YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

EFFECT OF CONSUMER ATTITUDE ON REPURCHASE INTENTION OF GARNIER SKIN-CARE PRODUCTS

NAW MAY THU NYEIN

MBA II - 53

MBA 23rd BATCH

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Academic Year (2017-2019)

Supervised By: **Submitted By:**

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

Supervised By: **Submitted By:**

Daw Cherry Win   **Naw May Thu Nyein**

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Yangon University of Economics   **2017-2019**

ACCEPTANCE

This is to certify that the thesis entitled **"Effect of Consumer Attitude on Repurchase Intention of Garnier Skin-Care Products"** has been accepted by the examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

(Chairman)

Dr Tin Win

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(Examiner)   (Examiner)

December, 2019

ABSTRACT

This study aims to explore the influencing factors on consumer attitude towards Garnier skin-care products and to analyze the effect of consumer attitude on their repurchase intention. In this study, the data are collected from the sample 384 respondents in Yangon by using the structured questionnaire with five point Liket Scale, but 293 respondents complete the questionnaire. The finding of the study is that consumer knowledge, social influences and brand image have influence on the cognitive attitude towards Garnier skin-care products. Consumer knowledge, perceived price and brand image have influence on the affective attitude towards Garnier skin-care products. Consumer knowledge, perceived price, perceived quality, social influences and brand image have influence on the conative attitude towards Garnier skin-care products. The research shows that the consumers' affective and conative components of the attitude have significant effect on repurchase intention of Garnier skin-care products. Therefore, consumer repurchase intention can be built up through consumer knowledge, perceived price, perceived quality, social influences and brand image.

ACKNOWLEDGEMENTS

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CHAPTER 1

INTRODUCTION

The living standard of people changes the preferences of people that they become more interested in beauty now than last decades. They like to care their body and face to have clean, beautiful and healthy skin types. Skin-care products become not only want but also need in their daily routines. Therefore, the use of skin-care products and the demand of these products become higher. Having healthy and beautiful skin by using skin-care products can be a part of having self-confidence. In caring their skin, people usually go to skin-care and treatment clinic, salon and spa. Using high quality and natural skin-care products is the essential step in taking care of their skin. Therefore, cosmetic and skin-care market size becomes bigger and we need to know more about the market conditions of this industry which is a part of our country's economy.

Garnier which is one of the skin-care products from L'Oreal is a famous and leading brand in Myanmar and it has big market size. The excellence of Garnier is that the company understands skin nutrients needed by consumers in Myanmar by launching various variants of skin care range from teenager till adult. The company always tries to increase the innovation to satisfy the needs and wants of consumers. They also present the various ranges of skin care for men, which is nowadays the use of cosmetics in Myanmar including skin care is increasing due to an awareness of men in keeping their skin to stay healthy by wearing skin care products as they daily routines, as well as increasing the consumer purchase decision.

In these days, consumer attitude is affected by product features and many other external factors. According to (Bruck, 1985), objective knowledge is what the consumers actually know and finally prior experience is defined as what the consumers have experienced before. Consumers always consider perceived price before making decision about a certain product or services, it is an ordinary phenomenon that consumers are carefully pay intention on the price of the products or services before making the decision either they should buy or not. Particularly consumers always prefer the reasonable price in every business transaction. Therefore, the level of consumer satisfaction which are expected from products by consumer and wanted by consumer is based on the price

offered by company. Skin-care products have been widely used, and consumer's perceived quality of the product affect their repurchase intention. In (Oxford Dictionaries, 2014), brand image is a set of belief held by consumers about a particular brand. In buying products, consumer usually considers about a brand, good or bad image of a brand that can help to determine the decision of consumer in buying a product (Kotler & Armstron, 2010). Therefore, companies are competing to create and launch the good brand image and products in market to increase consumer purchasing power. A psychological factor to evaluate the like or dislike of product and service is an attitude (Eagly & Chaiken, 2007). The more positive the attitude is regard to a behavior, the stronger is the individual's intention to perform the manner under circumstance (Eagly & Chaiken, 2007). This study asks questions for repurchase intention on the consumers' attitude.

1.1 Rationale of the Study

Nowadays, economists have already defined the improvement and development is not only in growth of GDP of country but also increasing social status and habits of the people who live in this country. In these days, there are many skin-care products manufactured by using synthesized chemicals. Therefore, people who use skin-care products realized that using these kinds of skin-care products is harmful for the health. In being highly concerned about their health, users now more prefer to purchase and consume healthy and beauty skin care products. Consumer lifestyle and consumers' education level that have health consciousness are gradually changing into the positive one. Therefore, consumers' priorities and their points of view in choosing and buying beauty products are changing.

Instead of beauty products, the demand of health and beauty products become increasing. Consumers and marketers are more interested in expanding the sale of natural skin-care products because of remarkably growing of interest in natural cosmetic. In today modern cosmetic industry, high technology advances and innovation are the main factors to improve this industry. In recent years, the manufacturing and consuming of natural skin-care products are growing. Consumers become more and more concerned to have youthful appearance, healthy lifestyles and use quality skin-care products.

Beauty products using natural ingredients are continually increasing in the market and have becoming a trend among consumers who are faced towards healthier lifestyle. Healthy skin is an important part of a person that displays a person's physical wealth and appearance. A healthy body can be achieved with consuming the right food and applying a non-chemical product onto the skin. When most people see their body as representing themselves, thus the concern on one physical appearance has become the reasons in consuming beauty products. Consumers become more required knowledge about the skin-care products than the last decade. In Myanmar, consumers' spending rate on skin-care products is rising as nearly as the developed countries. The purchase of skin care products in Myanmar is shown to have a drastic increase over the past years, leading the country to be a strong market size in cosmetic industry.

The sales value of skin care products in global will increase from 75 billion US dollars in 2008 to 86 billion US dollars in 2013. In today's modern society, the use of skin care has been rapidly growing, as retaining beauty and physical attractiveness has become important for one's physical appearance (Hanzaee & Andervazh, 2012). Since cosmetic market is growing with rapid rate, it can make highly competitive market environment. Many skin-care products from all over the world enter in Myanmar cosmetic and skin-care market. Therefore, cosmetic companies use lots of marketing strategies to attract consumers to achieve market share. Before, implementing the effective marketing strategies, understanding the consumer attitude on cosmetic is highly critical for manufacturing and distribution of cosmetic companies. With a better understanding of consumers' attitudes and behavior towards environmental issues do not necessarily lead to actual environmentally friendly purchasing behavior (Laroche, 2002). So, there is a need to study many influencing factors that can affect consumer attitude and repurchase intention towards Garnier skin-care products.

1.2   Objectives of the Study

This study mainly intends to analyze the consumer attitude on repurchase intention of Garnier skin-care products. The objectives of the study are as follows:

1. To identify the factors influencing consumer attitude towards Garnier's skin-care products
2. To analyze the effect of consumer attitude on their repurchase intention

1.3   Scope and Method of the Study

This study focuses on the factors influencing consumer attitude towards Garnier skin-care products and the effect of consumer attitude on repurchase intention of Garnier skin-care products. Survey questions are collected from the respondents with at least one time experience on Garnier skin-care products. There are over 500,000 followers in Garnier Facebook official page. The sample size is calculated by sample size calculator (Rasoft). The sample size of the respondents is 384 consumers with at least one time experience in buying Garnier skin-care products. The questionnaire surveys are conducted on respondents by using online survey in Garnier Facebook official page. But only 293 respondents complete the survey. The research of the study uses both primary and secondary data. The primary data is collected by using questionnaires. The secondary data is collected from other research documents, papers, journal and websites and theories which are related with the consumer repurchase intention and influencing factors of attitude. To analyze the data, SPSS software and linear regression analysis are practiced. This study is focused on consumer attitude towards Garnier skin-care products.

1.4   Organization of the Study

This study is combined with five chapters. Chapter one is introduction chapter which includes rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two is regarding the theoretical background of consumer attitude and factors influencing repurchase intention. Chapter three indicates the consumer attitude towards buying of Garnier skin-care products. Chapter four consists of the analysis on consumer attitude towards their buying behavior on Garnier skin-care products. Chapter five presents conclusion which includes findings and discussions, suggestions and recommendations and need for further research.

CHAPTER 2

THEORETICAL BACKROUND

Attitude is one of the most important variables in consumer behavior. In a marketing context, attitudes are predispositions toward specific brands, products or companies that cause consumer to respond favorably or unfavorably toward them. This chapter includes the four parts such as customer attitude, tri-component attitude model, purchase intention and the factors influencing on consumer attitude.

2.1   Consumer Attitude

Behaving in a consistent way of like or dislike with respect to the goods or service is an attitude. For instance, hearing the loudly sound or seeing the bad things over time could help to make a negative attitude (Solomon, 2010). The way of thinking for a longer time is an attitude which includes the judgments of things. When new experiences are obtained, attitude can be change. Which type of products or services people prefers to use is an example of consumer attitude to product. Attitude towards purchasing behavior can occur when customer think about products how often he should buy (Solomon, 2010). The level of positive or negative mind that help to change to the behavior is the attitude towards behavior. The more positive the attitude is regard to a behavior, the stronger is the individual's intention to perform the behavior under consideration (Tarkiainen & Sundqvist, 2005). If the consumers have a positive attitude about the products, the possibility of purchasing the products is higher.

An attitude can be defined as a feeling of positive and negative favor that an individual has towards an object. In consumer behavior, an inner feeling of like or dislike favors towards goods or services offering and the 4Ps is a consumer attitude. An expression of people's inner feelings that shape whether people is positively or negatively predisposed to some "things" (e.g., a brand, a product, a service, or a retail establishment) is an attitude. Attitude information which is the process can be formed by individuals form good or bad feelings or opinions toward other people, and other objects in their environment". Consumer behavior is influenced by an attitude that is an attitude is reflective of a consistent positive and negative feeling that a consumer or a prospect

forms as a result of an evaluation about an object which is a product/service offering, products, brand, price, retail and wholesale stores and dealers, sales officer, commercial advertisement, promotion etc.

Consumer attitude and personal desirability of performing a behavior has the effect on the consumer attitude and preferences to the purchase of a product (Chen, 2007). Attitude towards a certain behavior is based on the expectations and beliefs of the consequences as a result of a particular behavior (Ajzen I. , 2001); (Tarkiainen & Sundqvist, 2005); (Chen, 2007). Studies had showed that tri-components model can be used to measure consumer attitude. In the tri-component attitude model, attitudes consist of three major components: a cognitive component, an affective component, and a cognitive component. Three components of attitude have been classified by as such, (1) cognitive component, which states about the perceptual responses and verbal statements of belief, (2) affective or emotional component states to sympathetic nervous responses and verbal statement of belief, and (3) conative or behavioral component which states the clear actions and verbal statements about the behavior (Fishbein & Ajzen, 1975).

2.2   Tri-Component Attitude Model

According to the tri-component attitude model, attitudes consist of three major components: a cognitive component, an affective component, and a conative component.

Cognitive component is the knowledge and perceptions which are acquired by both of direct experience with attitude object and the related information and sources .This resulting knowledge and perceptions commonly create the consumers' beliefs; that is, the consumers believe that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes. Consumer attitudes are based on the experiences as well as information received from personal (WOM, family, friends, peers etc.) as well as impersonal (marketer's sources) sources of information that are retained in one's memory. These consumers' attitudes are shaped by beliefs and opinions, where the consumer begins to perceive that the attitude object (person, situation or thing) possesses certain attributes and acts of behavior would lead to outcomes. Attitudes are affected by the beliefs and opinions repeatedly. The emotional component is formed by knowledge component.

The consumers' emotions or feelings about a particular product or brand may be defined as the affective component. Consumer researchers identified these emotions and feelings as primarily evaluative in nature; that is, they capture an individual's direct or global assessment of the attitude objective (i.e., the extent to which the individual rates the attitude objective as "favorable" or "unfavorable", "good" or "bad"). It manifests itself through feelings and resultant expressions like happiness, satisfaction, dissatisfaction, sadness, anger, surprise, etc., and is indicative of consumer reaction towards the offering and the mix, which subsequently affects the purchase decision making as well as the purchasing process. These reactions and resultant states also get stored in their memory. Future decision making is affected by their retrieval, recall and recollection.

The final component of the tri-component attitude model is the conative component which is concerned with the likelihood that an individual will make a specific action or behave in a particular way with regard to the attitude object. According to some interpretations, the conative component may include the actual actions or behavior itself. The conative component indicates an individual's tendency to behave [actor not to act (to buy or not to buy)] in a particular manner with respect to the attitude object (product/service offering, brand etc.).Therefore, the conative component could be an expression of the consumer's intention to buy. Buyer intention scales are used to assess the tendency of a consumer purchasing a product or behaving in a particular way.

Figure (2.1): Tri-component Attitude Model
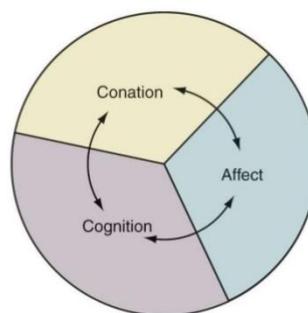
Source: Schifman, L.G. and Kanuk, L.L., Consumer Behavior, 10th Edition, Pearson, Prentice Hall.

As shown in the Figure (2.1), tri-component attitude model is used to find out customer attitude and purchase intention on buying Garnier skin-care products. In this study, cognitive attitude, affective attitude and conative attitude are considered as key

concept that was defined as set of beliefs, feelings and behavior to act in a given direction.

2.3   Purchase Intention

In making decisions for new and existing products or services, marketing managers frequently used to measure the purchase intention of their consumers. Purchase intention is correlated and predicted future sales, buy do so imperfectly. Marketing manager use purchase intentions to forecast the sale value and volume in the future. Normally, intentions are considered as behavioral plans with the presence of appropriate opportunities and resources intentions enable in performing a behavioral goal successfully. It is considered that intentions are commonly good predictors of the behavior or actions. In the domain marketing and consumer behavior, intention is often substituted for buying behavior, choice and loyalty. Purchase intention, that is, it is a planned behavior that can make consumer willing to buy a certain product. (Ajzen, 1992). Consumers who are satisfied about the product have a positive attitude towards the brand and later have the impact on the purchase intention. Because there is a relationship between consumer attitude and purchase intention if the consumers have a positive attitude towards the brands it will increase purchase intention. If the consumers have a positive attitude towards the brands, it will increase purchase intention and actual purchase. Consumers' purchase intentions are one of the primary inputs which are used by marketing manager to forecast future sales volume and amount and to determine how the actions they take will effect on consumers' purchasing behavior. Consumers purchase decision is a complicated process. Purchase intention is related to the behavior, perception and attitude of consumers.

To make an active decision to buy a product or a service is not a simple matter; there often exists many personal factors that can influence the consumers' choice (Darley, 2010). To give some examples, we can be affected by time restraints, by your mood or the actual situation for which we need the product. To be able to solve these problems and handle these all available choices, people are collecting information and knowledge about product, price and quality and other features of a service or products. The reason for making a purchasing a product or a service is to solve a problem and consumers are often performing a number of steps before they decide to make purchasing (Darley, 2010).

2.4 Factors Influencing Consumer Attitude

There are several different factors have been found to have a certain influence on consumer attitude towards Garnier skin-care products. Based on the review from previous articles and literatures, this part summarizes and discusses the influence of the following factors on consumer attitude. Hypotheses were developed and these hypotheses were based on the review of each concept.

2.4.1 Consumer Knowledge

Consumer knowledge is summarized as subjective knowledge, objective knowledge and prior experience (Bruck, 1985). Subjective knowledge is what the consumer perceives and accepts about the product and service that they know. It presents the confidence of an individual which of their knowledge of product or service. The lack of confidence about the products represents the low level of subjective knowledge (Chryssochoidis, 2000). Objective knowledge is what the end users actually know and finally prior experience before purchasing products (Bruck, 1985). According to the relationship between consumer knowledge and their attitude, the more knowledge and information consumers have about the product and services, the more positive it is in the consumers' attitude (Stobbelaar, 2007). Subjective knowledge is to have more positive influence on consumer attitude than objective knowledge in particular situation (Ellen, 1994). Moreover, prior experience becomes an important role to identify consumer attitude since the more experience consumers have. If consumers have the more positive attitude towards the products, their intention to buy these products would increase. (Sorensen, 1996).

2.4.2 Health Consciousness

Health conscious consumers take care about the desired state of well-being and try to have a healthy life style. Health Consciousness consumers who purchase for their own health benefits are going to continue searching out the healthiest ,best, natural and organic cosmetics to improve their health-conscious lifestyles. Consumers who are high health consciousness seek to participate in activities that promote a healthy life styles ((Kim & Seoh, 2009). Also, the female consumers' beauty and healthy product shopping

behavioral form their perceived importance about product attributes and their purchase attitude on natural beauty products.

2.4.3   Perceived Price

Different people have different ideas and perspectives about the value for spending money, some people think the highest price means the highest value. On the other hand some people think that not worth and so it is not a value for spending money. The amount paid for buying goods or services that consumers want, or the total amount that customers exchange for the procuring benefits or consuming the product or service is price (Kotler & Armstron, 2010). Price is the actual amount of money that consumer wants to pay for in an exchange with products and services that are valuable for them (Cambell, 1996). Consumer perceptions on price differ and have positive and negative influences on the buying behavior of the product.

2.4.4   Perceived Quality

Perceived quality is the judgment of consumers about a product's overall usefulness and superiority, not the actual quality of a product (Zeithaml, 1984), (Aaker, 1991). A study claimed that the quality of product is to understand and measure the needs and requirement of the consumers (Raghu-Nathan & Rao, 2006). Purchase intention is the evaluation of products regarded by consumer after consuming the products. Consumers' purchase behavior and their intentions are commonly predicted by the behavior. Consumers choose the good one, however the finally outcome depends on the intention. (Aaker, 1991). Perceived quality predicts the quality level of the entire product. Past studies indicated that there is the indirect effect of perceived product quality on purchase intentions through customer satisfaction (Cronin Jr & Taylor, 1992).

2.4.5   Social Influences

Social influences on consumers include the social pressure from peer group, cultural and social value, friends and family, persuasion conformity, friend and colleagues on social media, norms. When consumers are having communication and contact with especially family, close friends, and admired individual, they can be influenced by these

individual. Social influence is identified as one of the major potential that are emerging as people tend to understand, are relating to each other's and being themselves. Most consumers buy products because they care other people's opinions and they want to be flexible and familiar with the current culture in their society. Normative social influence make social pressure for people to consume and buy a product or a service to get people being updated or to avoid left behind other people in the societies regardless whether they have interest on that product or service or not.

2.4.6 Brand Image

The decision making process of consumer purchase can be affected by brand image as one of the importance factors. Perceived value, perceived quality and consumers' willingness to buy are influenced by favorable and good brand information (Dodds, Monroe, & Grewal, 1991). Most consumer like to buy a good brand image products because of the belief that good brand image have good quality and this can give satisfaction for what they buy. A good brand image and a well-known product brand are more likely to purchase by consumers, because a brand with a more positive image is more likely to have the effect of decreasing consumers' perceived risks (Akaah and Korgaonkar, 1988; Rao and Monroe, 1988) or increasing consumers' perceived value (Loudon and Bitta, 1998; Fredericks and Slater, 1998; Romaniuk and Sharp, 2003; Agehekyan, Forsythe, Kwon and Chattarman, 2012).

2.5   Previous Studies on Customer Attitude and Purchase Intention

Mingyan Yang of Linnus University wrote consumer attitude and purchase intention towards organic food in 2014 to identify the influential factors on consumer attitude towards organic food in a rapid changing and growing market and how the attitude have the influences on consumer purchase intention. The theoretical basis of the study is formed by the theory of planned behavior. The conceptual framework of this previous research paper was illustrated in Figure 2.2.

Figure 2.2: Conceptual Framework by Mingyan Yang

Influencing Factors

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┌─────────────────────────────┐
│                             │        ┌──────────────┐      ┌──────────────────┐
│  ➢  Health Consciousness    │        │              │      │                  │
│                             │        │   Attitude   │ ───▶ │ Purchase Intention│
│  ➢  Consumer Knowledge      │  ────▶ │              │      │                  │
│                             │        └──────────────┘      └──────────────────┘
│  ➢  Environmental Concern   │
│                             │
│  ➢  Personal Norms          │
│                             │
│  ➢  Subjective Norms        │
│                             │
└─────────────────────────────┘
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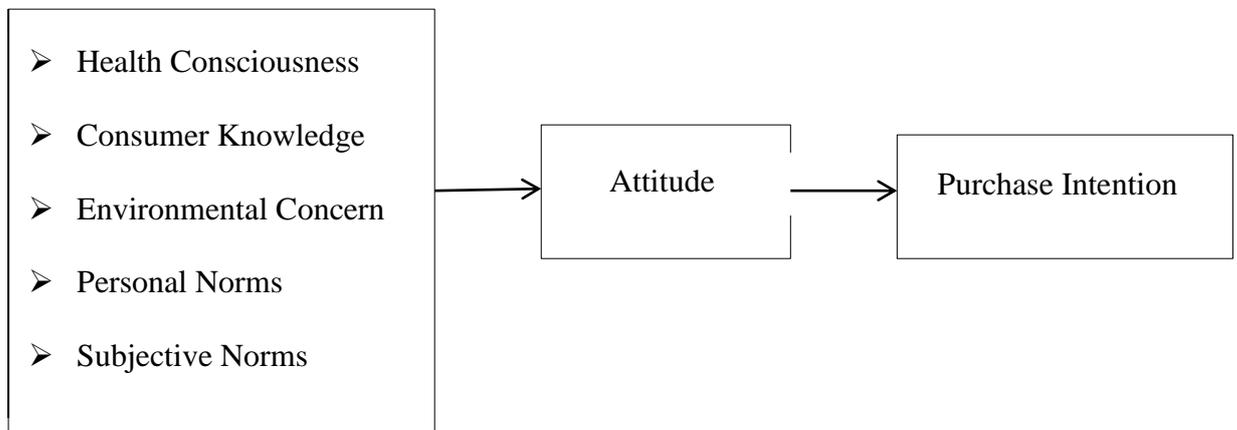
Source: Mingyan Yang (2014)

The quantitative research approach was utilized in the empirical section of the study. Sampling frame includes all the elements of population in China which sample is framed. The data gained from the 416 valid responses for such questionnaire acted as the input for the empirical study. This study discovered a positive relation between consumer's attitudes towards organic food, it would be more likely to lead to purchase intention.

Consumer attitude and brand Nike is expressed in online journal on November (2018). This study is to carry out the theoretical research and review the outcomes of the relationship of consumer attitude and brand as well as proves the relationship empirically, and also applying Nike sports brand as an example to illustrate how behavior. The intention of female student towards fashion clothing purchasing is concentrated in this study, as attitude has the significant influences on consumer intention, and it becomes important to understand attitude theory in detail. This study discovered that relationship between attitude and behavior can be affected by many factors such as advertising and promotion. They can reinforce existing favorable attitudes or change negative attitudes. Usually, the attitude of consumers to a new product can be influenced by an advertising messages or the assessment of the product appearing in the advertisement.

2.6   Conceptual Framework of the Study

This framework starts from the independent variable (influencing factors) of this research which includes consumer knowledge, health consciousness, perceived price, perceived quality, social influences and brand image. Then to dependent variable (cognation, affective, conation) of the research which is consumer attitudes towards repurchase intention of Garnier skin-care products. The conceptual model of this study is shown in the following figure.

Figure (2.3) Conceptual Framework of the Study

Influencing Factors
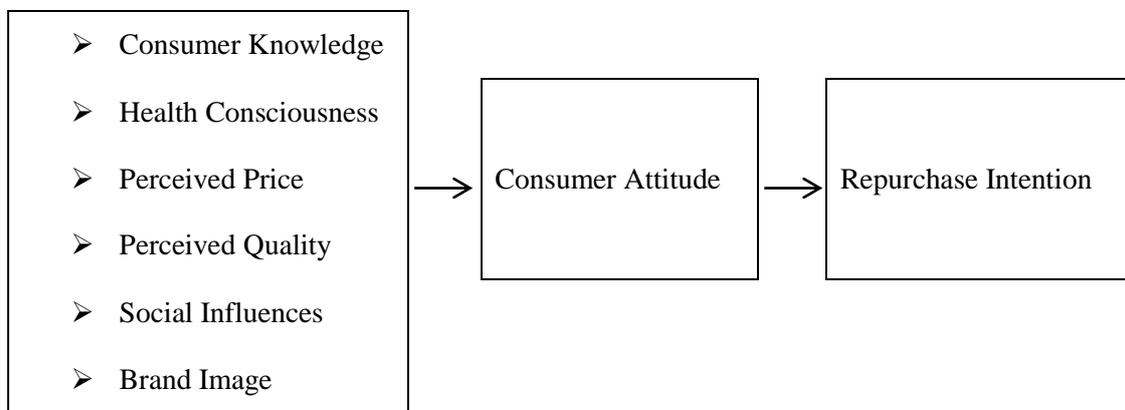
Source: Own Complication, 2019

As shown in above Figure (2.3), this study intends to examine the influencing factors on customer attitude to repurchase Garnier skin-care products, researchers have decided to study six factors such as consumer knowledge, health consciousness, perceived price, perceived quality, social influences and brand image and how they influence on consumer attitude. Then, consumer attitude towards Garnier skin-care products is analyzed. Next, the effect of influencing factors on tri-component attitude components is examined. Finally, the effect of towards their repurchase intention is figured out.

CHAPTER 3

BACKGROUND OF GARNIER SKIN-CARE PRODUCTS

This chapter includes profile of Garnier skin-care products in Myanmar, research design, reliability test and profile of respondents. The profile of Garnier is presented in the first section of this chapter. Then, the profile of the respondents is described. Based on the data of the survey, data about respondent are discussed in this chapter.

3.1   Profile of Garnier Skin-Care Products in Myanmar

Hair care expert Alfred Amour Garnier developed Garnier which is a L'Oréal USA brand in 1904 in France and is now presenting in more than 65 countries worldwide including Myanmar. In 1999, following the launching of Garnier Nutrisse hair color in the United States, this brand has continued to develop and innovate beauty products with a keen awareness of its responsibility to customers and the planet. Garnier brands' entire collections are available in the U.S. It includes Fructis hair care, Nutrisse, Fructis Style, Hair color products, Skin Active and Whole Blends hair care.

In April 2014, Mega Lifesciences Company Limited starts to distribute and sell the Garnier skin-care products. Mega Lifesciences is engaged in manufacturing, selling and distributing Medicines and Personal Care Products in developing countries. Mega Lifesciences is committed to provide quality products and services to our customers and consumers through constant improvement and innovation. Mega Lifesciences is such an organization, that is, a Thinking Organization that changes before it is forced to change and endeavor to grow beyond each of us. In Thailand and Australia, manufacturing facilities are located that have received international accreditation from reputed health authorities around the world because of having good manufacturing practices. In Myanmar, various types of Garnier skin-care products are distributing such as make up cleaner, facial foam, cream, serum, lotion and mask for all gender and ages. Mega Lifesciences Company Limited is now distributing and selling the following different ranges of Garnier skin-care products with different size and different packaging styles.

Table (3.1) Product Lists

Sr No.	Product Lists
1	Acno Fight Anti Acne Foam
2	Acno Fight Serum
3	Acno Fight Wasabi Foam
4	Ageless White Day Cream
5	Ageless White Grape Serum Mask
6	Ageless White Night
7	Charcoal Black Rice Serum Mask
8	Clay Mask Sachet
9	Hydra Bomb Serum Mask
10	Light Complete Body Lotion
11	Light Complete Day Cream
12	Light Complete Day Spf20
13	Light Complete Facial Foam
14	Light Complete Night
15	Light Complete Peel Off Mask
16	Light Complete Serum Mask
17	Light Complete Super Essence
18	Light Complete Super Foam
19	Light Complete Toner
20	Light Complete Tone Up Cream
21	Micellar Cleansing Water
22	Micellar Water Blue
23	Micellar Water Pink
24	Power White Moisturizer
25	Pure Active Foam
26	Pure Active Matcha Foam
27	Pure Active Sensitive Anti-Acne Cleansing Gel
28	Pure Active Sensitive Anti-Acne Serum Cream
29	Sakura Whip Foam
30	Sakura White Day Cream
31	Sakura White Foam
32	Sakura White Pinkish Radiance Ultimate Serum
33	Sakura White Night Cream
34	Sakura White Serum Lotion
35	Sakura White Serum Mask
36	Tloc Charcoal Foam
37	Tloc Cooling Foam
38	Tloc Icy Duo Foam
39	Tloc Matcha Gel
40	Tloc Moisturizer
41	Tloc White Duo Foam

Source: Garnier (2019)

Garnier uses multiple media channels like TV and online advertisements to advertise its brand. It provides products giveaways and special discount offers in various magazines and newspaper. It has also shown collaboration with many popular beauty bloggers to promote its specific products range. With its tremendously cost-effective returns, Garnier has managed to succeed through the use of word-of-mouth marketing.

The company follows same marketing mix for the whole world with a slightly variation depending on the economic culture and the language of a certain country. Garnier has already regarded its powerful control over its promotion, price, place and packaging strategies. To comply with prices and selling places of the group marketing strategy, all controls are frequently checked and watched by Garnier Myanmar Team. The team is promoting its products by using multiple channel; printed paper, magazines, recommendations by social influencers, sponsoring the make-up entertainment shows and digital marketing.

Garnier skin-care products have been already popular in Myanmar users almost a certain decade. Garnier products are available in convenience places such as supermarkets and some retailed stores in Myanmar. Garnier is now creating its significant brand management through its dynamic marketing team to gain brand equity and increase market shares of Myanmar foreign cosmetic market.

3.2   Research Design

This study aims to explore the factors influencing consumer attitude towards Garnier skin-care products and to analyze the relationship between consumer attitudes and repurchase intention of Garnier skin-care products. Analytical research method is used in this study. To achieve these objectives, both primary and secondary data are used in this study. Secondary data are obtained from text books, previous research papers and internet websites.

Primary data is especially meant for making a survey using structured questionnaire to total 384 respondents. To obtain the primary data, survey questionnaire link is uploaded in Garnier Facebook page and Facebook user in this page who have experience at least one were asked about their attitude and repurchase intention towards Garnier skin-care products. It is founded that 91 respondents were not completed out of 384 respondents. Therefore, the sample size of this study is only 293 respondents. A data

management and statistical analysis tool which has a very versatile data processing capability is SPSS (Statistical Package for the Social Scientists).

After the survey data were collected, these results were entered in SPSS to analyze the results and test the reliability analysis. The survey question used for this study consists of three main sections. First section includes the questions for demographic (personal) information. Second section involves the questions for the factors influencing consumer attitude. Third section involves the questions for consumer attitude and repurchase intention of Garnier skin-care products. The questions in second and third section are measured with a five point Likert scale ranging from "strongly disagree to strongly agree" (1=strongly disagree to 5=strongly agree).

3.3   Reliability Analysis

Reliability was undertaken in order to test the internal consistency of the variables in the questionnaire. Cronbach's alpha is a measure of internal reliability of the questionnaire. Cronbach's alpha was selected to conduct the reliability test as it is the most common tool for internal consistency reliability in particular psychometric measurement. The reliability test is a process of measuring the consistency or repeatability of the scale. Cronbach's alpha test to see if multiple question Likert scale surveys are reliable. These questions measure latent variables – hidden or unobservable variables like: a person's conscientiousness, openness. Cronbach's alpha will tell if the test is accurately measuring the variable of interest. (Tavakol and Dennick, 2011).

Table (3.2) Reliability Analysis

Category	Cronbach's Alpha	No. of Items	Interpretation
Consumer Knowledge	0.747	5	Acceptable
Health consciousness	0.812	5	Good
Perceived Price	0.790	5	Acceptable
Perceived Quality	0.790	5	Acceptable
Social Influences	0.834	5	Good
Brand Image	0.861	5	Good
Cognition	0.869	4	Good
Affection	0.919	4	Excellent
Conation	0.830	6	Good
Repurchase Intention	0.917	6	Excellent

Source: Survey Data (2019)

The table (3.2) showed that the Cronbach's Alpha of all the factors in this study were more than 0.6. Therefore, it can be interpreted that the data is considered to be reliable and valid.

3.4   Demographic Profile of Respondents

In this study, there are six items of demographic characteristics explored to describe the demographic profile of the respondents. They are gender, age, education, occupation, income and material status. There are total 293 respondents who had completed with structured survey questionnaire to measure consumer attitude towards consumer repurchase intention of Garnier products. The data collected from this survey about customer's profile is organized in Table (3.3).

According to the Table (3.3), there are 218 Male respondents and 75 female respondents who are participated in the research. This result shows that Male consumers buy Garnier skin-care products than Female consumer because Garnier skin-care series for male are variety and most of male consumers choose this brand.

According to the result, the two dominant age groups are between 21-30 years and between 30-40 years. It can say that Garnier skin-care products are most attractive for young and middle age consumer. Although Garnier skin-care products' target customer group is young and middle age consumer market, they should also launch some other attractive range of products for the small portion of respondents in this result. There is no respondent who is 50 years old and above. Therefore, it can be concluded that the respondents who are young and middle age have high repurchase intention of Garnier skin-care products than other groups.

From the survey of 293 respondents, the largest portion of respondents is from the bachelor degree education background and 3 respondents are the Ph.D or above because young and middle age consumer care their skin more than other ages. The result also displayed that most of the respondents are employees group who are working under the stable income range and 4.78 percentages of total respondents are business owner as they focus only on work done.

Table (3.3) Profile of Respondents

Description	No. of Respondents	Percentage
Total	293	100
Gender		
Male	218	74.40
Female	75	26.60
Age		
15-20 years	9	3.07
20-30 years	250	85.32
30-40 years	25	8.53
40-50 years	4	1.37
50 years and above	4	1.37
Education		
Under Graduate	21	7.17
Bachelor Degree	139	47.44
Master Degree	130	44.37
Ph.D or above	3	1.02
Occupation		
Student	99	33.79
Employed	143	48.81
Business Owner	14	4.78
Professional	19	6.48
Other	18	6.14
Monthly Income		
Below 100,000 Ks	33	11.26
100,000 - 300,000 Ks	131	44.71
300,000 - 500,000 Ks	78	26.62
500,000 - 700,000Ks	25	8.53
700,000 Ks and above	26	8.87
Marital Status		
Single	271	92.49
Married with no children	11	3.75
Married with children	8	2.73
Divorce	2	0.68
Widow	1	0.34

Source: Survey Data (2019)

Based on this survey result, it can be said that respondents whose monthly income in Myanmar kyats ranges between 100,000 and 300,000 lakhs are occupied in the largest consuming rate because most respondents are bachelor degree and 20-30 ages who are fresh graduates with less working experience and is the basic salary for them. The result also states that large portion of respondents is single because these people care their skin than other portion of respondents.

In this research study, the marital status of the respondents is classified into five groups in the Table (3.3). The majority of the respondent is Single by 271 respondents and followed by Married with no children and Married with children which take 11 respondents and 8 respondents respectively. There are 2 respondents in Divorce and 1 respondent in Widow respectively. Therefore, it can be concluded that the respondents who are single have high repurchase intention of Garnier skin-care products than other groups.

CHAPTER 4

ANALYSIS ON CONSUMER ATTITUDE AND THEIR BUYING BEHAVIOR OF GARNIER SKIN-CARE PRODUCTS

This chapter aims to analyze consumer attitude and repurchase intention of Garnier skin-care products. It represents the consumer attitude towards Garnier skin-care products on Tri-component attitude theory: cognitive component, affective component and conative component. There are many factors that influence the consumer when deciding upon which products to purchase, however product knowledge, health consciousness, perceived price, perceived quality, social influences and brand image are selected to study as they are more relevant with the Garnier skin-care consumers.

4.1   Analysis on Influencing Factors on Consumer Attitude

This section analyses the effects of consumer knowledge, health consciousness, perceived price, perceived quality, social influences, brand image and consumer attitude on Garnier skin-care products. The regression results to test the effect of consumer knowledge, health consciousness, perceived price, perceived quality, social influences, brand image and consumer attitude on Garnier skin-care products and the findings will be discussed.

Influencing factors such as consumer knowledge, health consciousness, perceived price, perceived quality, social influences and brand image are analyzed. In this study, study, structured questionnaires designed with five points Likert – scales (1 = strongly disagree, 2 = disagree to 5 = strongly agree) are used. The results from analysis of product knowledge, health consciousness, perceived price, perceived quality, social influences and brand image are shown in each table respectively.

4.1.1   Consumer Knowledge

The following Table (4.1) shows the mean value and standard deviation of consumer knowledge factors that influence consumer attitude on Garnier skin-care products. The mean values and standard deviation and overall mean are shown as follow.

<p style="text-align:center">Table (4.1) Consumer Knowledge</p>

Sr No.	Description	Mean	SD
1	Sufficient consumer knowledge	3.05	0.95
2	Previous experiences	3.38	0.95
3	Describing the value of the product	3.67	0.92
4	Analyzing the product	3.83	0.90
5	Impression on product	3.49	0.89
	Overall mean	3.48	

Source: Survey Data (2019)

According to Table (4.1), the respondents agree with all the statements of consumer knowledge and all of the mean value is more than 3 and the respondents have highest level of influencing upon analyzing the product with the mean score 3.83. This factor influences the consumers because most consumers analyze the products based on their product knowledge. Most of the respondents clarified that, in a given purchase situation of a Garnier skin-care products, how much product knowledge is important to analyze the product, is described to be the most interesting and common question presented by consumers. However, they do not think that their product knowledge about Garnier skin-care products is sufficient and the mean score is 3.05. It can be concluded that most consumer do not have enough knowledge about Garnier skin-care products because most consumers do not believe the benefits and ingredients of skin-care products and they think that marketers exaggerate their products through advertising. Therefore, most consumers do not interest the information and product knowledge given by marketers and they accept that they do not have enough knowledge about skin-care products.

4.1.2 Health Consciousness

The section analyzes the mean value and standard deviation of health consciousness factors and there are five questions to analyze. The mean values and standard deviation of each questions and overall mean are shown as below.

Table (4.2) Health Consciousness

Sr No.	Description	Mean	SD
1	Attention to health	3.89	0.97
2	FDA approval	4.11	0.89
3	Health aspect	4.06	0.96
4	Choosing less chemical products	4.10	0.97
5	Consuming skin-care products extend the life	3.74	0.93
	Overall mean	3.98	

Source: Survey Data (2019)

As shown in Table (4.2), the respondents agree with all of the statements of health consciousness and the entire mean is more than 3. The highest mean value is FDA approval which indicates that most consumers purchase Garnier skin-care products because of having FDA approval. Most consumers believe that skin-care products which have FDA approval are reliable to use for their skin and they believe that it cannot harmful for their skin. The lowest mean value is 3.74 .Actually, skin is the largest organ in our body, it acts as a protective barrier but also absorbs**.** Therefore, the ingredients placed on our skin can be absorbed into our bloodstream and land up in our tissues and organs. There are many chemicals our liver cannot process and they are then stored by our body, increasing steadily over time. But in Myanmar, most consumers have less knowledge about skin-care products. Therefore, they have less aware about consuming skin-care products can extend the life.

4.1.3 Perceived Price

The following Table (4.3) shows the mean value and standard deviation of perceived price and there are five questions to analyze. The mean values and standard deviation of each questions and overall mean are shown as below.

Table (4.3) Perceived Price

Sr No.	Description	Mean	SD
1	Price describes for what I get	3.49	0.87
2	Price is priority	3.67	0.92
3	Reasonable price	3.39	0.78
4	Attractive promotion	3.40	0.77
5	Switching brand cause of promotion	3.26	0.94
	Overall mean	3.44	

Source: Survey Data (2019)

As mentioned in Table (4.3), it is found that the respondents are recognized with the perceived price of Garnier skin-care products with the overall mean value 3.44 because the value is above the neutral score of 3. This means that most of consumers buy Garnier skin-care products because of reasonable price. Most Garnier skin-care user are middle level age and price is also the priority in choosing skin-care products. And they believe that this product can give them the quality what they pay for. The highest mean value is that price is priority in choosing skin-care products and the mean value is 3.67. Most of consumers are fresh graduate and young ages and they do not have income to spend on premium skin-care products. However, switching brand cause of promotion has lowest mean value. This means that most of the consumer will not switch to other brand from Garnier skin-care products because of only promotion because most consumers skin-care users do not change to other brands if the product match with their skin types .

4.1.4 Perceived Quality

The following Table (4.4) shows the mean value and standard deviation of perceived quality and there are five questions to analyze. The mean values and standard deviation of each questions and overall mean are shown as below.

Table (4.4) Perceived Quality

Sr No.	Description	Mean	SD
1	Buying because of quality	4.47	0.82
2	Quality is priority	4.22	0.85
3	Clearly stating the ingredients	3.57	0.84
4	Good quality	4.19	0.87
5	Good benefits for skin	4.22	0.83
	Overall mean	4.13	

Source: Survey Data (2019)

As shown in Table (4.4), the respondents agree with all of the statements of perceived quality and all of the mean value is more than 3. The overall mean value is 4.13 and this means that they buy Garnier skin-care products because perceived quality can satisfy them. Consumers like to buy the different ranges of skin-care products for different type of skin and they want to choose the suitable product types among different ranges of products. Garnier offer different ranges of products and effective quality of products for customer based on their skin types. The highest mean value is that consumers buy because of quality and the mean value is 4.47. It can be said that Garnier skin-care products offers their products with good quality and also reasonable price. Most customers like to buy skin-care products which are natural and variety choices for different types of skin. Garnier offers these kinds of needs for their customers. But, the lowest mean value is 3.57. This means that Garnier skin-care products do not clearly state their ingredients. They want the label which more clearly state ingredients on the products.

4.1.5 Social Influences

The following Table (4.5) analyzes the mean value and standard deviation of social influence factors and there are five questions to analyze. The mean values and standard deviation of each questions and overall mean are shown as below.

Table (4.5) Social Influences

Sr No.	Description	Mean	SD
1	Sharing information with friends	3.73	0.88
2	Using information from friends	3.68	0.98
3	Believing friends' suggestion	3.54	0.84
4	Using recommendation from dermatologists	3.62	0.97
5	Searching social account	3.82	0.89
	Overall mean	3.68	

Source: Survey Data (2019)

As shown in Table (4.5), the respondents agree with all of the statements of social influences and the entire mean is more than 3. The overall mean value is 3.68 and this means that consumers buy Garnier skin-care products because of social influences. The highest mean value is searching in social account and the mean value is 3.82. This means that most consumers like to search the information of Garnier skin-care products in social media. Most Myanmar consumers become familiar with using social app and they believe the information from it. However, friends' suggestion has less influence on consumer attitude towards Garnier skin-care products which mean that most of the consumers do not buy cause of their friends' suggestion and the mean value is 3.54. Skin types are different from each other and they do not accept the recommendations from their friends based on their experiences. Most skin-care users do not accept other people's recommendation in choosing skin-care products because of different types of skin. They have also experience about the situation that the skin-care which matches with their friends does not match with their skin. Therefore, consumers like to search information about skin-care products on social app.

4.1.6 Brand Image

The following Table (4.6) analyzes the mean value and standard deviation of brand image factors and there are five questions to analyze. The mean values and standard deviation of each questions and overall mean are shown as below.

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Table (4.6) Brand Image

Sr No.	Description	Mean	SD
1	Good reviews	3.72	0.80
2	Recommendation of beauty bloggers and celebrities	3.34	0.88
3	Sustainable brand	3.55	0.80
4	Well-known brand	3.84	0.82
5	Good reputation brand	3.68	0.79
	Overall mean	3.63	

Source: Survey Data (2019)

As shown in Table (4.6), the mean values of brand image for all five questions are greater than the neutral score of 3. The whole mean value of brand image is 3.63 greater than the neutral score of 3 shows that brand image of Garnier is good. The mean values for items are range between 3.34 and 3.84. The mean value of well-known brand is highest with 3.84 scores. Consumers perceive the feeling that Garneir is well-known brand among skin-care products. The mean value of highly recommendation from beauty bloggers and celebrity is 3.34. This means that most consumers perceived that beauty bloggers and celebrities do not much recommend this brand.

4.1.7 Consumer Attitude

In this study, the consumer attitude towards Garnier skin-care products may include cognitive component, affective component and conative component. The respondents were asked whether they agreed or not according to the scale of strongly disagree, disagree, neutral, agree or strongly agree. Then, the results are calculated and drawn on the following table. The mean values give the information on how consumer attitude on cognitive component, affective component and conative component of buying Garnier skin-care products.

Table (4.7) Consumer Attitude by Tri-Component Model

Sr No.	Description	Mean	SD
Cognation			
1	Reliable to use	3.63	0.86
2	Suitable for all ages	3.48	0.90
3	Suitable for health	3.49	0.80
4	Convenience in buying	3.66	0.86
	Overall mean	3.57	
Affection			
1	Like buying Garnier skin-care products	3.39	0.99
2	Feel convenience in buying Garnier skin-care products	3.45	0.94
3	Feeling modern to use Garnier skin-care products	3.34	0.96
4	Feeling proud of affordable to use Garnier skin-care products	3.30	0.98
	Overall mean	3.37	
Conation			
1	Buy because of essential knowledge about skin-care products	3.73	0.88
2	Buy because of approval for health	3.43	0.90
3	Buy because of reasonable price	3.56	0.93
4	Buy because of good quality	3.87	0.87
5	Buy because of friends' recommendation	3.52	0.98
6	Buy because of good brand image	3.84	0.80
	Overall mean	3.66	

Source: Survey Data (2019)

According to the Table (4.7), the consumer attitude consideration of consumers' criteria regard cognitive attitude. Most of the respondents have the highest level of attitudes upon the convenience in buying the Garnier skin-care products and the mean score is 3.66. Convenience in buying encourages consumer purchase decisions because of technology driven and on-demand culture, younger generations of consumers have grown up with media and services that are available at the push of a button, anytime and anyplace. Garnier products are available not only in stores but also in online shopping.

This result shows that young people pay more attention on convenience on buying. Most of the respondents have the lowest level of attitude upon suitable for all ages and the mean score is 3.48. Most of the consumers who are using skin-care products are young generation and old people like traditional skin-care product (Thanatkha). So, most consumers do not think about whether the product is suitable for all ages. Based on the overall mean value, cognitive attitude has influence on the repurchase intention of Garnier skin-care products.

In affective attitude, the respondents have the highest level of attitude that feels convenience in buying Garnier skin-care products and the mean score is 3.45. Many consumers believe Garnier skin-care products are convenience in buying. Most respondents claim that Garnier skin-care products are available in stores, supermarket and online shopping. Most of the respondents have the lowest score of attitude upon feeling proud that they can afford to use Garnier skin-care products and the mean score is 3.30. It shows that the respondents are consistent with Garnier skin-care products. Therefore, they do not feel proud of affordable to use Garnier skin-care products. Based on the overall mean value, affective attitude do not much influence on repurchase intention of Garner skin-care products.

In conative attitude, most of the respondents have the highest level of attitude that they buy Garnier skin-care products because quality is good and the mean score is 3.87. Consumers are willing to buy Garnier skin-care products because the quality is good. Most of the respondents have the lowest level of attitude that they buy because of the approval for health. Most respondents reasoned that, they do not need to think the approval for health because consumers do not worry about the quality of Garnier skin-care products and they know that this is a well-established brand. Based on the overall mean score, the conative attitude has influence on repurchase intention of Garnier skin-care products. It can be concluded that the consumer attitude are influencing on the repurchase intention of Garnier skin-care products. Therefore, consumer attitude has influence on the repurchase intention of Garnier skin-care products.

4.1.8 Influencing Factors on Consumer Attitude

In this section, the regression results to test the effect of consumer knowledge, health consciousness, perceived price, perceived quality, social influences, brand image and consumer attitude on Garnier skin-care products and the findings will be discussed.

(a) Influencing Factors on Cognitive Component

This study analyses the effects of influencing factors (consumer knowledge, health consciousness, perceived price, perceived quality, social influences and brand image) on cognitive attitude of Garnier skin-care products. The relationship between influencing factors and cognitive component is tested by calculating the regression method and the findings are presented in the following Table (4.8).

Table (4.8) Influencing Factors on Cognitive Component

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	.110	.207	.533	.594	
Consumer Knowledge	.254***	.049	5.153	.000	1.444
Health Consciousness	-.055	.045	-1.218	.224	1.567
Perceived Price	.001	.039	.036	.971	1.357
Perceived Quality	.008	.061	.134	.893	1.977
Social Influences	.087**	.041	2.115	.035	1.541
Brand Image	.669***	.054	12.348	.000	1.779
R Square	0.611				
Adjusted R Square	0.603				
F Value	74.909***				

Source Survey Data (2019)

Notes: *** Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

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In Table (4.8), the power of the models used to explain the variable expected to affect cognitive attitude are considered as slightly strong because values of the R square and adjusted R square are 61.1 percent and 60.3 percent respectively. The value of F test, the overall significant of the models, turned out highly significant at 1% level. For consumer knowledge of the consumers, it has expected positive sign and is significant coefficient value at 1 percent level. The cognitive component of the consumers' attitude is affected by the consumer knowledge. The increase in consumer knowledge by 1 unit raises the effect on consumers who have cognitive attitude by 0.254 units.

For social influences of the consumers, it has expected positive sign and is significant coefficient value at 5 percent level. The cognitive component of the consumers' attitude is affected by social influences. The increase in social influences by 1 unit raises the effect on consumers who have cognitive attitude by 0.087 units. For brand image of the consumers, it has expected positive sign and is significant coefficient value at 1 percent level. The cognitive component of the consumers' attitude is affected by brand image. The increase in brand image by 1 unit raises the effect on consumers who have cognitive attitude by 0.669 units.

According to the survey, only three variables among six factors, consumer knowledge, social influences and brand image have significant positive effect on cognitive component of the consumers. Most consumers like to buy the products when they have more knowledge about it because this knowledge can help them to make choice to buy the most suitable product for them. The positive relationship means that the increase in the consumer knowledge has increased effect on cognitive attitude of the consumers.

Most consumers accept the recommendations of friends, relative and beauty blogger who have experience in using products at least once because they believe the information of the products given by these kinds of people rather than the advertisements. The positive relationship means that the increase in the social influences has increased effect on cognitive attitude of the consumers. Consumers are motivated by the brand image to buy the product because consumers accept that building and keeping brand image takes time and difficult for the companies, so consumers believe the brands which are long time in the market with good reputation. The positive relationship means that the increase in the brand image has increased effect on cognitive attitude of the consumers.

(b)   Influencing Factors on Affective Component

This study analyses the effects of influencing factors (consumer knowledge, health consciousness, perceived price, perceived quality, social influences and brand image) on affective attitude of Garnier skin-care products. The relationship between influencing factors and affective component is tested by calculating the regression method and the findings are presented in the following Table (4.9).

Table (4.9) Influencing Factors on Affective Component

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	-.583	.268	-2.176	.030	
Consumer Knowledge	.261***	.064	4.076	.000	1.444
Health Consciousness	.019	.058	0.322	.747	1.567
Perceived Price	.132***	.051	2.580	.010	1.357
Perceived Quality	-.070	.079	-.895	.372	1.977
Social Influences	.026	.054	0.489	.625	1.541
Brand Image	.748***	.070	10.643	.000	1.779
R Square	0.545				
Adjusted R Square	0.535				
F Value	57.071***				

Source Survey Data (2019)

Notes: *** Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

According to the Table (4.9), the specified model could explain the variables expected to affect affective attitude are considered as slightly strong because both values of R square and adjusted R square are 54.5 percent and 53.5 percent respectively. The value of F-test, the overall significant of the models, turned out highly significant at 1% level.

Consumer knowledge has the expected positive sign and is significant coefficient value at 1 percent level. The increase in consumer knowledge by 1 unit raises the effect on the consumers who have affective attitude by 0.261 units. Perceived price has the expected positive sign and is significant coefficient value at 1 percent level. The increase in perceived price by 1 unit raises the effect on the consumers who have affective attitude by 0.132 units. Brand image has the expected positive sign and is significant coefficient value at 1 percent level. The increase in brand image by 1 unit raises the effect on the consumers who have affective attitude by 0.748 units

According to the survey, only three variables among six factors, product knowledge, perceived price and brand image have significant positive effect on affective component of the consumer. Consumer feel very enjoy using Garnier skin-care products for having enough knowledge about it because this can give consumers feeling safety when using this products. The positive relationship means that the increase in consumer knowledge promotes the effect on affective attitude of the consumer.

The more the consumers feel the price is worth enough to quality, the greater the emotions of the consumers towards Garnier skin-care products. The positive relationship means that the increase in perceived price promotes the effect on affective attitude of the consumer. . In today society, consumers buy the products which can make them feeling proud of buying these products among the other consumers. Therefore, consumers choose the products with good brand image. The positive relationship means that the increase in brand image promotes the effect on affective attitude of the consumer.

(c)   Influencing Factors on Conative Component

This study analyses the effects of influencing factors (consumer knowledge, health consciousness, perceived price, perceived quality, social influences and brand image) on conative attitude of Garnier skin-care products. The relationship between influencing factors and conative component is tested by calculating the regression method and the findings are presented in the following Table (4.10).

Table (4.10) Influencing Factors on Conative Component

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	.064	.191	.334	.739	
Consumer Knowledge	.092**	.046	2.012	.045	1.444
Health Consciousness	-.009	.041	-0.222	.825	1.567
Perceived Price	.101***	.036	2.771	.006	1.357
Perceived Quality	.252***	.056	4.502	.000	1.977
Social Influences	.234***	.038	6.145	.000	1.541
Brand Image	.292***	.050	5.845	.000	1.779
R Square	0.599				
Adjusted R Square	0.591				
F Value	71.186***				

Source Survey Data (2019)

Notes: *** Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

According to the Table (4.10), the power of the models used to explain the variables expected to affect conative attitude are considered as slightly strong because values of the R square and adjusted R square are 59.9 percent and 59.1 percent respectively. The value of F-test, the overall significant of the models, turned out highly significant at 1% level. For consumer knowledge of the consumer, it has expected positive sign and is significant coefficient value at 5 percent level. The increase in consumer knowledge by 1 unit raises the effect on the consumers who have conative attitude by 0.092 units. For perceived price of the consumer, it has expected positive sign and is significant coefficient value at 1 percent level. The increase in perceived price by 1 unit raises the effect on the consumers who have conative attitude by 0.101unit.The consumers accept the price of Garnier skin-care products and they are willing to pay the reasonable price for these products. Therefore, they will make repurchases the Garnier

skin-care products. The positive relationship means that the increase in perceived price promotes the effect on conative attitude of the consumer. For perceived quality of the consumer, it has expected positive sign and is significant coefficient value at 1 percent level. The increase in perceived quality by 1 unit raises the effect on the consumers who have conative attitude by 0.252 units.

For social influences of the consumer, it has expected positive sign and is significant coefficient value at 1 percent level. The increase in social influences by 1 unit raises the effect on the consumers who have conative attitude by 0.234unit.For brand image of the consumer, it has expected positive sign and is significant coefficient value at 1 percent level. The increase in brand image by 1 unit raises the effect on the consumers who have conative attitude by 0.292units.Consumers buy Garnier skin-care products because of good brand image in the market.

According to the survey, five variables of six factors, consumer knowledge, perceived price, perceived quality, social influences and brand image have significant positive effect on conative component of the consumers. Most consumers buy the products when they have enough knowledge about the products. This knowledge can make the consumers to get the right product for them. The positive relationship means that the increase in consumer knowledge promotes the effect on conative attitude of the consumer.

The consumers accept that the quality of Garnier skin-care products is really good their skin as they expect and the price is fair. Therefore, they are willing to buy these products. The positive relationship means that the increase in perceived quality promotes the effect on conative attitude of the consumer. The consumers buy the products that are recommend by their trust persons who are friends, family and beauty bloggers because consumers believe that there is no bias information getting from them. The positive relationship means that the increase in social influences promotes the effect on conative attitude of the consumer.

4.2 Analysis on Effect of Consumer Attitude on Repurchase Intention

This section analyses the effect of consumer attitude on their repurchase intention. The regression results to test the effect of cognitive, affective and conative attitude on

consumer repurchase intention of Garnier skin-care products and the findings are discussed.

4.2.1 Repurchase Intention of Garnier Skin-Care Products

In this study, the respondents were asked whether they agreed or not according to the scale of strongly disagree, disagree, neutral, agree and strongly agree. Then the results are calculated and drawn on the following table. The mean value gives the information on how consumers repurchase intention of Garnier skin-care products.

Table (4.11) Repurchase Intention

Sr No.	Description	Mean	SD
1	Having enough knowledge	3.48	0.90
2	Consider for health factors	3.60	0.93
3	Consider the affordable price products	3.57	0.95
4	To buy good quality product	3.60	0.93
5	Consider friends' recommendation	3.40	0.99
6	To buy good image brand	3.63	0.88
	Overall mean	3.55	

Source: Survey Data (2019)

According to survey results in Table (4.11), the overall mean value is 3.55 and this means that they accept that Garnier skin-care products have good image brand. Consumers are more internally controlled as they believe that good image brand have all good features of product. Therefore, consumer repurchases Garnier skin-care products because of knowledge, health factors, prices, quality, recommendation and brand image. The mean score of friends' recommendation is 3.40 and this means that consumer repurchase decision less depend on others people recommendation and they make their own decision in buying skin-care products.

4.2.2 Effect of Consumer Attitude on Repurchase Intention

In order to find out the effect of consumer attitude (cognitive, affective and conative) on repurchase intention of Garnier skin-care products, regression model is used to analyze the findings of survey collected from the respondents. The result of the relationship between consumer attitude and repurchase intention of Garnier skin-care products are presented in the following Table (4.12).

Table (4.12) Effect of Consumer Attitude on Repurchase Intention

Model	Unstandardized Coefficients		t	Sig.	VIF
	B	**Std. Error**			
(Constant)	.423	.168	2.518	.012	
Cognitive Attitude	.014	.069	.199	.842	3.223
Affective Attitude	.443***	.059	7.538	.000	3.315
Conative Attitude	.433***	.061	7.102	.000	2.048
R Square	0.632				
Adjusted R Square	0.628				
F Value	165.409***				

Source Survey Data (2019)

Notes: *** Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

According to the Table (4.12), R square value is 63.2 percent and adjusted R square value is 62.8 percent and it is considered as slightly strong. The value of F-test, the overall significant of the models, came out significant at 1 percent level. According to the survey, affective and conative attitude among three components have the expected positive sign and significant at 1 percent level. The positive relationship means that the increases in affective and conative attitudes lead to more effect on repurchase intention. The increases in affective and conative attitudes by 1 unit will also raise the effect on repurchase intention by 0.443 and 0.433 units respectively.

The consumers' belief on Garnier skin-care products affects consumer repurchase intention. This result shows that cognitive attitude is no significant. Most consumer buy Garnier skin-care products because of having reasonable price and this brand is convenience to buy. Therefore, the consumers do not rely on knowledge and beliefs when they make repurchase products. It can be concluded that affective and conative attitude have positive effect on repurchase intention of Garnier skin-care products.

CHAPTER 5

CONCLUSION

This chapter describes the findings and discussion of the study and the suggestion and recommendations for the marketers to understand the consumer attitude towards Garnier skin-care products and need for further research from the study.

5.1   Findings and Discussions

The study was conducted to gain a better understanding of the consumer attitude towards Garnier skin-care products. When personal profile of Garnier skin-care products was conducted, it was found that Garnier skin-care consumers are young and educated. A major finding show that not very high income level consumers buy Garnier skin-care products because of the price is fair.

The analysis result of consumer knowledge reveals that respondents agree that consumer knowledge can analyze the products and they buy Garnier skin-care products because they have knowledge about skin-care products that can help them to make right choice. The most respondents are motivated to buy Garnier skin-care products because it is natural skin-care products. If consumers have purchased Garnier skin-care products and have positive experience of its consumption, this factor will essentially contribute to their positive attitude towards it.

Based on the analysis of health consciousness, it could be explained that consumers believe that Garnier skin-care products are less chemical products and good for their skin health. In other words, the more they are conscious of health, the more positive attitude they have towards Garnier skin-care products.

According to the survey result of perceived price, perceived price influences on the consumers. The price fairness of Garnier skin-care products can attract the consumers and consumers agree that the price and cost is fair and relevant what they get. Therefore, the role of perceived price plays a significant role of consumers' positive attitude towards Garnier skin-care products.

According to the research result, Garnier skin-care products quality is existed as critical factor of consumer attitude of Garnier skin-care products. In general, most of the respondents are agreed that the Garnier skin-care products have benefits for the skin and clearly state the ingredients.

Based on the research result, most respondents agreed that they buy Garnier skin-care products because of the recommendations getting from their friends and beauty bloggers. Consumers are motivated to buy Garnier skin-care products because of information in social account.

Based on the research result, most consumers have the brand association with Garnier skin-care products as they have positive brand-related images and belief that they feel confident in personal lifestyle. Although Garnier is low cost products, it can strongly maintain the reliable quality of the products. Consumers accept that Garnier skin-care products are reliable, risk-free and high quality. Nowadays, competitions become more intense and managers need to differentiate its products in order to get the competitive advantages. The respondents are willing to make repeat purchase and to buy and spread the positive recommendation about the experience and the marketers need to implement new strategies to maintain and attract the new and old ones.

The effect of consumer attitude on their repurchase intention, the consumer attitude has influence towards the repurchase intention of Garnier skin-care products. Affective and conative attitude has significant effect towards Garnier skin-care products. According to the mean value of purchase intention, respondents intended to buy Garnier skin-care products in the near future and they also recommend their friends and colleagues. These intentions are based on the consumer positive attitude and the marketer needs to encourage becoming positive attitude on buying of Garnier skin-care products.

5.2   Suggestions and Recommendations

According to the analysis, affective and conative component of attitude have effect on consumers' buying attitude. It can be founded that consumer knowledge has positive impact on affective attitude towards repurchase intention of Garnier skin-care products. The more consumers have knowledge about Garnier skin-care products, the more consumers will buy it. As the consumers care the knowledge about products, it is necessary to put more information on the label such as ingredients, usages and benefits.

As per the results, perceived price has positive impact on affective attitude towards repurchase intention of Garnier skin-care products. Most consumers like to buy the products that are beneficial for them based on the price as they pay for. It is need to keep their products' quality and price as consumers expected. It can be founded that brand image has positive impact on affective attitude towards repurchase intention of Garnier skin-care products. Nowadays, consumers are more conscious about brand image and they would always be ready to pay for it. Because brand image has a high impact on consumer attitude and consumers think that product with crown brand name has relatively good quality instead of a low brand image products. Marketers should be more devoted on building brand image. By strengthening the brand images and values, it will get an evoked set of consideration in consumers' mind.

As per the result, consumer knowledge has positive impact on conative attitude towards repurchase intention of Garnier skin-care products. It could be interpreted that the more information that consumers know about Garnier skin-care products, it can lead to the positive attitude. As per the results, perceived price and perceived quality has positive impact on conative attitude towards repurchase intention of Garnier skin-care products. If the consumers meet their expectation about the products, their intention will lead to buy the products leads to positive. Company need to know how much consumers want to pay for their products and what their expectations about the products and should do to meet the consumers' expectations by using new strategies such as changing the prices and developing their products' quality. Social influences have positive impact on conative attitude towards repurchase intention of Garnier skin-care products. Most consumers buy the products that are recommended by friends and beauty bloggers. Marketers should use more bloggers than now to inform about the products to consumers It is founded that brand image has positive impact on conative attitude towards repurchase intention of Garnier skin-care products.

. Nowadays, competitions become more intense and managers need to differentiate its products in order to get the competitive advantages. If company can differentiate their products, the respondents are willing to make repeat purchase and spread the positive recommendation about the experiences. So, the marketers need to implement new strategies to maintain and attract the new and old ones.

Purchase intention is usually related to the behavior, perceptions and attitudes of the consumers. Purchase behavior is a key point of consumers to access and evaluate the

specific products states that purchase intention is an affective too to predict buying process. Marketing managers also use purchase intentions as a leading indicator of future demand for their industry.

5.3   Needs for Further Research

As per the study, some of all factors do not have effect on the consumer attitude towards the Garnier skin-care products. Therefore, other researchers should more deeply explore those factors to know the possible effect on the consumer attitude. Markets can understand well the demographic profile of consumers using Garnier skin-care products and segment the market accordingly. It would help dealers to modify their marketing and promotional plan in order to meet their customers' expectation more and more.

The survey questions were collected from only 384 respondents. Therefore, this survey does not cover the whole country or even the whole city's people attitude towards purchase intention of Garnier skin-care products. It would be great if a larger sample size should be used to carry out for any further research study in this field to better understand the consumer attitude towards purchase intention of Garnier skin-care products. Age and income could be further investigated such as specifying into different ranges to observe the impact of these factors on consumer attitude and purchase intention more clearly.

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APPENDIX A

Rule of Thumb for Results

Cronbach's Alpha	Internal Consistencey
$\alpha \geq 0.9$	Excellent
$9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Tavakol and Dennick, 2011

APPENDIX B

CONSUMER ATTITUDE TOWARDS REPURCHASE INTENTION OF GARNIER SKIN-CARE PRODUCTS

Part – A

Influencing Factors

Consumer attitude and consumer repurchase intention towards skin-care products Questionnaires

This survey is designed for the master thesis purpose only. Therefore, the data in the survey is fully privacy and confidential.

I. Personal Factors

1. Gender

☐ Male   ☐ Female

2. Age

☐ 15-20 years   ☐ 20-30 years

☐ 30-40 years   ☐ 40-50 years

☐ 50years and above

3. Education

☐ High School Graduated   ☐ Under Graduate

☐ Bachelor Degree   ☐ Post Graduate

☐ PHD or above

4. Occupation

☐ Student   ☐ Employed

☐ Business Owner   ☐ Professional

☐ Others: please specify, ————

5. Monthly Income

☐ Below 100,000 Ks   ☐ 100,000-300,000 Ks

☐ 300,000-500,000 Ks   ☐ 500,000-700,000 Ks

☐ 700,000 Ks and above

6. Marital Status

☐ Single   ☐ Married with no children

☐ Married with children   ☐ Divorce

☐ Widow

7. Are Garnier skin-care products one of your favourite brands?

☐ Yes (Continue to Questionaire – II)

☐ No (Questionaire Finish Here)

II. Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

Sr No.	Consumer Knowledge	1	2	3	4	5
1	My knowledge about Garnier skin-care products is sufficient.					
2	My knowledge about Garnier skin-care products is based on previous experience such as purchasing, consuming, hearing from others, reading about it.					
3	Customer knowledge describes the value of this product.					
4	Customer knowledge plays an important role for analyzing the Garnier skin-care product.					
5	In overall, I have a positive experience, impression about Garnier skin-care products.					

III. Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

Sr No.	Health Consciousness	1	2	3	4	5
1	I pay a lot of attention to my health.					
2	I always choose Garnier skin-care products which have FDA approval.					
3	The health aspect is very important in my skin care choice.					
4	I am prepared to switch to other skin care products if it is healthier than Garnier skin-care products.					
5	I am aware that consuming healthy skin care products can extend my life.					

IV. Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

Sr No.	Perceived Price	1	2	3	4	5
1	Price is the most important factor in choosing skin care products.					
2	I compare prices of other skin care products before I purchase.					
3	I buy Garnier skin-care products because price is appropriate.					
4	My purchase intention will increase when Garnier skin-care products are having promotion.					
5	I will switch the brand if it's providing promotion and discount.					

V. Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

Sr No.	Perceived Quality	1	2	3	4	5
1	I buy Garnier skin-care products because of good quality.					
2	Garnier is high-quality skin-care products.					
3	I think Garnier skin-care products have clearly stated their ingredients such as how much the percentage of each ingredient contain in the skin-care product.					
4	I think skin-care products must be in good quality.					
5	It is important that skin-care products must have good benefits for my skin.					

VI. Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

Sr No.	Social Influences	1	2	3	4	5
1	I share information about skin care products with my friends.					
2	I believe in the information about skin care products from my friends.					
3	I follow my friend's advice to buy skin care products.					
4	I prefer buying skin care products which are recommended by the dermatologists.					
5	I like to search for information Garnier skin-care products in brand pages in Facebook/ Twitter.					

VII. Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

Sr No.	Brand Image	1	2	3	4	5
1	This brand has good reviews.					
2	Beauty bloggers and celebrities highly recommend this brand.					
3	It is believed to be a sustainable brand.					
4	Garnier is a well-known brand in cosmetic market.					
5	Garnier is a good reputation brand.					

VIII. Consumer Attitude

Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

Sr No.	Cognition	1	2	3	4	5
1	I think that Garnier skin-care products are reliable to use.					
2	I think that Garnier skin-care products are suitable for all ages.					
3	I think that Garnier skin-care products are suitable for health.					
4	Buying Garnier skin care products is convenience.					

Sr No.	Affection	1	2	3	4	5
1	I like buying Garnier skin-care products.					
2	I feel convenience in buying Garnier skin-care products.					
3	I am feeling modern to use Garnier skin-care products.					
4	I am feeling proud of affordable to use Garnier skin-care product.					

Sr No.	Conation	1	2	3	4	5
1	I purchase skin-care products when I have an essential knowledge about skin-care products.					
2	I purchase Garnier skin-care products because the products have approval for health.					
3	I purchase skin-care products because the price is affordable.					
4	I purchase skin-care products because the quality is good.					
5	I purchase skin-care products if my friends recommend it.					
6	I purchase skin-care products because the brand image is good.					

IX. Please rate your agreement level of the following statement.

(Strongly disagree – 1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5)

Sr No.	Consumers' Intention to Repurchase	1	2	3	4	5
1	I will repurchase Garnier skin-care products because of having enough knowledge.					
2	I will repurchase Garnier skin-care products because it is good for skin health.					
3	I will repurchase Garnier skin-care products because the price is affordable.					
4	I will repurchase Garnier skin-care products because the quality is good.					
5	I will repurchase skin-care products because my friends recommend it.					
6	I will repurchase skin-care products because the brand image is good.					

STATISTICAL OUTPUT

Regression Analysis Result for Effect of Influencing Factors on Cognitive Component

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	F Change	
1	.782[a]	.611	.603	.45655	.611	74.909	1.974

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.684	6	15.614	74.909	.000[b]
	Residual	59.614	286	.208		
	Total	153.298	292			

a. Dependent Variable: Cognitive Attitude

b. Predictors: (Constant), Consumer Knowledge, Health Consciousness, Perceived Price, Perceived Quality, Social Influences and Brand Image

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.110	.207		.533	.594		
	pkmean	.254***	.049	.228	5.153	.000	.692	1.444
	hcmean	-.055	.045	-.056	-1.218	.224	.638	1.567
	pmean	.001	.039	.002	.036	.971	.737	1.357
	pcmean	.008	.061	.007	.134	.893	.506	1.977
	sfmean	.087**	.041	.097	2.115	.035	.649	1.541
	bimean	.669***	.054	.607	12.348	.000	.562	1.779

Regression Analysis Result for Effect of Influencing Factors on Affective Component

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	F Change	
1	.738[a]	.545	.535	.59160	.545	57.071	2.249

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.845	6	19.974	57.071	.000[b]
	Residual	100.096	286	.350		
	Total	219.941	292			

a. Dependent Variable: Affective Attitude

b. Predictors: (Constant), Consumer Knowledge, Health Consciousness, Perceived Price, Perceived Quality, Social Influences and Brand Image

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.583	.268		-2.176	.030		
	pkmean	.261***	.064	.195	4.076	.000	.692	1.444
	hcmean	.019	.058	.016	.322	.747	.638	1.567
	pmean	.132***	.051	.120	2.580	.010	.737	1.357
	pcmean	-.070	.079	-.050	-.895	.372	.506	1.977
	sfmean	.026	.054	.024	.489	.625	.649	1.541
	bimean	.748***	.070	.566	10.643	.000	.562	1.779

Regression Analysis Result for Effect of Influencing Factors on Conative Component

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	F Change	
1	.774[a]	.599	.591	.42121	.599	71.186	2.031

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.777	6	12.630	71.186	.000[b]
	Residual	50.741	286	.177		
	Total	126.518	292			

a. Dependent Variable: Conative Attitude

b. Predictors: (Constant), Consumer Knowledge, Health Consciousness, Perceived Price, Perceived Quality, Social Influences and Brand Image

Coefficients

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1 (Constant)	.064	.191		.334	.739		
pkmean	.092**	.046	.091	2.012	.045	.692	1.444
hcmean	-.009	.041	-.010	-.222	.825	.638	1.567
pmean	.101***	.036	.121	2.771	.006	.737	1.357
pcmean	.252***	.056	.237	4.502	.000	.506	1.977
sfmean	.234***	.038	.286	6.145	.000	.649	1.541
bimean	.292***	.050	.292	5.845	.000	.562	1.779

Regression Analysis Result for Effect of Consumer Attitude on Purchase Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change	Durbin-Watson
1	.795[a]	.632	.628	.47869	.632	165.409	1.8931931

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113.709	3	37.903	165.409	.000[b]
	Residual	66.223	289	.229		
	Total	179.932	292			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Cognitive Attitude, Affective Attitude and Conative Attitude

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.423	.168		2.518	.012		
	cogmean	.014	.069	.013	.199	.842	.310	3.223
	affmean	.443***	.059	.490	7.538	.000	.302	3.315
	conmean	.433***	.061	.363	7.102	.000	.488	2.048