

**CONSUMER PREFERENCE AND OUTCOME OF PURCHASE  
DECISIONS ON BRANDED AND NON-BRANDED  
PERFUMES**

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## **ABSTRAK (MALAY)**

### **Keutamaan Pengguna dan Hasil Keputusan Pembelian Minyak Wangi**

#### **Berjenama dan Bukan berjenama**

Negara-negara ASEAN mempunyai iklim tropika di mana keadaan yang panas dan lembap sepanjang tahun. Secara purata, Malaysia menerima sebanyak 6 jam cahaya matahari sehari. Dalam keadaan cuaca panas, peluh yang bergabung dengan bakteria pada kulit boleh menyebabkan bau badan yang tidak menyenangkan kepada manusia. Ini menjadikan permintaan untuk minyak wangi yang lebih besar di Malaysia. Tujuan kajian ini adalah untuk mengenal pasti ciri-ciri pembelian yang mempengaruhi keputusan pembelian minyak wangi berjenama dan tidak berjenama. Berdasarkan kajian literatur, lima peramal ciri-ciri pembelian dimasukkan ke dalam kajian yang boleh mempengaruhi keputusan pembelian pada minyak wangi berjenama dan tidak berjenama adalah imej kedai (SI) , rangka mesej (MF), kualiti dilihat (PQ), ciri-ciri skim (SC) dan norma subjektif (SN). “Rangsangan - Organisma – Tindak balas” (SOR) model telah digunakan untuk menerangkan kajian di mana ciri-ciri beli adalah rangsangan (S), tabiat sebagai organisma (O) dan keputusan membeli sebagai tindak balas (R). Kajian ini adalah satu kajian yang menggunakan kaedah tinjauan soal selidik utama. Sejumlah 164 jawapan diterima daripada kaedah tinjauan soal selidik. Daripada 164 responden, 81 (49.4 %) gemari minyak wangi berjenama dan 83 (50.6 %) minyak wangi tidak berjenama pilihan. Objektif kajian ini adalah untuk menyiasat sama ada ciri-ciri pembelian mempengaruhi keputusan pembelian pada minyak wangi berjenama dan tidak berjenama dengan tabiat sebagai pengantara. Hasil kajian menunjukkan bahawa rangka mesej (MF), kualiti dilihat (PQ) dan ciri-ciri skim (SC) mempengaruhi keputusan pembelian pada minyak wangi.

Hal ini menguatkan model S-O-R dalam meramalkan kelakuan pembelian pengguna Malaysia. Hasil kajian ini mendedahkan seterusnya bahawa pengguna Malaysia sama rata menggunakan minyak wangi tanpa mengira jantina. Kajian ini menyumbang kepada model pengurusan lanjutan S-O-R di mana tabiat telah diperkenalkan sebagai organisma dan ia menghubungkan ciri-ciri pembelian dan membeli keputusan minyak wangi dengan jenama sebagai moderator. Tambahan pula, kajian ini adalah berkaitan dengan Perniagaan kepada Pengguna (B-C) dan oleh itu hasil kajian itu mempunyai implikasi langsung kepada kedua-dua pengeluar dan pengguna di Malaysia. Pengguna perlu mengutamakan kualiti, pelabelan dan pembungkusan produk minyak wangi sebelum membeli supaya ia adalah bernilai untuk wang. Pengeluar perlu memberi fokus kepada mengekalkan kualiti, pelabelan yang menarik dan sebanduk pengiklanan menarik untuk bertahan dalam industri minyak wangi. Oleh itu, penyelidikan ini boleh dilihat sebagai ‘Win -Win Strategi’ untuk kedua-dua pengeluar minyak wangi dan pengguna.

## **ABSTRACT**

### **Consumer Preference and Outcome of Purchase Decisions on Branded and Non-branded Perfumes**

The ASEAN countries are having a tropical climate where the condition is hot and humid throughout the year. On the average, Malaysia receives about 6 hours of sunshine per day. In such a hot weather conditions, the sweat combined with the bacteria on the skin may create unnecessary body odour to human. This makes the demand for perfume to a larger extend in Malaysia. The purpose of this study is to identify the purchase characteristics which influencing the purchase decisions on branded and non-branded perfumes. Based on the literature review, the five predictors of purchase characteristics included in the study which may influence the purchase decisions on branded and non-branded perfumes are store image (SI), message framing (MF), perceived quality (PQ), scheme characteristics (SC) and subjective norms (SN). The Stimulus-Organism-Response (S-O-R) model was used to explain the study where the purchase characteristics are stimulus (S), habits as the organism (O) and purchase decisions as the response (R). The present research is a cross-sectional study uses primary survey questionnaire method. A total of 164 responses received from the survey questionnaire method. Out of 164 respondents, 81 (49.4%) favoured branded perfumes and 83 (50.6%) preferred non-branded perfumes. The objective of this study is to investigate whether the purchase characteristics influence the purchase decisions on branded and non-branded perfumes with habits as mediating. The results showed that message framing (MF), perceived quality (PQ) and scheme characteristics (SC) influences the purchase decisions of perfumes. The

result strengthens the S-O-R model in predicting Malaysian consumer's purchase behavior. The findings of this study further reveals that Malaysian consumers equally use perfumes regardless of gender. This study contributes to the extended management model of S-O-R where habits were introduced as the organism and it links the purchase characteristics and purchase decisions of perfumes with brand as the moderator. Furthermore, this study is related to Business to Consumers (B-C) and therefore the findings of the study have direct implications to both manufacturers and consumers in Malaysia. The consumers should give priority for quality, labeling and packaging of the perfume products before purchasing so that it is value for money. The manufacturers should focus on maintaining the quality, attractive labeling and catchy advertising banners to sustain in the perfume industry. Hence, the present research could be viewed as "Win-Win Strategy" for both perfume manufacturers and consumers.

# CHAPTER 1

## INTRODUCTION

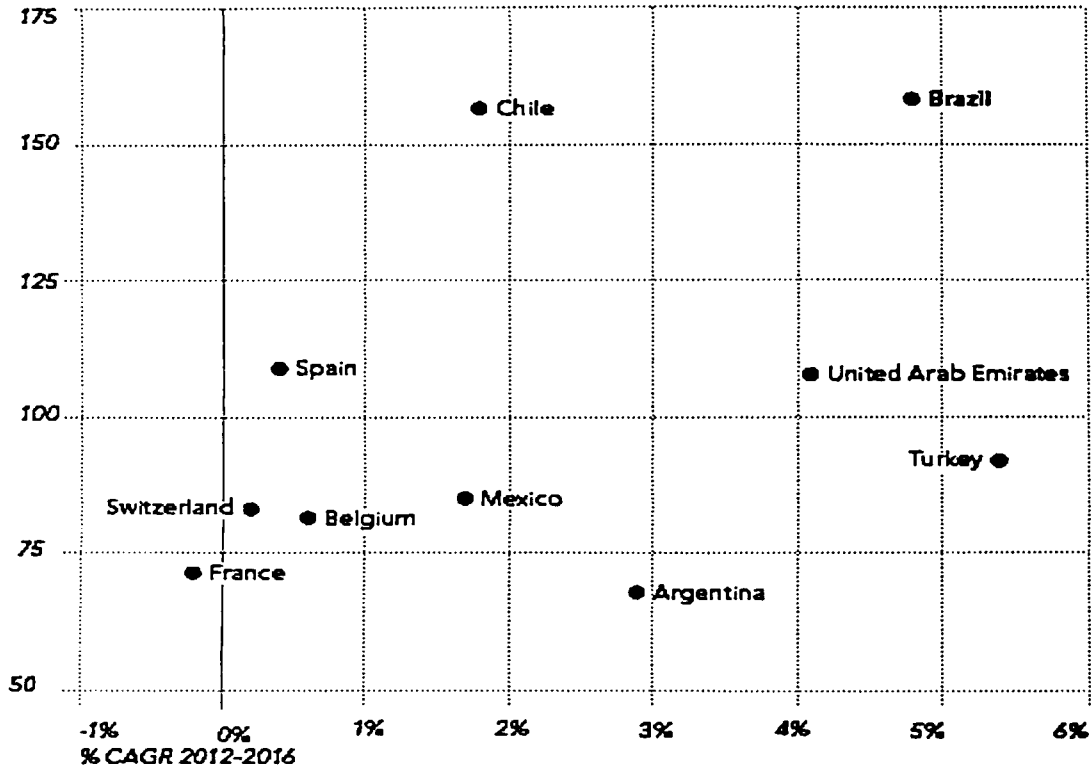
### 1.1 Introduction

The importance of cosmetics industry worldwide leads to the formation of ASEAN Harmonized Cosmetic Regulatory Scheme (AHCRS) in 2003. The formation benefits about 500 million consumers in providing a variety of safe cosmetic products (Asean Cosmetics Association, 2014).

ASEAN Cosmetic Directives defines a cosmetic product shall mean “any substance or preparation intended to be placed in contact with various external parts of the human body or with teeth and the mucous membranes of the oral cavity, with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and/or correcting body odours and/or protecting them or keeping them in good condition” (Ministry of Health Malaysia, 2014). Thus, perfumes are in the category of cosmetics.

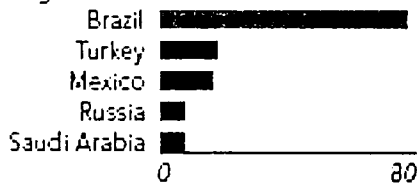
The Passport Fragrances Global (2014) reported that the global future fragrances drivers are the smaller premium sizes and Brazil is in the lead. The comparison of leading top ten countries for perfumes in the world can be seen in Figure 1.1. for projected estimation of % CAGR from 2012 to 2016.

**Brazil Leads Global Fragrances Consumption**  
**Top 10 Fragrance Countries in the World**  
 per capita volume (ml) in 2012, % CAGR 2012-2016  
 Per capita 2012 (ml)



**Leading Countries**

Glass Consumption in Fragrances  
 million units growth 2012-16



**Smaller Premium Sizes Win**

Global Fragrances in Glass  
 unit volume 2012-16 by size band

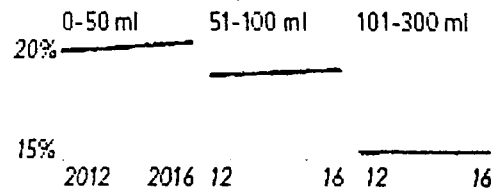


Figure 1.1.: Global Comparison of Future Fragrance Drivers- Smaller Premium Pack Sizes and Brazil

Source: Passport Fragrances Global (2014).

Despite that, the GDP in Southeast Asia is expected to grow about 7% every year for the next decade (Nielsen, 2014). Meanwhile, the cosmetic industry in Malaysia is having a rapid annual growth rate which is at 13% and has been one of the world's leading industries (Eze et. al., 2012).

Malaysians spend approximately US\$500 million on cosmetic products annually. The local cosmetics together with toiletries market is valued at about RM3 billion or US\$800 million (Eze et al., 2012). The Compound Annual Growth Rate (CAGR) for fragrances is about 4% in both constant value and volume terms. Apparently this is due to higher purchasing power resulted in more consumers looking for premium skin care products, fragrances and colour cosmetics in 2012 (Beauty and Personal Care, 2013).

## **1.2 Background of the study**

According to San et al., (2012), Malaysian consumers prefer to use imported cosmetic products. The rapid growth of beauty and health market in Malaysia and around the globe (Eze et al., 2012) leads the international players to be established both internationally and locally due to strong brand reputations. The rising disposable incomes amongst Malaysians help to boost the demand for fragrances (Beauty and Personal Care, 2013).

The cosmetic products in Malaysia are sold through supermarkets, department stores, pharmacy, direct sales and specialty stores (San et al., 2012). However, department stores remained the main distribution channel for cosmetic products in 2012 because of the strong shares from premium fragrances and skin care products (Beauty and Personal Care, 2013).

Mostly cosmetics items are linked with female and vary to age groups, nature of career, and also the geographical factors where they are living in (Mansor et al., 2010). Apart from that, consumers in Malaysia were increasingly open to the other options available in the market, for instance Enchanteur and Silkygirl are becoming strong competitors to Avon within mass women's fragrances, due to the launch of more variants (Beauty and Personal Care, 2013).

According to the recent studies, it show that men aged between 18-34 shop considerably more than older men in retail channels and that those aged 16-24 are more openly shopping for health and beauty aids than in the past years (Coley & Burgess, 2003; Souiden & Diagne 2009).

With the increase in men's grooming needs will boost demand in male-related cosmetic products as companies will also engage well-known stars as brand ambassadors (Beauty and Personal Care, 2013). The changes in social and technology can be seen through consumer behaviour where women and men are equally involved in the practices of consumption (Sturrock and Pioch, 1998; Souiden & Diagne 2009).

According to Souiden and Diagne (2009), women's behaviour is generally thought as being more emotionally and psychologically rooted than men, suggesting that men are less susceptible to impulse purchasing. Besides that, the beauty industry has undertaken different studies and developed different strategies to further boost this change in men's attitude and behaviour (Weber and de Villebonne, 2002; Souiden & Diagne 2009 ).

### **1.3 Problem statement**

The ASEAN countries are having a tropical climate where the condition is hot and humid throughout the year. Malaysia naturally has abundant of sunshine which actually leads to the solar radiation. On the average, Malaysia receives about 6 hours of sunshine every day. Furthermore, the average temperature ranges from 20°C to 30°C on an average throughout the year (Malaysian Meteorological Department, 2014). In such a hot weather conditions, the sweat combined with the bacteria on the skin which creates unnecessary body odour to human beings. This scenario creates uncomfortable feeling to make public appearances. Thus, the perfume industry is having huge demand to upbeat the issue. The purpose of cosmetics since the ancient time to date is to enhance the appearance and has not changed as cosmetics is designed to capture the appearance of looking healthy, clean and attractive (San et al., 2012).

In today's world, the care for self appearance is becoming extremely important. The rapid growth for personal care products in Malaysia is highly in demand and perfumes are one of it. Perfumes and eau de Cologne listed under the category of cosmetic products (Ministry of Health Malaysia, 2014). Perfumes used to be a very luxurious product and the low income earners would not be able to afford it before. Besides that, perfumes are becoming a very popular choice of product as a gift for others on special occasions and also during festive seasons. It can be clearly seen that from being something of non-essential and frivolous, perfumes have emerged as an essential product for daily usage.

Nowadays, people view cosmetics as a necessity and not as a materialistic ends (Eze et al., 2012). Besides that, cosmetic is believed to be one of the elements that bring out the attractiveness of ones and it becomes a trend for daily usage (Mansor et al., 2010). Recently, Malaysian consumer are showing a growing desire for beauty and grooming, as a result of a rising level of awareness about personal appearance (Beauty and Personal Care, 2013). The world of perfumes starts to witness the entry of new designers, pop music, and movie superstars making a dent in the emerging perfume industry.

The varieties of choices are available for men's and women's fragrances in Malaysia causes shift in trend since new users to fragrances might start with mass fragrances, and trade up to premium fragrances if they like using these products (Beauty and Personal Care, 2013). It is also an important thing to highlight that those youths or teenagers are more prone to keep up with their self- images (Mansor et al., 2010). This can be seen when celebrity-inspired fragrances takes place in Malaysian market in 2012 which associates the celebrities images like Lady Gaga Fame, the first ever black eau de parfum, and Someday by Justin Bieber. Apart from that, for the brand conscious consumers are targeted for fragrances manufactured by luxury accessories and apparel brands, such as Bvlgari, Gucci and Marc Jacobs (Beauty and Personal Care, 2013).

This research uses the S-O-R model to explain the factors influencing the purchase decisions of perfumes by Malaysian consumers. The study relates to Business to Consumers (B-C) and not Business to Business (B-B). Thus, it could be viewed as “Win-Win Strategy”. Since the perfume industry is primarily consumer driven industry it is important to the market condition and caters the needs and wants of consumers. Currently on the global radar are low penetration markets in Asia. The untapped market opportunities become the main focus of large international players.

#### **1.4 Research objectives**

Though there are many factors that influence the purchase characteristics of perfumes, this study was conducted to explore stimulus factors on consumer's purchase decisions of perfumes with branded and non-branded as the moderator. Thus, the objectives of this study are as below:

1. To investigate whether the purchase characteristics (store image, message framing, perceived quality, scheme characteristics and subjective norms) influence positively on habits of using perfumes.
2. To examine the direct positive effect of habits of using perfumes on the purchase decisions of perfumes.
3. To explore the positive influence of the purchase characteristics on the purchase decisions of perfumes.
4. To determine whether habits mediates the relationship between purchase characteristics and purchase decisions of perfumes.
5. To analyse the moderating effect of branded and non-branded perfumes in the relationship between purchase characteristics and habits of using perfumes.

### **1.5 Research questions**

Based on the research objectives, the questions below are to be answered:

1. Do the purchase characteristics (store image, message framing, perceived quality, scheme characteristics and subjective norms) positively influence on habits of using perfumes?
2. Does habits of using perfumes effect on the purchase decisions of perfumes?
3. Do the purchase characteristics have an effect on the purchase decisions of perfumes?
4. Does the habit of using perfumes mediate the relationship between purchase characteristics and purchase decisions of perfumes?
5. Do the branded and non-branded perfumes moderate the relationships between purchase characteristics and habits of using perfumes?

## **1.6 Definition of key terms**

In order to generate better understanding among the readers, key terms in this research are defined specifically and further explained in this section.

### **Purchase Characteristics**

Purchase characteristics for the current study means the determinants of purchase of perfumes. The constructs included are store image, message framing, perceived quality, scheme characteristics and subjective norms. These are the independent variables for the study.

### **Store Image**

Store image refers to the way the store was defined in consumers' mind and their perception of the favourite stores attribute (Martineau, 1958).

### **Message Framing**

Message framing refers to the message transferred to consumers through words or pictures when providing information about a product (Chong & Druckman, 2007).

### **Perceived Quality**

Perceived quality is the consumers overall judgement towards a product's excellence or superiority (Zeithaml, 1988)

### **Scheme Characteristics**

Scheme characteristics are those concerned with the depth of the promotions, packaging, and special features offered in a product (Iranmanesh et. al., 2013).

### **Subjective Norms**

Subjective norms are friends, relatives and closed ones influence on consumers' purchasing behaviours (Ajzen & Fishbein, 1977; Ajzen, 1991)

### **Habits of using perfumes**

Habits of using perfumes refers to the consumer's minimal usage of the cognitive effort when performing a particular behavior which is like using perfumes on a regular basis (Bamberg, Ajzen & Schmidt, 2003).

### **Purchase decisions of perfumes**

Purchase decisions of perfumes refers to the consumers' purchase of perfume products (Wu et. al., 2011)

### **Brand**

Brand image refers to how the consumers' visualise the product offerings in terms of symbols and image (Dobni & Zinkhan, 1990).

\*Branded means well-known brand while non-branded stands for generic brand for this research purpose.

### **1.7 Significance of the study**

The contribution of this study is that it relates to Business to Consumers (B-C) and not Business to Business (B-B) and this makes it as a “Win-Win Strategy” for both consumers and also the manufacturers. This is due to the fact where it directly implies to both manufacturers and consumers in Malaysia.

Perfume industry is primarily consumer driven industry and it is important for the manufacturers to know present market condition in order to cater the needs and wants of Malaysian consumers. Hence, this study is important to understand the consumer’s purchase behaviors on perfumes. The marketer also could understand the market segmentation which can make them to be more competitive and to utilize the target market wisely. It also helps the manufacturers to adopt the most appropriate strategies to gain the targeted profit.

Besides that, it acts as a key track to industry trends and opportunities for marketing, branding, strategy and market development, sales and supply functions. On top of that, this study helps the consumers to make a wise decision when purchasing perfumes so that it is worth for the money. Another contribution of this study is that it helps to bridge the gap in the already existing literature by connecting the purchase characteristics to purchase decisions on perfume products.

On top of that, this study uses the S-O-R model to explain the factors influencing the purchase decisions of perfumes by Malaysian consumers. Thus, it contributes to the extended management model of S-O-R where habits of using perfumes were introduced as the organism (O) where it links the purchase characteristics and purchase decisions of perfumes. In fact, this is a very new application to the S-O-R model.

Not only that, brand was introduced in this study where it was never been tested before on the habits of using perfumes. In addition to that, this study is on purchase decisions of perfumes and not the purchase intentions which is also a very significant contribution.

## **1.8 Organization of the remaining chapters**

This thesis paper is organized into five chapters. After the first chapter, the rest of the chapters are as in the following order.

**Chapter 2** – Chapter two is started with the introduction of the chapter, literature review on perfumes and consumers purchase behaviour. Next, the concepts that will be used throughout this study are defined. The theoretical framework will presented together with the hypothesis of this study. Besides that, all the related variables will be discussed in this chapter.

**Chapter 3** - Chapter three is started with the illustration of the research design, study setting, unit of analysis, sampling method, method of data collection, time horizon of study, measurements, statistical data analysis and the summary for chapter three.

**Chapter 4** – In Chapter four, the result of findings, which regards to the statistical analysis, path analysis, hypotheses testing and later the summary of the outcome that is done to test the relationship of the variables.

**Chapter 5** – In Chapter five, the discussion on the research findings, practical implication of the study, limitation and direction for the future study will be discussed. Finally, the conclusion for this research will be made.

### **1.9 List of acronyms included in the study**

AVE	Average Variance Extracted
CAGR	Compound Annual Growth Rate
DV	Dependent Variable
IV	Independent Variable
MV	Mediating Variable
MoV	Moderating Variable
PLS	Partial Least Square
SEM	Structural Equation Modelling
S-O-R	Stimulus-Organism-Response Theory
SPSS	Statistical Package for Social Science
TPB	Theory of Planned Behaviour

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter contains the review of previous literature research which is related to the present study. This gives an overview of the identification of the factors which might influence the purchase decisions of perfumes. Besides that, the theoretical framework and the hypotheses development is further discussed in this chapter.

#### **2.2 Overview of perfume industry**

Perfumes are made up of essential oils which is called 'juice' where it decides that whether a fragrance is an Eau de Parfum (EDP), Eau de Toilette (EDT), or an Eau de Cologne (EDC). Meanwhile the the highest concentration of 'juice' is in Eau de Parfum followed by Eau de Toilette, and finally Eau de Cologne. Alcohols are added to allow the perfumes to radiate the fragrance from human skin as it evaporates (Babcock and Bruesch, 2012).

According to Souiden and Diagne (2009) changes have occurred in the market to the extent that men have become key consumers for several beauty companies. Once, it used to be that woman's job to shop cosmetic products for men but not in today's world.

Interestingly, now men are more likely to purchase their own personal care items and actively involved in shopping activities while maintaining their masculine identity (Loo-Lee et. al., 2005; Souiden & Diagne, 2009). It is also an interesting piece of information to get to know that, consumers use brands to differentiate, create or communicate their self-image or status which shows their pride (Escalas & Bettman, 2003; O' Cass & Frost, 2002; Akir, & Othman, 2010).

According to Delbo (2011), the Chinese perfume markets are occupied with luxury brands in main cities only as most of the consumers could not afford luxury perfumes. This is because of the low income and expensive branded perfumes. Meanwhile, in France, the perfumes industry is in innovating stage for upgraded versions of perfumes (Beauty and Personal care, 2013). It also stated that, the consumers in France are convenient to transport.

Research also sheds light on gender differences has been quite extensive in the context of consumption-related behaviour (Souiden & Diagne 2009). However, several studies were only focused on the effect of gender on appearance related attitudes and behaviours (Burton et. al., 1995; Souiden & Diagne 2009)

### **2.3 Meta-analysis of consumer purchase behaviours**

The main aim to conduct meta-analysis is to organize the existing research so that the strength and the weakness of a certain factors can be evaluated (Amos, Holmes & Keneson, 2013).

An amalgamation of the consumers purchasing behaviors in the literature generated thru meta-analysis. In addition to that, meta-analysis presented in this research provides a broader knowledge of the past findings and establishes a clear path for the present and future studies.

The different product categories were chosen to be included in the meta-analysis in order to be able to compare with the present study which is on perfumes. Table 2.3.1 provides the much needed aspect of a study which includes the author, subject, variables involved, country of the study, method, sample size and findings on the past literature about consumer purchasing behaviours.

**Table 2.3.1 Meta-analysis of literature on consumer purchasing behaviours**

Author	Subject	Variables	Country	Method/ Sample Size	Findings
Sadeghi and Ghaemmaghai (2011)	Fragrances /perfume	Brand perceptions, feelings and purchase decision	Iran	Structural equation modeling (SEM) /  148 respondents	<ol style="list-style-type: none"> <li>1) Significant relationship between the product feature and feeling during purchase</li> <li>2) significant relationship between the brand perception and the purchase decision</li> </ol>
Fah, Foon, and Osman (2011)	Perfume	Advertising appeals, tendency to spend, perceived social status and materialism	Malaysia	Statistical Package for Social Science (SPSS) /  120 respondents	<ol style="list-style-type: none"> <li>1) Those consumers willing to spend money on perfume product had high level of advertising appeals, perceive social status, materialism and moderate level of tendency to spend.</li> </ol>
Lenochová et. al. (2012)	Fragrance	Attractiveness, pleasantness and intensity	Austria, Czech Republic	ANOVA /  99 response	<ol style="list-style-type: none"> <li>1) Positive effects of perfume on body odor perception</li> <li>2) odor mixture of an individual's body odor and their preferred perfume perceived as pleasant than blend of the same body odor with randomly-allocated perfume</li> </ol>

Author	Subject	Variables	Country	Method/ Sample Size	Findings
Alonso and Marchetti (2008)	Luxury fragrances	Values, benefits and attributes	Brazil	SPSS 15.0, Latent Gold 3.0, Associated Pattern Technique (APT) / 240 respondents	<ol style="list-style-type: none"> <li>1) Ambiguity and complexity involved in the occasional consumption of luxury items</li> <li>2) attributes like packaging and high price understood to be indicators of quality</li> </ol>
Sadeghi, Tabrizi, and Noroozi (2011)	Perfume	Feelings, brand perception and purchase decision	Iran	Structural equation modeling (SEM) / 148 respondents	<ol style="list-style-type: none"> <li>1) Direct significant relationship between the product feature and feeling during purchase.</li> <li>2) direct significant relationship between the promotion and feeling during purchase</li> <li>3) direct significant relationship between the brand perception and purchase intention</li> </ol>
Borgave and Chaudhari (2010)	Perfumes	Attitudes and buying preferences	India	SPSS/ 120 respondents	<ol style="list-style-type: none"> <li>1) Males and females in the targeted age (20 - 25years) are buying in similar pattern</li> <li>2) main factors influencing buyers are price and celebrity brand.</li> <li>3) Brand loyalty is not found significant.</li> </ol>

Author	Subject	Variables	Country	Method/ Sample Size	Findings
Tariq et. al. (2013)	Fast Moving Consumer Goods (FMCG)	Brand image, quality, knowledge, involvement, attributes, brand loyalty and purchase intentions	Pakistan	SPSS version 16/ 362 individuals	1) Determinants of consumers purchase intentions have a positive association with purchase intentions
Erasmus, Donoghue and Dobbstein (2014)	Household appliances	Demographic characteristic, gender, age and education	South Africa	ANOVA/ 461 respondents	1) gender comparison shifted the focus to different product categories than age, income and level of education comparisons. 2) demographic characteristics are important in media communication and consumer facilitation.
Ilicic and Webster (2011)	Generic product categories	Attachment, attitude, brand attitude and purchase intention.	Australia	Factorial design/ 237 participants	1) Strong attachment to a celebrity encourages positive attitude towards the advertisement and brand

Author	Subject	Variables	Country	Method/ Sample Size	Findings
					<p>2) significant interaction effect for purchase intention, leads attachment and endorsements influence purchase</p>
Akir and Othman (2010)	Detergent, instant coffee, instant noodles, branded perfume, personal computer, fashion clothing	Purchase behaviour, repurchase intention, quality, price, brand name, product information, Interpersonal Influence, Demographic Variables	Malaysia	Statistical Package for Social Sciences (SPSS) version 12.0./ 500 respondents	<p>1) Purchasing high involvement products regarded as a very important decision in comparison to purchasing low involvement products</p> <p>2) quality, price, brand name and product information had significant direct relationship on repurchase intention for high involvement products</p> <p>3) influence of significant others (spouses, siblings, family members, friends, and the like) did not significantly affect repurchase intention</p>

Author	Subject	Variables	Country	Method/ Sample Size	Findings
Zhang and Kim (2013)	Luxury fashion goods	Fashion innovative-ness, social comparison, materialism, brand consciousness, fashion involvement attitude, purchase intent	China	Structural equation modeling (SEM) /  161 respondents	<ol style="list-style-type: none"> <li>1) Brand consciousness, social comparison and fashion innovativeness have significant impact on attitude towards purchasing luxury fashion</li> <li>2) purchasing intention for luxury fashion goods was affected by attitude towards buying luxury fashion goods</li> </ol>
Overby and Lee (2006)	Online retailers of books, music, and electronics	Intentions, preference, utilitarian value and hedonic value	Online survey (US)	AMOS 4.01/  817 responses	<ol style="list-style-type: none"> <li>1) Utilitarian value is more strongly related than hedonic value to preference towards the Internet retailer and intentions and that shopping frequency can play a moderating role</li> </ol>