



UNIVERSITI PUTRA MALAYSIA

***FACTORS INFLUENCING INTENTION TO PURCHASE GLOBAL
BRANDS AMONG NIGERIAN ADULTS***

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**FACTORS INFLUENCING INTENTION TO PURCHASE GLOBAL
BRANDS AMONG NIGERIAN ADULTS**

By

OMAZE AFAMEFUNA ANTHONY

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfillment of the Requirements for the Degree of Master of Science**

April 2017

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of requirement for the Degree of Master of Science

FACTORS INFLUENCING THE INTENTION OF PURCHASING GLOBAL BRANDS AMONG NIGERIAN ADULTS

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April 2017

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Purchase intention is more complicated and more significant for consumers these days than in the past, due to recent globalization that has led to increased international business activities, with many foreign companies competing with each other. Consumers in developing country like Nigeria have different perceptions toward local and foreign brands, even within the same product category. The main purpose of this study is to examine the factors that influences purchase intention towards global brand among Nigerian adults. This study of Nigerian consumers examines the impact of individual characteristics based on exposure to mass media, materialism, consumer ethnocentrism, and susceptibility to normative influence towards purchase intention of global brands.

A total of 318 respondents were involved in this study, and they were selected based on the three local government areas in Lagos state which represent the three senatorial districts in the state. Data were collected using survey through Cluster random sampling technique. Self-administered questionnaire were distributed to the respondents.

Findings using ANOVA test showed that there were significant differences for consumer ethnocentrism based on respondents' background: age, marital status, education and income while no significant difference was found for religion. In addition, significant difference was found for susceptibility to normative influence based on age, but no significant difference based on religion, education level, marital status and income level. For materialism, there were no significant differences based on respondents' backgrounds such as age, religion, education and income.

Significant difference was found based on marital status. However, no significant differences for exposure to mass media and background of the respondents, no significant difference on purchase intention of global brand were discovered based on the backgrounds of the respondents. Moreover, the result of the t-test found no significant differences based on gender for the variables: exposure to mass media, materialism, consumer ethnocentrism, susceptibility to normative influence and purchase intention. The results of correlation were statistical significant for the three independent variables and purchase intention toward global brands, with susceptibility to normative influence having a medium correlation with purchase intention towards global brands, while both exposure to mass media and materialism had a weak relationship. Consumer ethnocentrism had a negative and weaker relationship with purchase intention towards global brands. Result of multiple regression analysis showed that three out of the four independent variables in the model were found to contribute positively and had significant effects on purchase intention towards global brands. Those variables were exposure to mass media, materialism and susceptibility to normative influence, while consumer ethnocentrism was found to contribute negatively. Furthermore, the finding of the result also indicate that susceptibility to normative influence made a significant strongest unique contribution to purchase intention towards global brand, followed by materialism, exposure to mass media and consumer ethnocentrism.

This study is significant to consumers, policy makers and local companies. The findings from this study would be valuable contribution in terms of providing strategic alternatives for local products or producers. Thus, it is recommended that local companies need to provide those products that increase the self-esteem of the consumers. They need to regulate the quality of product that can compete with the foreign products by portraying a good advertisement and endorsements of the product by a well know celebrity which can inspire consumers' intention to purchase local products. While government should also help the local companies by providing the necessary infrastructures that can easily make local product to be available to the consumers and at the same time encourage, and sensitize the consumers the importance of patronize the local brand products.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Master Sains

FAKTOR YANG MEMPENGARUHI HASRAT PEMBELIAN JENAMA GLOBAL DALAM KALANGAN ORANG DEWASA NIGERIA

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Niat pembelian merupakan sesuatu yang kompleks dan lebih signifikan bagi pengguna pada hari ini berbanding masa dahulu akibat dari peningkatan aktiviti perniagaan pada masa era globalisasi kini, dengan banyaknya syarikat asing yang bersaing antara satu sama lain. Pengguna di negara membangun seperti Nigeria mempunyai persepsi berbeza terhadap jenama asing dan tempatan, walaupun dalam lingkungan kategori produk yang sama. Tujuan utama kajian ini adalah untuk meneliti faktor yang mempengaruhi niat pembelian terhadap jenama global dalam kalangan pengguna dewasa di Nigeria. Kajian tentang pengguna di Nigeria ini meneliti impak ciri individu berdasarkan pendedahan kepada media massa, materialisme, etnosentrisme pengguna dan kerentanan pada pengaruh normatif terhadap niat pembelian jenama global.

Sebanyak 318 responden terlibat dalam kajian ini dan dipilih berdasarkan tiga kawasan kerajaan tempatan di negeri Lagos yang mewakili tiga daerah senatorial di negeri tersebut. Data dikumpul menggunakan soal selidik tinjauan melalui teknik persampelan rawak mudah berkluster. Soal selidik ditadbir sendiri telah diagihkan kepada responden.

Dapatan kajian dari ujian ANOVA menunjukkan bahawa terdapat perbezaan yang signifikan bagi etnosentrisme pengguna berdasarkan latar belakang responden kajian : umur, status perkahwinan, tahap pendidikan dan pendapatan, manakala agama pula menunjukkan tidak terdapat perbezaan yang signifikan. Tambahan pula, perbezaan yang signifikan ditunjukkan bagi kerentanan pada pengaruh normative berdasarkan umur, tetapi tiada perbezaan yang signifikan bagi agama, tahap pendidikan, status perkahwinan dan tahap pendapatan.

Bagi materialism, tidak terdapat perbezaan yang signifikan berdasarkan latar belakang responden seperti umur, agama, pendidikan dan pendapatan. Perbezaan signifikan didapati berdasarkan status perkahwinan. Walaubagaimanapun, tiada perbezaan yang signifikan bagi pendedahan kepada media massa dan niat pembelian jenama global berdasarkan latar belakang responden. Tambahan pula, dapatan dari analisis ujian-t, menunjukkan bahawa tidak terdapat perbezaan yang signifikan berdasarkan gender bagi pendedahan kepada media massa materialisme, dan kerentanan pada pengaruh normatif dan niat pembelian. Dapatan ujian korelasi adalah signifikan untuk ketiga-tiga pemboleh ubah tidak bersandar dan niat pembelian terhadap produk global, dengan kerentanan pada pengaruh normatif mempunyai kekuatan korelasi yang sederhana niat pembelian barangan global, manakala kedua-dua pendedahan kepada media massa dan materialisme mempunyai perkaitan yang lemah. Etnosentrisme pengguna mempunyai korelasi yang negatif dan perkaitan yang lemah dengan pembelian jenama niat membeli barangan global. Keputusan analisis regresi berganda menunjukkan bahawa tiga daripada empat pemboleh ubah bebas dalam model didapati menyumbang secara positif dan mempunyai kesan signifikan ke atas niat pembelian terhadap jenama global. Pemboleh ubah berkenaan adalah pendedahan kepada media massa, materialisme dan kerentanan pada pengaruh normatif, manakala etnosentrisme pengguna didapati menyumbang kesan negatif yang signifikan. Tambahan pula, dapatan hasil kajian juga menunjukkan bahawa kerentanan pada pengaruh normatif merupakan penyumbang signifikan yang paling kuat terhadap niat untuk membeli jenama global, diikuti oleh materialisme, dan pendedahan kepada media massa global dan pengguna etnosentrisme pengguna.

Kajian ini adalah signifikan kepada pengguna, penggubal dasar dan syarikat tempatan. Dapatan dari kajian ini boleh menjadi sumbangan berharga dalam menyediakan alternatif yang strategik untuk barangan atau pengeluar tempatan. Oleh itu, adalah dicadangkan syarikat tempatan perlu menyediakan barangan yang dapat meningkatkan estim diri pengguna. Mereka perlu untuk mengawal kualiti barangan yang boleh bersaing dengan barangan luar melalui pengiklanan yang baik dan sokongan barangan oleh selebriti terkenal yang dapat memberi inspirasi kepada hasrat pengguna untuk membeli barangan tempatan. Manakala kerajaan juga patut membantu syarikat tempatan dalam menyediakan infrastruktur perlu yang boleh dengan mudahnya membuatkan barangan tempatan untuk tersedia kepada pengguna dan pada masa yang sama menggalakkan dan membuatkan pengguna peka kepada kepentingan untuk menyokong barangan tempatan.

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I certify that a Thesis Examination Committee has met on 28 April 2017 to conduct the final examination of Omaze Afamefuna Anthony on his thesis entitled "Factors Influencing Intention to Purchase Global Brands among Nigerian Adults" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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LIST OF ABBREVIATIONS

EGM	Exposure to mass media
SNI	Susceptibility to normative influence
CET	Consumers ethnocentrism
MAT	Materialism
PI	Purchasing Intention
TRA	Theory of Reasoned Action



CHAPTER 1

INTRODUCTION

1.1 Background of Study

Market globalization has brought a lot of change in this present world economy and makes consumer intention to become more interesting among companies all over the world. Mainly, due to worldwide investment, like increase in production, marketing, inflow of world travelers and advance in telecommunication technologies has also made the world a globalized place. These obvious developments have influence the world globally.

Indeed, companies and international marketers have used this opportunities to move into global, made global market very competitive that would create new ideas on the market to attract consumers. Moreover, in terms of marketing, these rapid developments has brought about the best of spreading information available or communicating to consumers by changing how they think about products, which also influences consumers choice, and brought more changes on the ways companies compete with each other (Craig & Douglas, 2000).

Moreover, international market in any environment today has provided suitable ways for companies to enter global markets without challenges. This would be possible due to improvement in tele communications, transportations, and technologies used to connect the gap through markets. Meanwhile, technology is been recognized by companies to help improve the quality of their services in area of global operations and compete among other global firms. In addition, with ongoing free trade among nations, challenges of intensive globalization, improvement in technologies communications and transportation as well as better understanding of the relations that exist between consumers and companies, consumers are widely exposed on a variety of foreign goods available (Jovanovic & Langovic 2009). Pictures and messages were been used as an illustration and to support the ideal that acquiring material things or products and wealth is a comfort, and that may alert intention of consumer to purchase global brand, more especially in developing countries where there is no alternative clue for consumers to make a choice rather relying on information they got from brands advert (Reardon, Miller, Vida, & Kim, 2005).

According to Dimofte, Johansson, and Bagozzi's (2010) global brand is a brand known globally and usually available. While, Townsend, Yenyurt, and Talay, (2009) posited global brand as a monolith of investment which are being sold across global, it also has attractive effects for all related brands. To indicate a strong global brand is base on its quality as a main factor that attract consumers to purchase that product. Therefore, a strong global brand is a relevant key to attract consumers.

Strizhakova, Coulter, and Price, (2011) noted that brand signal quality and self-identity are effective in developing countries; the same brand plays a completely diverse role between developing and developed countries. For instance consumers in developing countries like Nigeria prefer purchasing products from developed countries because they see those products to be of high quality product and they use it as means to exhibit their honor, self esteem and social status in the society (Kawabata, 2009). Companies use brand names in a competitive marketplace to make their products unique from their rivals. Generally, branded products are exactly well known by the consumers' and their desire regarding the quality of the products, the way brand name work, and about the company associated with the brand, and what brand stands for gave consumers intention to purchase global brands (Ghauri & Cateora 2010; Cateora & Graham, 2007).

As a result, the overall perception of consumer's in most cases is whether a particular product from a notable country is on consumers' notion, and recognition of the country's production and marketing strengths and weaknesses (Rosenbloom, & Perrey, 2009). However, consumers thinking, feelings, and actions, whether individually or set of people and a society as a whole are constantly changing which makes it difficult for companies to understand consumers (Kolb,2008). It is also clear to understand that consumers intention can be seen as how consumers make decisions regarding the spending of their resources and the processes they use to select, secure, and dispose of a particular product to satisfy needs (Kuester, 2012; Solomon, Bamossey, Askegaard, & Hogg, 2006).

Meanwhile, it is not just the actual purchase of products that makes consumers intention interesting but, the process that leads to the purchase which start much before the products is bought (Jansson-Boyd, 2010). For a consumer to purchase, consume and disposal of a particular product, consumer would be exposed to the processes, activities and in-activities involved with the product (Karamian, 2012). As these influences consumers, it is belief that brands product are always accessible globally and enjoy high levels of acknowledgement which have made consumers to have intention to purchase global brand products (Dimofte, Johansson, & Ronkainen, 2008). Today, people admire higher quality products, as well as to attract recognition been identify in the society with other groups (Holt, Quelch, & Taylor, 2004; Johansson & Ronkainen, 2005).

In other words, consumers in less developed countries associate in purchasing intention of global brands with an ambition to emulate the lifestyles of more developed countries (Alden, Steenkamp, & Batra, 2006). Global brand influence both cognitive, affective, attitudes and behavior of people (Chaudhuri & Holbrook 2001). The point here is that consumers attitudes and their overall perception towards global brand image are been affected by experience or knowledge consumer's have on that brand product and how the product arouses the consumer's feelings. Thus, when consumers started to interact with the brand, it affects their feelings, sensation, cognitions and behavioral responses (Solomon, Bamossy Askegaard, and Hogg, 2010; Brakus, Schmitt, & Zarantonello, 2009).

The effect of purchasing intention of a global brand is particularly strong in undeveloped countries. Clearly, companies go global in order to make global marketing possible, and to make their brands suitable to the special needs and culture of the people living in the marketed country by using a different method. Thus, it is possible to believe that when companies decide to use a mixed approach, there would be differentiation and standardization in their brands in order to normalize with the standardized plan, and also satisfy the demand of the consumers, and when these plans are executed successfully, companies may do so by easily adjusting these to suit local needs (Riesenbeck & Perrey, 2007).

As a matter of fact, consumer behavior is that act of individuals, or groups directly or indirectly involved in searching, obtaining, using, and disposing of particular products to satisfy their needs and desires (Kuester, 2012). These acts are performed in sequence, apart from external situational settings that affect consumer choices; there are other crucial internal factors, which are recognized as influential to consumers' purchasing intention, such as demographic features of consumers: age, gender, marital status, education, religion and income. Demographics are appropriate for studying consumers' attitudes, opinions and interests; these help to discover the target market. Although, demographic variables disclose ongoing trends, like shifts in age, gender and income distribution that indicate business opportunities.

Against this background of recurrent change, companies' motivation should be to offer a solid and quality brand to its consumers in a way that the pressure from recurrent changes would not be a hindrance for companies to develop global brands. For this, it is relevant to look at the factors that shape consumers' intention toward purchasing of global brands for developing successful brands. Thus, the main purpose of this study was to examine the factors that influence purchasing intention of global brands among Nigerian adults.

1.2 Problem Statement

Consumers' intention to purchase global brands has become an alarming issue in the society at large, and also in this new millennium era thereby, causing a lot of worries to the companies. Despite of the new technology consumer's choices of preference and wants are the relevant component that moves the marketing operation. Stewart (2004) posited that, consumers are the main actors in planning and implementing a good quality product. Moreover, there is fear in the sense that when consumers are satisfied with the product provided by the companies that notable signs decisively affect companies in marketing strategy and its performance to be competitive in a rapid and dynamic environment of global market (Mutil & Bhavesh, 2012). As noted in marketing concept for a company to maximize profits should first satisfy consumers' needs, and wants (Ayu & Harimukti, 2012). For this concept to be comprehended, companies must understand their consumers' needs and wants in order to produce quality products and services that their consumers may buy and use appropriately.

As a result, consumers thinking, feelings, and actions are constantly changing making it difficult for the companies to understand consumer. In addition, there is need for ongoing consumer behavior research and analysis because consumers together with their social environment are constantly changing (Kolb, 2008). It is relevant to note that the expenses and ways consumer conveys about globalized and localized predisposition or liking depends on multiple factors like consumption class and goal (Alden et al., 2006). The point here is that consumers like to buy those quality products which can satisfy their needs and also approved by their social group. The aim of buying those products is to entail how successful they are. Therefore, companies should understand that consumers like to purchase luxury products that can enhance their self esteem and economic status in the society.

According to Okolie and Ezeigbe (2001), Nigeria society has very serious economic implication due to improper consumption pattern. If engaging in severe advertising and marketing techniques to sell mainly foreign products to lower income earners, then poverty is hereby encouraged because of the rush for imported products even at the detriment of one's income. These has become a matter of concern and has been debated particularly to many Nigerian, because they believed in imported product rather than the product produce in Nigeria, making it hard for local companies to compete intensively and face challenges in the market (Okechuku & Onyemah, 2000). Consumers in Nigerian hold locally produce products in low regard relative to foreign products. They see global brands as symbols status giving them priority over local products (Bhardwaj, Park, & Kim, 2011).

Today, consumers in developing country like Nigeria has so much preference for global brands products, these are being cause by the citizen's long lasting inferiority complex and colonial mentality (Olakunori 2002). It is clear to know that consumers in these markets like to show brand loyalty toward foreign products because they tend to associate these with better quality standards and social prestige (Bhardwaj et al.2011). Nigeria as one of the developing country used to offer an extensive range of foreign products to the point that such brands have become global. They believe that purchasing of foreign brands makes them feel modern or socially superior in the society (Akram, Merunka, & Akram, 2011).

On the threshold, these despicable problem are being caused by Consumption Complex Syndrome, situation where consumers mind are constantly predispose to imported products, even when the local products are better (Okpara & Anyanwu 2011). From the foregoing, it is evident that, lack of interest of researchers not to investigate on the issues or the factors that immensely influences consumers intention to purchase global brand product than the local brands, this problem has led to shut down of many local companies, in a situation where sustainability and growth industries are not encouraged through action of consenting to patronize locally produce products causes havoc to the economic prospect of the country (Ewah & Ikwun 2010). However, several studies on consumers purchase intention are been conducted in Western countries (see: Dimofte et al., 2010; Quelch, John, Katherine, & Jocz. 2009; Ozsomer & Altaras, 2008; Johansson, et al., 2005) with little focus on African context especially Nigeria. Indeed, there is lack of proper

study in the factors which influences consumers to have intention to purchase global brand in the study location. This implies that there is a dearth of literature on these concepts in developing countries including Nigeria which ought to be covered by research.

In that regard, the present study attempted to establish an empirical fact towards the hypothesis by investigation the relative contribution of such variables: exposure to mass media, materialism, consumer ethnocentrism and susceptibility to normative influence in affecting consumers purchase intention among Nigeria consumers, through these the objection indicators of purchasing intention of global brands will be determined.

1.3 Research Questions

The research questions for the current study are as follows:

1. What are the differences in exposure to mass media, materialism, consumer ethnocentrism, susceptibility to normative influence and purchasing intention towards global brands based on demographic background?
2. What are the relationships between exposure to mass media, materialism, consumer ethnocentrism, susceptibility to normative influence and purchasing intention towards global brands?
3. Does exposure to mass media, materialism, consumer ethnocentrism, susceptibility to normative influence have any effect on purchasing intention towards global brands among Nigerian consumers?

1.4 Objective of the Study

The aim of this is to examine the factors that influence consumer purchasing intention toward global brands. The specific objectives are as follows:

1. To examine the differences in exposure to mass media, materialism, consumer ethnocentrism, and susceptibility to normative influence and purchasing intention towards global brands based on selected demographic background.
2. To determine the relationships between exposure to mass media, materialism, consumer ethnocentrism, susceptibility to normative influence and purchasing intention towards global brands among Nigerian consumers.
3. To identify the factors influencing purchasing intention towards global brands among Nigerian consumers.

1.5 Significance of the Study

This study was to inspect the factors that influence the purchase intention of consumers towards global brand. Understanding these factors such as exposure to mass media, materialism, consumer ethnocentrism, and susceptibility to normative influence would be of help to further understand how these variables affect the consumers on purchasing intention of global brands. Moreover, consumer's perspective towards global brand should be considered essential to human kind because consumers who like or dislike global brand of good could be able to understand the factors most that have influence to global brand of goods through their intention.

Consequently, this study would be of help to government and the policy makers in order to organizing awareness workshop, sensitizing the consumers about the importance of purchasing and patronizing local product, with this one will expect positive change in regard to Nigeria consumers' perception of purchasing local products. The findings and suggestion may be a of a turning point that would be of help also for individuals to have trust in the local brand of products in the country and given them the best knowledge to work and get ready for effective change to suits their human desire of material products in the country. The study will also be of help to the government or the policy makers to identify their lapses and make an amendment where is necessary in order to reduce consumers preference on foreign products.

In the same vein, the information obtained from this study tend to practically serve as baseline for local companies towards understanding consumers' decision and factors that influences consumers purchase intention on global brand and appropriately strategize on the possible ways to eliminate them by producing quality and good standard product and to maintain their market share based on the proffered solutions from the study. In addition, the study is expected to give more insight for local companies the need of making use of good advertising criteria to develop their marketing plans, to conquer the right targeted market to boost their sales in times when there is challenge, at the same time retain existing consumers and convert potential consumers to real one. With these, can enhance the prospects of the local companies in such a manner as to achieve the desire results because consumers' needs and desire is considered as the top priority of the whole idea of consumer intention as it is described that consumers' drive joy and happiness by using a specific brand products or service rendered to them.

It is also relevant that a study is been undergo to assess the knowledge on intentions of consumers towards the products in question, since customers' brand awareness may be controlled by their unique needs and brand knowledge derived from personal experience. In conclusion, the findings from this study would be a valuable contribution in terms of assisting the companies to better understand Nigerian consumers and come out with effective strategies for a product that would suit Nigerian consumers.

1.6 Scope and Limitations of Study

Several limitations of the study should be noted. First the study is only limited to Lagos state and the three local governments that represent the three senatorial districts. Thus, generalization of the findings would only apply to the three local governments and not other local government in Lagos states.

Secondly, the data for the study was collected employing self-administered questionnaire, in which the reliability and validity of the information obtained depends only upon the ethics of the respondents in replying the questionnaire. The respondents are required to answer the questions accordingly, with the help of the researcher to know the respondents opinion. Although, information of data may depend on the willingness of the respondents accurate information.

1.7 Hypothesis

- H₀₁: There is no significant influence by exposure to mass media on purchasing intention of global brands among Nigerian consumers.
- H₀₂: There is no significant influence by materialism on purchasing intention towards global brands among Nigerian consumers.
- H₀₃: There is no significant influence by consumer ethnocentrism on purchasing intention toward global brands among Nigerian consumers.
- H₀₄: There is no significant influence by susceptibility to normative influence on purchasing intention towards global brands among Nigerian consumers.

1.8 Definition of Terms

a) Purchasing Intention

Conceptual: Purchase intention can be defined as a process to study and predict the behavior of consumers regard to their desire to buy, use and their relating awareness toward the specific brand (Changa, et al., 2009; Shah, et al., 2012).

Operational: In this study purchase intention can be seen as consumers desire to purchase a particular product. It is measured by 6 point Likert scale.

b) Exposure to Global Mass Media

Conceptual: Mass media is communication medium in which information are spread to the people, like entertainment, education, and promotional message. Mass media includes narrowcasting medium and every broadcasting such as newspaper, magazine, TV, radio, billboard, and internet.

Operational: In this study, mass media can be seen as sources of information consumers use to make decision. It is measured by 6 point Likert scale.

c) **Materialism**

Conceptual: Solomon (2009), defined materialism as a belief held about the importance or means of acquiring, and possession of material things in one's life and the value placed on acquisition of it.

Operational: In this study, materialism can be seen as acquiring and possession of products are pursuit of happiness. It is measured by 5 point Likert scale.

d) **Consumer Ethnocentrism**

Conceptual: Consumers ethnocentrism can be defined as a group of individuals who believe that is improper to purchase foreign made goods. (Ouellet 2007).

Operational: In this study, consumer ethnocentrism is the moral obligation of consumers to buy local products. It is measured by 6 point Likert scale.

e) **Susceptibility to Normative Influence**

Conceptual: Susceptibility to normative influence can be defined as the need to associate or conform with others assumption concerning purchase decision or intention (Alden, et al., 2006).

Operational: In this study, susceptibility to normative influence is the perceptions of the beliefs of those around us. It is measured by 5 point Likert scale.

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