

Editorial

Maria Socorro C. L. Fernando, Ph.D.
Editor

We are glad to present to you the second issue of this journal for the year 2021 . The articles in this issue are from scholars who presented their research on actual business cases from the field.

The article “ The Determinant Factors of Purchase Intention of Luxury Handbags: A Case Study of Top Three Brands in Bangkok” by Juamas Wongsawan and Chompu Nuangjamnong presents that social value, perceived luxury value, eWOM, and brand loyalty factors have significant influences on purchase intention of luxury handbags in Bangkok. Trust is the variable that has no significant influence on the purchase intention.

The second article authored by Vassa Mahujchariyawong and Chompu Nuangjamnong with the title “ The Effect of Japanese-Style Advertising on Purchase Intention through Advertising Attitude and Consumer Perception” presents main findings that support that Japanese-style advertising influences advertising attitude and consumer perception; and advertising and consumer perceptions influence purchase intention.

These articles in this issue present an array of relevant findings that contributes to new perspectives and possible application in developing products and sales in business especially for niche groups of consumers.