication trends (Khudzari et al. 2018). This study applies bibliometric analysis to examine research on value perceptions and luxury product purchase intentions from 2006 to 2021. To enhance the analysis, a Systematic Literature Review (SLR) was conducted following PRISMA guidelines (Moher et al. 2009). The SLR assessed key theories, methodologies, and findings from the 13 selected journal articles, providing qualitative insights into the relationship between value perceptions and purchase intentions (Snyder, 2019). By integrating bibliometric analysis and SLR, this study offers a comprehensive view of the existing literature, ensuring rigorous trend analysis and deeper theoretical insights.

Data extraction was conducted from 2006 to 2021 using the ProQuest database. The year 2006 was chosen as the starting point because it marks a period when research on value perceptions and luxury product purchase intentions began to gain increasing academic attention. Prior to this, studies on luxury consumer behavior were relatively limited and fragmented. The selection of this timeframe ensures a comprehensive review of research developments over the last 15 years, capturing trends, emerging theories, and shifts in consumer behavior within the luxury market. The primary objective of this study was to accurately identify research articles that contained the keywords "Value Perceptions," "Luxury Products," and "Purchase Intentions" in the title and abstract. ProQuest was selected as the primary database due to its comprehensive coverage of peer-reviewed academic journals, business and marketing research, and multidisciplinary sources. Additionally, ProQuest provides access to high-quality, full-text articles from reputable journals, ensuring the inclusion of relevant and credible literature for this bibliometric analysis. Its advanced search capabilities also allow precise filtering of research based on keywords, abstracts, and publication years, making it a suitable choice for

systematically analyzing trends in value perceptions and luxury product purchase intentions. The following search query was applied:

(ALL FIELD ("Value Perceptions* Luxury Products* Purchase Intentions*") AND (AB-ABSTRACT ("Value Perceptions* Luxury Products* Purchase Intentions*") AND (PUBYEAR, 2006 – 2021)).

This query resulted in 13 relevant journal articles, with the earliest publication dating back to 2006 and the most recent in 2021. The selected documents were exclusively peer-reviewed journal articles sourced from the ProQuest database.

The search strategy outlined in Table 1 is further illustrated in the PRISMA diagram (Figure 1), providing a more detailed depiction of the identification, screening, and eligibility stages. The initial identification stage yielded 15,710 articles based on the selected keywords. Subsequently, the screening process focused exclusively on journal articles, resulting in the exclusion of 11,224 records. The refinement process further filtered studies published within the last 15 years, ensuring alignment with the research scope. Following this, the selection criteria were adjusted based on document type, reducing the dataset from 769 documents to 2,635 papers. The exclusion criteria for this study included non-journal articles, studies outside the 2006–2021 timeframe, and those not directly related to value perceptions, luxury products, or purchase intentions. Additionally, articles not in English and those not meeting the journal publication standards were excluded to ensure relevance and consistency in the final analysis. Ultimately, 13 journal articles were included in the final analysis.

Bibiliometric Maps (Data Analysis Techniques)

Various visual maps related to citation analysis, bibliographic data, and author keyword associations from the 13 journal articles were systematically analyzed using data exported to VOSviewer (version 1.6.15, Centre for Science and Technology Studies, Leiden University, The Netherlands). In this mapping analysis, any connection or relationship between two items is represented by a positive numerical value, indicating the strength of their association.

Co-Authorship Analysis

In this study, the accumulation of journal articles from 2006 to 2021 commenced with a single relevant publication in 2006. The pattern of journal growth, as depicted in Figure 2, aligns with the use of the keywords "value perceptions," "luxury products," and "purchase intentions."
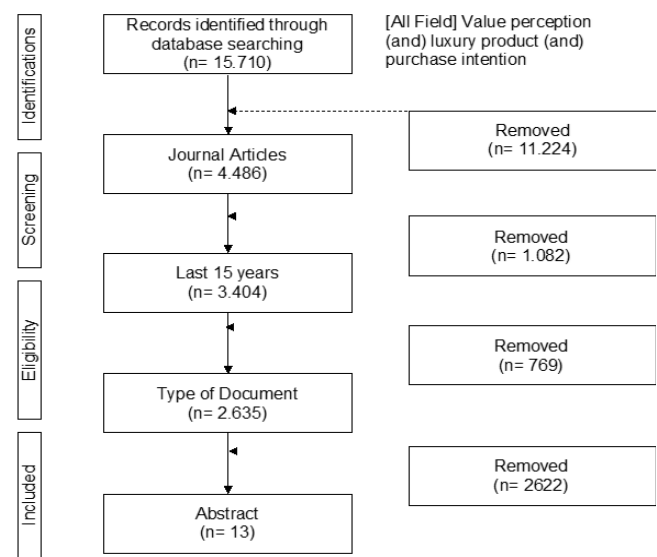
Figure 1. PRISMA Flow Diagrams

Table 1. Search Strategy for Value Perception, Luxury Product, Purchase Intention on ProQuest database

| Number	Search Strategy	Results
#1	"Value perception"[all field] (and) "luxury product"[all field] (and) "purchase intention" [all field]	15710
#2	"Value perception"[AB-abstract] (and) "luxury product"[all field] (and) "purchase intention" [all field]	541
#3	"Value perception"[AB-abstract] (and) "luxury product"[AB-Abstract] (and) "purchase intention" [all field]	44
#4	"Value perception"[AB-abstract] (and) "luxury product"[AB-Abstract] (and) "purchase intention" [AB-Abstract]	13
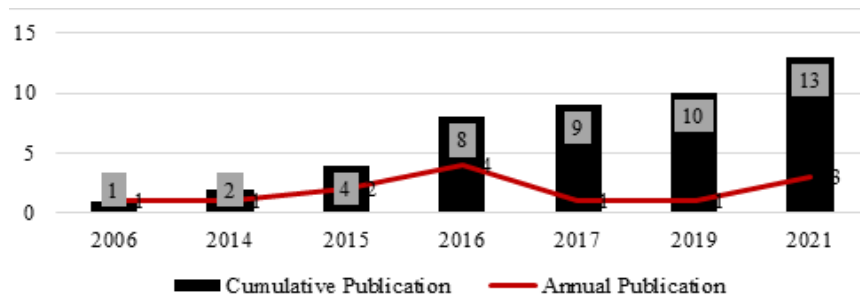
Figure 2. The annual and cumulative numbers of research articles on Value Perception on Luxury Product Purchase Intention in Proquest Database from the year 2006 – 2021

RESULTS

Chronological distribution patterns of the online journal articles on ProQuest Database

A comprehensive examination of value perception and luxury product purchase intention has been conducted in only 13 scholarly articles over the past 15 years (2006–2021) (Figure 2). Among these studies, 92.31% were published in English, while 7.69% were in Portuguese. Table 2 presents an overview of the copyright and publication sources for each journal. The selected articles were sourced from highly reputable academic journals, ensuring the credibility and scholarly significance of the findings.

Framework of thought: the distribution of keywords related to value perceptions, social influence, and luxury product purchase intentions. An analysis of the 13 journal articles identified several recurring keywords, including service environment, personal value perception, functional value perception factor, financial value, counterfeit luxury good, value consciousness, service delivery, prominence, luxury value framework, luxury market, luxury good, luxury brand product, face consciousness, emotional value, counterfeit luxury purchase intention, social influence, luxury, brand prominence, consumers' willingness, quality, counterfeit luxury product, service quality, attitude, and brand. Among these, the term brand appeared with the highest frequency, indicating its central role in the research. Conversely, personal value perception was found to be the least frequently used keyword.

Clustering Research Topics and Sub-Themes of The Current Trend

Using VOSviewer, keyword co-occurrence analysis revealed five main research clusters (Figure 3). The most frequently occurring keywords included purchase intention, value perception, brand prominence, social influence, and luxury goods.
- Cluster 1: Brand prominence, emotional value, luxury goods, prominence, quality.
- Cluster 2: Attitude, consumer willingness, counterfeit luxury products, value consciousness.
- Cluster 3: Intention, luxury brand product, luxury market, social influence, value perception.
- Cluster 4: Context, service delivery, service quality.
- Cluster 5: Brand, price.

The overlay visualization (Figure 4) indicates that research initially focused on intention, brand, and price (2016–2018), while later studies emphasized attitude, luxury goods, and value perceptions (2018–2020). More recent research (2020–2021) has explored counterfeit luxury products, consumer willingness, and value consciousness.

Figure 5 illustrates several clusters containing the keywords "value perception," "luxury product," and "purchase intention." The keyword "intention" is interconnected with multiple variables, including value perception, social influence, brand, price, attitude, luxury goods, counterfeit luxury product, brand prominence, quality, context, and service quality. Based on data from the ProQuest database, studies incorporating the keyword "intention" have been found to be associated with various influencing factors, such as value perception, social influence, brand, price, attitude, luxury goods, counterfeit luxury products, brand prominence, quality, context, and service quality. Among the 13 journal articles analyzed, 12 studies explicitly discuss how purchase intention is shaped by these variables.

Table 2. Copyright and Pubtitle

Copyright	Pubtitle
MDPI	Sustainability
MDPI	Sustainability
Proquest	Sustainability
Emerald	Asia Pacific Journal of Marketing and Logistics
Emerald	Journal of Asia Business Studies
Springer	Journal of Brand Management
Emerald	International Journal of Contemporary Hospitality Management
American Society of Business and Behavioral Sciences Spring	Journal of Business and Behavioral Sciences
American Society of Business and Behavioral Sciences	ASBBS Proceedings
Emerald	International Journal of Contemporary Hospitality Management
The Academy of Business and Retail Management (ABRM)	The Business & Management Review
Claudia Rosa Acevedo	REMark
Emerald Group Publishing Limited	Journal of Fashion Marketing and Management

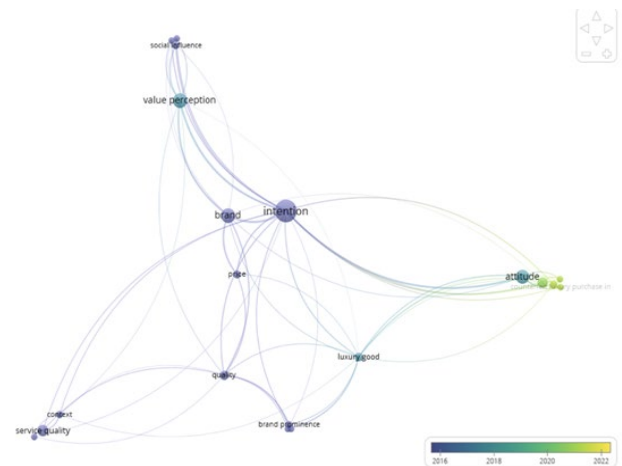Figure 3. Keywords that appear in 13 journals

Figure 4. Overlay Visualization

Figure 6 shows network visualization of value perception is social influence, intention, brand, luxury goods, quality, context. Based on ProQuest database, research that uses keyword value perception can be associated with other variables, such as social influence, intention, brand, luxury goods, quality, context.

Figure 7 shows network visualization of attitude is a relationship with intention, brand, luxury goods, and counterfeit luxury products. Based on ProQuest database, research that uses keyword attitude can be associated with other variables, such as intention, brand, luxury goods, and counterfeit luxury products.

According to data from the ProQuest database, the terms "luxury products" and "luxury goods" are used interchangeably, yielding identical results when substituted in keyword searches. The analysis indicates that modifying the keyword from "luxury products" to "luxury goods" does not alter the findings. Figure 8 presents a network visualization demonstrating the relationships between luxury goods and key variables, including intention, attitude, value perception, brand, price, quality, brand prominence, and context. Studies incorporating the keyword "attitude" have been found to be associated with various factors such as intention, value perception, brand, price, quality, brand prominence, and context.
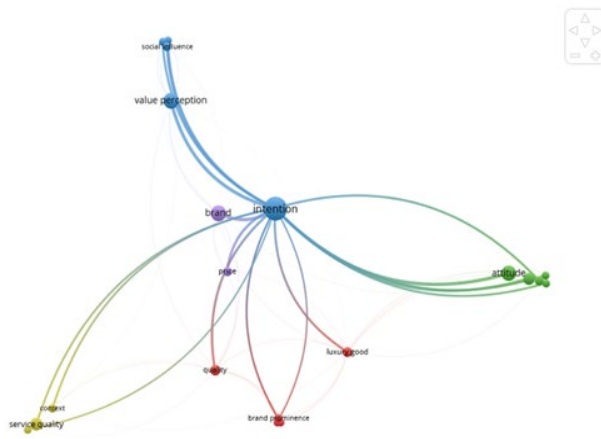
Figure 5. (Keyword Network - Intention): Demonstrates that purchase intention is linked to value perception, brand, price, attitude, and service quality
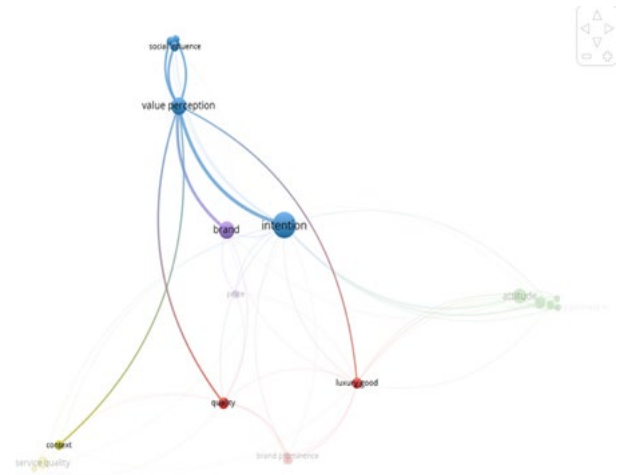

Figure 6. (Keyword Network - Value Perception): Shows how value perception connects to social influence, luxury goods, and quality.
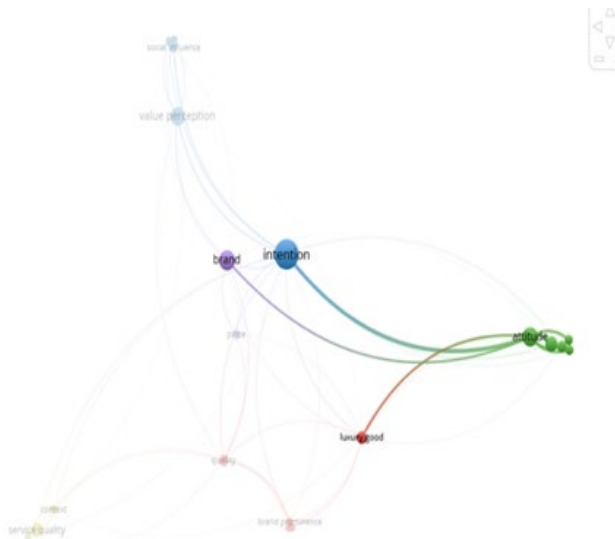

Figure 7. Visualized Keyword Network (Attitude) and Its Relationship with Other Variables
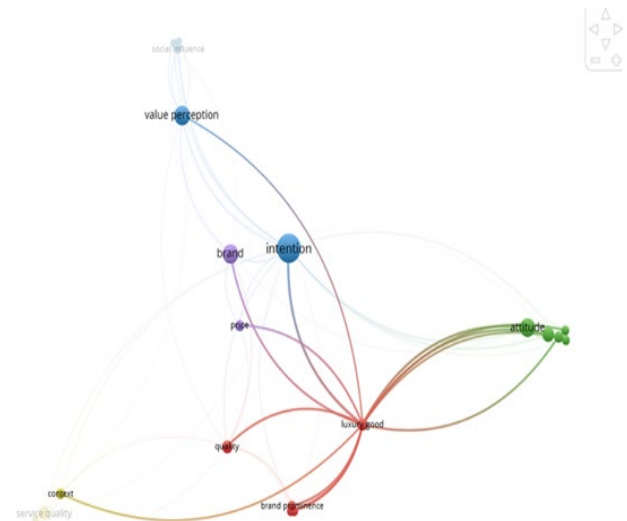

Figure 8. Visualized Keyword Network (Luxury Good) and Its Conceptual Connections

In addressing the second research objective (Clustering Research Topics and Sub-Themes of the Current Trend), the findings reveal that the keyword "intention" (purchase intention) is interconnected with all examined variables, including value perceptions and luxury products/luxury goods.

Review investigated the association between value perceptions on luxury products purchase intentions

Table 3 presents an overview of journal articles obtained from the ProQuest database, based on the search keywords "value perceptions," "luxury products," and "purchase intentions." The table categorizes the studies by country, variables, research methods, and theoretical frameworks. Among the 13 journal articles, the studies were conducted in China, Thailand, Singapore, India, and the United States.

The identified variables related to purchase intention include social perceptions, value perception, face consciousness, attitude, personal value, emotional value, perceived quality, brand prominence, conspicuous value, hedonic value, financial value, functional value, price perception, and service quality. These variables were found to have a significant impact on consumer purchase intentions.

Tabel 3. The association between value perceptions on luxury products purchase intentions and related aspects in 13 journals

Research Aspect	Findings	Author (S)
Most frequent keywords	Purchase intention, value perception, brand prominence, social influence, luxury goods	Vigneron & Johnson (1999), Wiedmann et al. (2007), Berthon et al. (2009)
Most Studied Countries	China, Thailand, Singapore, India, US	Jain et al. (2015), Jiang et al. (2019)
Most Common Research Methods	Surveys, convenience sampling, experiments	Jansom (2021), Chi et al. (2011)
Most Used Analytical Tools	Structural Equation Modeling (SEM)	Hanzaee & Rouhani (2012), Candan et al. (2013)
Theoretical Frameworks	Theory of Planned Behavior, Theory of Reasoned Action, Service Quality Model	Ajzen (1991), Fishbein & Ajzen (1975), Parasuraman et al. (1988)
Key Influencing Factors	Social influence, price perception, service quality, hedonic value, conspicuous value	Kapferer (1997), Nueno & Quelch (1998), Sun (2011)

The research methods used in these studies include surveys, convenience sampling, and experimental designs. Additionally, most studies employed Structural Equation Modeling (SEM) as an analytical tool. The theoretical frameworks utilized include the Theory of Planned Behavior, the Theory of Reasoned Action, and the Service Quality Model.

Relationship Between Research Findings and Basic Concepts/Hypotheses

The findings of this study align with established theoretical frameworks in consumer behavior and luxury product purchase intentions. Specifically, the results support the Theory of Planned Behavior (Ajzen, 1991) and the Theory of Reasoned Action (Fishbein & Ajzen, 1975), both of which emphasize the role of attitude, subjective norms, and perceived behavioral control in shaping purchase intentions.

Based on the bibliometric analysis, the study confirms that value perceptions significantly influence consumers' purchase intentions for luxury products, reinforcing prior research by Vigneron & Johnson (1999) and Wiedmann et al. (2007). The results also validate the Luxury Value Framework (Wiedmann et al. 2007), which classifies luxury consumption drivers into interpersonal (social influence, brand prominence) and personal (hedonic value, quality perception) dimensions.

Furthermore, the findings provide empirical support for the proposed hypotheses, as outlined:

- H1: Value perceptions have a significant positive impact on luxury product purchase intentions. Confirmed by the strong association between value perception, purchase intention, and social influence in the keyword analysis (Figure 5).

- H2: Social influence mediates the relationship between value perceptions and luxury product purchase intentions. Supported by the presence of social influence as a key determinant in prior studies (Jansom, 2021).

- H3: Brand prominence strengthens the effect of value perceptions on purchase intentions. Demonstrated by the co-occurrence of brand prominence, luxury goods, and purchase intention in bibliometric mapping (Figure 6).

- H4: Price perception moderates the relationship between value perceptions and luxury product purchase intentions. Reflected in previous research on price sensitivity and luxury consumer behavior (Kapferer, 1997; Sun, 2011).

- H5: Service quality positively influences luxury product purchase intentions. Confirmed by findings linking service quality with customer trust and willingness to purchase luxury goods (Parasuraman et al. 1988).

These findings not only reinforce existing theories but also highlight the evolution of luxury consumer behavior, particularly in the context of increasing digital marketing and social commerce. The bibliometric analysis further identifies research gaps in emerging themes such as counterfeit luxury products, ethical consumption, and sustainability concerns, presenting opportunities for future research.

Managerial Implications

This study provides theoretical and managerial implications that contribute to both academia and the luxury brand industry. The findings support established theories such as the Theory of Planned Behavior (Ajzen, 1991) and the Luxury Value Framework (Wiedmann et al. 2007), confirming that value perceptions play a significant role in shaping consumer purchase intentions. In addition, social influence, brand prominence, and price perception were found to be key moderating factors affecting luxury purchase behavior. From a managerial perspective, the results suggest that luxury brands should focus on enhancing their perceived value through strong branding, exclusivity, and high service quality. Investing in social influence strategies, such as influencer marketing and community-driven engagement, can further strengthen purchase intention among potential consumers. Moreover, brands must address counterfeit luxury concerns by implementing anti-counterfeiting measures and consumer education. These insights offer practical strategies for luxury brand managers to enhance their positioning in the highly competitive luxury market.

From the PICO approach (Figure 9), participants for future research should include people who have previously purchased (consumed) luxury products. The issue/experience for future research should explore the intention to buy luxury products and the actual purchase behavior of luxury products. The next research can incorporate control variables (Wu, Qiong, 2021), such as comparing behaviors between genuine luxury and counterfeit luxury products, analyzing differences in consumer behavior based on gender, age, education, and income levels, comparing consumer preferences across different regions, and examining cultural influences on luxury consumption behavior.

P (Participant)

People who have ever bought (consumed) luxury products

I (Issu / Experience in)

lntention on luxury products
Buy luxury product

Comparison

Compare behaviors on Genuine luxury and Counterfeit luxury products.
Compare behaviors based on gender, age, education, income.
Compare consumers by region.
Compare based on culture.

Outcome

Variables affecting purchase intention: value perception, Social risk perception, Face Consciousness Square, Attitude, personal value, emotional value, brand prominence, conspicuous value, functional value.

Figure 9. PICO Framework for Future Research

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Bibliometric analysis was conducted to look at value perception on luxury product purchase intention trends based on the 13 publications in the ProQuest Database. Over the last decade, the number of publications in this field has significantly increased, and this trend is expected to continue. This research shows that various keywords form the relationship of value perceptions on luxury products' purchase intentions. This study showed that each keyword does not stand alone (as explained in Figure 4). This bibliometric research analyzed keywords that appeared in selected journals related to value perceptions, luxury products, and purchase intentions. There are 12 main keywords and five research keyword clusters that have been displayed in network visualization. Other analysis results showed that from 2016–2018, research began on intention, brand, price, luxury brand, social influence, quality, brand prominence. In 2018–2020 research began to discuss attitude, luxury goods, value perceptions. In 2020–2021 study examines counterfeit luxury products, consumer willingness, counterfeit luxury purchase, value consciousness.

In answering the second goal (Clustering Research Topics and Sub-Themes of The Current Trend), one of the results found is keyword intention (purchase intention) associated with all variables, including value perceptions and luxury products/luxury goods. Based on the ProQuest database, the use of luxury products and luxury goods has the same meaning. The author shows that when keywords are changed from luxury products to luxury goods, the results are the same.

Variables from 13 journals related to purchase intention, namely social perceptions, value perception, face consciousness, attitude, personal value, emotional value, perceived quality, brand prominence, conspicuous value, hedonic, financial value, functional value, price perception, service quality. This variable significantly affects purchase intentions.

Recommendations

This study's findings are consistent with previous research by Kapferer (1997) and Vigneron & Johnson (1999), which also emphasized the significance of value perceptions in shaping luxury consumption. However, it diverges from studies by Hauck & Stanforth (2007), which focused more on the affordability of luxury goods, a factor less highlighted in this research. The findings align with more recent studies (Chi et al. 2011; Jansom, 2021) that point to the increasing influence of social media and electronic word-of-mouth on purchase intentions.

Given these findings, luxury brand managers should integrate social media strategies and influencer collaborations to strengthen value perceptions and enhance consumer engagement. Future research could further investigate the long-term effects of digital marketing strategies on luxury purchase behavior, particularly in emerging markets where digital adoption is growing rapidly. Additionally, cross-cultural comparisons could provide deeper insights into how value perceptions vary across different demographic and socio-economic segments.

The scope of this research is constrained by its search criteria, which were limited to the keywords "value perceptions," "luxury products," and "purchase intentions" in headings and abstracts. As a result, some relevant studies may not have been captured in the dataset. Additionally, this study is restricted to the time frame of 2016–2021, potentially excluding earlier or more recent developments in the field.

Furthermore, the keyword analysis revealed additional emerging terms; therefore, future research should incorporate keywords such as "luxury brand" and "counterfeit luxury purchase/behavior" for a more comprehensive analysis. Another limitation of this study is its reliance solely on the ProQuest Database within the PRISMA selection process, which may have excluded relevant studies from other academic databases.

Future research opportunities are systematically structured using the PICO framework, which consists of P (Participant), I (Issue/Experience), C (Comparison), and O (Outcome) (Hulley et al. 2013). The application of the PICO approach (Figure 9) in future studies is derived from the 13 journal articles sourced from the ProQuest Database used in this research. Both existing and future studies can adopt PICO-based confirmatory identification while also incorporating an exploratory approach by integrating comparative analyses (Liberati et al. 2009).

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