

# The Determinant Factors of Supply Chain Management on Purchase Intention of an International Branded Apparels Status Quo

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**Abstract**— The purpose of this study is to investigate the factors influencing status quo of supply chain purchase intention of international branded apparel items among young adult in Malaysia. Data for this study have been collected using self-administered questionnaire which distributed to the channel members (young adult retailers) and customers by using a convenient sampling method. A total of 100 completed and usable surveys were collected. Pearson Correlation analysis and multiple regression analysis have been used to determine the interrelation between different variables in the intention to purchase. The results of this study are limited by the number of participants, thus the area and location of the study and the absence of other methods for obtaining results other than questionnaires. Empirical results show that there is a significant correlation between independent variables (perceived quality, brand image, word of mouth, self-concept and need for uniqueness) towards the dependent variable (purchase intention). This study is important to the marketers to understand the factors that influence consumers purchase intention. Marketers could also improve their business and strengthen it based on a selected variable to be more competitive.

**Keywords**— *Purchase Intention, Self-Concept, Word of Mouth, Perceived Quality, Brand Image, Status Quo*

## 1. Introduction

Purchase intention of the consumers feeling on buying the product that offered which would satisfied their needs and wants. They will buy more if they have a good experienced and satisfied most of the product in terms of buying activities

occurred. This focuses on how supply chain management play a role in identifying the intention of the status quo of young adult in purchasing the apparel fashion items. Fashion is popular style and trends especially in clothing, footing and accessories. It also considered as usual trends in the style of dresses. Therefore, being in fashion is one of the hobbies or habits among young adults to look nice and fashionable [1].

Fashion industry becomes important to the economic growth in the market. This can be one of the tool for industry players (channel members) to meet the consumer's buying needs wants in the market. On the other hand, clothes fashion becomes so popular among younger people. They wanted to dress up and look nice in public. Ghosh [2] stated that purchase intention is an effective tool use in predicting purchasing process. This means that consumers will be driven by their intention when they decide to buy the product in a certain store. Today the producer needs some data to investigate the factors that intention to purchase occurs on the market and amongst consumers. With this intention to purchase, the producer can obtain information on how the product they produce can satisfy the consumer.

Additionally, producers of supply chain management can deliver and even develop the product and service both to better serve. Fashion is among the most commonly known phenomena of a social life. Not only the scientist's keen interest to it, but nonetheless people, who are still in contact with that in life today. In scientific and popular scientific literature, the fashion repeatedly

presented as the object of research, entering the sphere of interests of variable specialists: philosophers, historians, psychologists, artists, and technologists of apparel production and so on [3]. Fashion became not only a mirror of changes in society, but also the initiator.

Naturally, supply chain management in fashion industry invariably involves marketing as 'a powerful instrument of influence on consumers. The supply chain of fashion industry is keeps changing, especially for men and women's fashion. In Malaysia, industry is growing and receiving encouraging response from local and international hijab fans.

## 2. Literature Review

There are five independent variables in this study, including the need for uniqueness, self-concept, brand image, word of mouth, and perceived quality that can influence purchase intention towards status quo. In this stage of life, the consumer profiles changed as people became wealthier and having grown up with more choices and became smarter and more aware of the product they would buy. Customer will be looking more at the material and fabric the brand use. Every consumer has his own personal characteristics, especially when purchasing decisions are chosen and made [4]. This study also examined the need for uniqueness, self-concept, brand image, word of mouth and perceived quality that can influence young adults in Malaysia to purchase a status quo [5]. It also clearly states that a brand with a very high standard of fashion lifestyles has a positive relationship with the customer's demand for a fashion product that is related to consumer loyalty to subconscious consumers of fashion [6]. He even further explained that the newest level of fashion lifestyles in fashion design is important for consumers to repurchase the products of the brand if it meets their expectations and demands as a high standard of fashion lifestyles. Besides, consumers that are fashion consciousness have high possibility to buy expensive international brand products.

With a modern-day taste both for luxury, young generations increase their spending at premium-priced online luxury retailers. In order to look good in a popular and luxurious clothes brand, even at a high price. This is because the brand itself has good preferences and the image of the product is very important today for the customer in their everyday lives. They are also more confident and special if they wear a well-known or luxurious brand. There are many other unfamiliar products or brands on the market, but customers would only

like to satisfy their ego and status with the famous and luxury brand. The brand name and image of the brand could continue to attract the consumer to buy the product and keep the buying repeated. Results imply the value of global brands for the supposed high quality and prestigious international image of consumers [7]. An internationally well-established brand name can act as a "halo" constructs effects quality belief [8]. If a brand is perceived as globally available, it is likely that consumer's attribute superior quality to the brand, as such value is considered a prerequisite both for international acceptance [9].

Once the customer is loyal to a single brand, they are prepared to buy from the brand at any cost due to quality and material. If the brand is already known and has a superior name on the market, the consumer will also pay more or buy more. In the new world of globalization, young generations are much more influenced to look beautiful and to follow the latest trends and outfits so that they get the crowd's attention and actually look more interesting among friends. Particularly with the existence of social media, teens are now easily influenced to imitate the fashion of their favorite artists and influencers.

### 2.1 Need for Uniqueness

The word "single" means one of a "specific kind" of people who are encouraged to keep a sense of uniqueness in themselves and to project this unique true self on others [10]. Someone who has a greater need for uniqueness tend to want to be more different from others [9]. The need for uniqueness has now become a universal character for the young consumer group, as they have a greater responsibility to sort out uniqueness at some point in their lives [11]. In addition, it was suggested that the uniqueness of the products could give the consumer group the "cool" and "wow" effect. In previous studies, consumers with an extremely high need for uniqueness tend to have a high interest in new products and brands and are probably looking both for self-differentiating and non-dated products [12]. Clothing products are often used to show their unique self-image and social image for consumers who want to be different from others [13].

### 2.2 Self-Concept

Self-concept refers to how people are taking responsibility and for their own opinions, emotions, attitudes, attitudes and actions in their

interpretation of the business environment [14]. According to Kumar et al., [13], self- concept can be considered a feeling in which an individual think and feels different from others. Consumers often use certain products on the consumer market to represent their identity or personality, even though these products may not have much functional or tangible quality [13]. They can use clothing from certain brands, for example, to project their desired self among the people around them. Clothes could be a tool for self- expression [14, [15]. In addition, consumers tend to show a high interest in their clothes, especially when they are six concerned with their self- conception and social identity. The relationship between the self-concept of an individual and his interest in clothing was also supported in other studies [16].

### 2.3 Brand Image

Indeed, the brand image was described as a set of perceptions of both a reflected product in the memory of the consumer by the brand association [17]. The brand of an in marketing, product plays a big role. It helps to identify the product as a source of information with its unique characteristics [18]. Brand image creates a variety of values for consumers. It helps consumers to process product information, to distinguish one product from the other, to provide reasons for the purchase of the product, to generate positive feelings from the product and to form a basis for the extensive use of the product [19]. In addition, brand image can generate customer interest in a specific product or service offering. It was reported that the more consumers recognize the brand, the greater their interests.

### 2.4 Word of Mouth

Word of mouth (WOM) is defined as "any informal person-to-person process of communication between a perceived non-commercial communicator and a receiver concerning such a service, an organization, a brand or a product" [20]. It refers to some comments made to anyone about the good or bad experience of certain products or services. In other words, WOM is a sort of personal communication about a brand, product, or service. The sender of information has no commercial intention [21], the transmitted information may

influence another individual to purchase a certain product or service [20]. WOM has been considered as one of the most powerful forces in business as it plays a very influential role in seven consumers' decision making [22]. Companies such as Nestle, Loreal and Johnson & Johnson recognized WOM's credibility as a highly informal and persuasive tool for engaging the product with the customer [25]. Literature has indicated that WOM can influence consumers' attitudes, behaviors, expectations, and perceptions [23]. WOM influences consumer buying behavior especially when it creates one's interest in certain products [24]. Various studies have found a significant positive relationship between WOM and clothing interest [22].

### 2.5 Perceived Quality

The perceived quality refers to the consumer's assessment of the performance or superiority of a product instead of the product quality itself [26]. Consumers assess the quality of the game on the basis of intelligence and then form a faith in the product. The information indicators include extrinsic and intrinsic features in the product [26] [8]. The extrinsic characteristics include the reputation, brand image and pricing of the company, while the intrinsic characteristics refer to the physical characteristics of the product, such as product characteristics, specifications, design, size, shape, materials used and durability. When shopping for clothes, consumers usually create an interest in a certain type of clothes based on their sensory observation the look, touch and feel of clothes products. Past studies reported that consumers' interest is created on how they perceive the quality of the products [27]. Studies in the apparel industry have also found an important link between the perceived quality of customers and their interest in clothing [28]. Cham [9] found that the quality aspect of clothing will affect the interest of American and Japanese customers in the clothing.

### 2.6 Purchase Intention towards Status Quo

The term intention is traditionally defined as the precedent that stimulates and drives the purchase of products and services by consumers [29]. One of the most common approaches taken by marketers to understand the actual behavior of consumers is

to study their intentions [31]. The existence of a strong correlation between these two constructions has been demonstrated. They therefore argue that the purchase intention is an alternative to measuring the purchasing behavior of consumers. The intention of consumers towards a behavior has therefore remained the focus of well-known theories such as the theory of reasoned action (TRA). This claim is also supported by Jin [31] that motivates and influences the behavior of consumers. It shows to a greater extent how hard consumers are willing to try and how much effort they intend to make to perform a respective behavior. According to them, the likelihood that individuals will perform a particular behavior depends largely on the strength of their intentions. If the intentions of performing certain behaviors are strong, there are higher probabilities of performing the respective behaviors of purchase intention as the research questions, hypotheses and model developed belows:

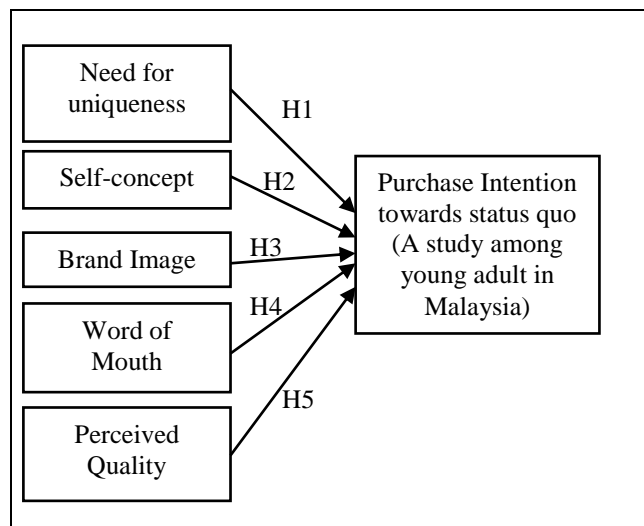
RQ1: How need for uniqueness may affect customer's purchase intention?

RQ2: How Self-concept may affect customer's purchase intention?

RQ3: How Brand imagines can influence customer's purchase intention?

RQ4: How word of mouth can influence the customer purchase intention?

RQ5: How perceived quality may influence the customer purchase intention toward status quo?



**Figure 1.** Theoretical Model of the Purchase Intention

### 3. Research Method

#### 3.1 Data Collection

The researcher's population is young adults staying in the Klang Valley area of Malaysia. It has also attracted many young adult consumers due to the availability of employment opportunities and its strategic location for universities and colleges. A quota sampling was employed to collect data from a total of 100 young adult shoppers, evenly spread among shopping malls with 100 respondents. Questionnaires were distributed to the target respondents using the mall intercept method and completed questionnaires were personally collected on-site by the researcher during the survey period. Personal surveys are considered an effective method for improving response rates and reducing any uncertainty and to create a co-operative atmosphere among the target respondents [31]. In this study, the sampling technique is divided into two probability sampling and unlikely sampling techniques. Sampling of probability is simple random sampling, systematic sampling, stratified sampling and cluster sampling. Sampling technique that researcher use in this research is convenience sampling. According to Zeithaml,[32], convenience sampling allows the information to be collected from member who is conveniently available to answer it and this sampling technique is often used in research because it allows the researcher to gain information effectively and quickly. The sample

size can be defined as the sample to represent the target population accurately.

The sample size is generally small due to the nature of qualitative research. Zeithaml, [32] suggested that a sample size between 30 and 500 should be used based on the ruling thumb thus based on the suggestion. The sample size set is 100. The method of collecting data is based on questioning the respondents. A variety of questions concerning behavior, intentions, attitudes and demographics are asked to respondents. In this research method, indeed the survey method could be obtained mostly by electron, which is e-mail, face to face and by phone. A list of e-mail addresses was obtained to further conduct an e-mail survey. The email has been sent via the Internet. As already stated, data were collected by using a quantitative research method. The method for collecting data and in this research uses questionnaires mainly somewhat from previous research.

### 3.2 Measures

The research questionnaire comprised of closed questions or Likert Scale questions. A structured questionnaire, Likert scale is used to gather respondents' feedback for except for demographic section. The Likert scale used in this research for need for uniqueness, self-concept, brand image, world of mouth, and perceived quality influences purchase intention towards status quo were in use five-point Likert scale with "1" indicating "strongly disagree" and "5" Setting out "strongly agree". Need for uniqueness, self-concept, brand image, world of mouth, and perceived quality really important to influence purchase intention towards status it ranges "strongly disagree" to "strongly agree". The source of instruments is taken from the existing literature review on Likert scales as stated.

## 4. Results and Discussion

Using convenience sampling techniques, 100 usable questionnaires were collected from young adults' buyers in Malaysia who often purchase internationally branded apparel. Survey conducted to further determine the factors that influence but the interest in purchasing international branded apparel items in Malaysia for status quo. Table 1 showed the frequency percentage of respondent's demographics profile of research.

**Table 1.** Frequency Percentage of respondent's Demographic Profile

Demographics	Description	Frequency	Percent ages (%)	Total
Occupation	Student	69	65.1%	100
	Professional	7	6.6%	
	Private	24	22.6%	
How often do you go shopping?	Monthly	67	63.2%	100
	Weekly	17	16.0%	
	Every six month	12	11.3%	
	Once a year	4	0.8%	
Have you purchase an item of branded clothing in the last 12 month?	Yes	84	81.1% <sup>1</sup>	100
	No	14	3.2%	
If you answer yes, choose the name of the brand/brands you have recommended	Zara	15	14.2%	100
	H&M	43	40.6%	
	UNIQLO	21	19.8%	
	Mango	5	4.7%	
	Topshop	2	1.9%	
	Others	14	13.2%	
Gender	Male	34	32.1%	100
	Female	66	62.3%	
Age	13-20	10	9.4%	100
	21-30	85	80.2%	
	31-40	5	4.7%	

From the results, it is shown that the mean of perceived quality is the highest, which is 4.27. Then followed by Brand Image 4.06, need for uniqueness 3.80, self-concept 3.72, word of mouth 3.67, and the lowest is purchase intention towards status quo 3.49. As standard deviation, a low value indicates that the data tend to be very close to mean: while a high value indicates that the data points are spread out over range of values [32]. Satisfaction has value of 0.737 and the value is very close to it mean compared to other variables. This shows that the respondents are strongly agreed and more influences towards perceived quality compared to other variables.

**Table 2.** Summary of Descriptive Statistics

Descriptive Statistics				
	N	Mean	Std. Deviation	Rank
Need For Uniqueness	100	3.80	.974	3

Self-Concept	100	3.72	.986	4
Brand Image	100	4.06	.827	2
Word Of Mouth	100	3.67	.877	5
Perceived Quality	100	4.27	.737	1
Purchase Intention Towards Status Quo	100	3.49	.849	6
Valid N (list wise)	100			

Correlation analysis was conducted to also demonstrate that the total variables involved in the research occur at same time [32]. Several analyses can be performed to test the total variables and perhaps the most famous methods were the Pearson correlation and even linear regression method. Pearson correlation is denoted by the letter  $r$  and it describes both strength and direction of a relationship. Identified by the  $+$  or  $-$ , they literally represent the direction of the relationship which the positive  $r$  indicates direct relationship and negative  $r$  indicates indirect relationship'. According to Zeithaml [32], the Pearson correlation's  $r$  figures the following denomination can be defined. Table 3 showed the Summaries of Correlation and Regression.

**Table 3.** Summaries of Correlation

No.	Variables	Correlation Coefficient	Relationship Justification
H1	Need for uniqueness has usability significant relationship with purchase intention towards status quo	.398**	Weak relationship
H2	Self-concept has usability significant relationship with purchase intention towards status quo	.431**	Moderate
H3	Brand Image has usability significant relationship with purchase intention towards status quo	.677**	Moderate
H4	Word of mouth has usability significant relationship with purchase intention towards status quo	.624**	Moderate
H5	Perceived quality has usability significant relationship with purchase intention towards status quo	.545**	Moderate

**Table 4.** The result for summary of hypothesis testing

No.	Hypothesis	Significance	Result
H1	There is a significant relationship between need for uniqueness and purchase intention towards status quo	No Significance	Not Supported
H2	There is a significantly influence of self-concept and purchase intention towards status quo	No Significance	Not Supported
H3	There is a significant relationship between brand image and purchase intention towards status quo	Significance	Supported
H4	There is a significantly relationship between word of mouth and purchase intention towards status quo	Significance	Supported
H5	There is significant relationship between perceived quality purchase intention towards status quo	Significance	Supported

Researchers discuss information research methods, including frequency analysis, description and correlation analysis. The hypotheses will be acknowledged or dismissed in light of the regression analysis. The findings of correlations show that Need for uniqueness and purchase intention towards status quo are .398\*\*. This also shows the relationship between the need for uniqueness and purchase intention towards status quo is supposed just want to be weak within both variable factors. The results for regression coefficients demonstrate the need for uniqueness or the intention to purchase status quo does not have a significant amount of .795.

Self-concept and purchase intention towards status quo the findings show self-concept and purchase intention towards status quo are .431\*\*. This shows the relationship between self-concept and purchase intention towards status quo is said to have been moderate for both variables within the factors. The findings for regression coefficients show self-concept and purchase intention towards status quo has no significant amount of 0.63.

Brand image and purchase intention towards status quo the finding show brand image and purchase intention are .677 this confirmed that perhaps the relationship between the brand image and the intention to purchase status quo is moderate in both variables. Again, the discovery both for regression coefficients shows the image of the brand or the purchase intention toward the status quo.

Word of mouth and purchase intention towards status quo the finding show word of mouth

and purchase intention are .624. This suggested that perhaps the relationship between word of mouth or intention to buy the status quo is moderate in both variables. The finding for regression coefficients shows word of mouth and purchase intention towards status quo has a significant amount .006.

Perceived quality and purchase intention towards status quo finding show perceived quality and purchase intention is .545. It was suggested that the relationship between the perceived quality or the status quo of purchase intention is moderate in both variables. The finding for regression coefficients shows perceived quality and purchase intention towards status quo has a significant amount .0.23.

Hence, this study will add worthy information on the status quo of consumers towards the implication to the entrepreneurial, government and industry players in terms of the information of the guideline for them to gain knowledge and involve in the consumer market of branded item as a whole.

## 5. Conclusion

This research will comprehensively improve the consumers purchase intention towards status quo of international branded apparel among young adult in Malaysia. This study was responded by 100 respondents selected among young adult in Malaysia. Indeed, the present study has amounted to the practical and theoretical implications. In terms of theoretical implication, it can add the knowledge to the literature review on the independent variables which are word of mouth, self-concept, brand image, need for uniqueness and perceived quality. For the practical purpose, this education might help the company in Malaysia perhaps in the fashion industry to identify which factors can purchase intention towards status quo. Indeed, the information the researcher provided could encourage the company in fashion to apply strategy to enhance their market or output. Besides the study's involvement, current research may have its limits in cooperation, the data coverage around Malaysia is wide, where it really took a lot of time to gather information for a company that has been involved in Malaysia's fashion industry, because as the matter is private and confidential or the journal on past research is also limited. To overcome these limitations, future research has been proposed on the very same subject for better understanding. The future directions of this research will definitely focussing on the influence of the variables of status quo of consumer purchase intention in terms of the

advancement of the use of technology in supply chain management that could enhanced the credibility and responsibility of practitioners, government and international branded apparels industry as whole. Lastly, the practical contribution and future research of this study will be able to explore more on the effect of social factors on entrepreneurial intention among consumers status quo purchase intention too. Researchers believe that the supply chain management of consumers branded apparel items will involve in entrepreneurship not only influenced by their close friends and families but also from the successful international entrepreneurial of branded item.

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