BAB V

PENUTUP

Pada bab ini akan membahas kesimpulan dari penelitian yang dilakukan mengenai "Faktor yang mempengaruhi niat beli terhadap merek Uniqlo" Selain itu akan diberikan saran dan masukan yang sekiranya dapat bermanfaat bagi perusahaan Uniqlo serta bagi penelitian selanjutnya.

5.1. Kesimpulan

5.1.1. Kesimpulan Analisis Deskriptif

Berdasarkan hasil analisis persentase yang dilakukan pada bab IV, maka diperoleh kesimpulan sebagai berikut:

1. Penelitian ini didominasi oleh reponden perempuan yaitu sebanyak 156 responden dengan persentase sebesar (67%).

2. Pengelompokan responden berdasarkan usia didominasi oleh responden dengan rentang usia dari umur 18 – 21 tahun yaitu sebanyak 149 responden dengan persentase sebesar (64%).

3. Berdasarkan pengelompokan responden dari segi uang saku didominasi oleh responden dengan uang saku kurang dari Rp. 1. 500.000 yaitu sebanyak 154 responden dengan persentase sebesar (66%).

4. Berdasarkan analisis deskriptif dengan nilai *mean,* variabel persepsi kualitas memiliki nilai *mean* tertinggi yaitu 3.937, variabel yang tertinggi ke dua adalah variabel nilai emosional dengan nilai *mean* yaitu 3.821, setelah itu variabel kesadaran merek dengan nilai *mean* yaitu 3.547 dibawahnya lagi

ada variabel niat beli dengan nilai *mean* yaitu 3.455 sedangkan yang paling rendah *mean*nya adalah variabel pengaruh interpersonal normatif dengan nilai *mean* yaitu 3.163.

5.1.2. Hasil Penelitian

Penelitian ini mengunakan regresi linear sederhana dan regresi linear berganda untuk melihat pengaruh variabel dependen terhadap variabel independent, maka diperoleh kesimpulan sebagai berkut:

1. Pengaruh interpersonal normatif terbukti signifikan dan positif terhadap kesadaran merek. Sehingga dapat disimpulan bahwa, hipotesis 1 (H1) menyatakan bahwa "konsumen yang memiliki tingkat pengaruh interpersonal normatif yang lebih tinggi akan mempunyai kesadaran merek yang lebih tinggi pula" diterima.

2. Kesadaran merek terbukti signifikan dan positif terhdap persepsi kualitas. Dengan demikian hipotesis 2 (H2) menyatakan bahwa "konsumen yang memiliki tingkat kesadaran merek yang lebih tinggi akan mengganggap merek Uniqlo mempunyai kualitas yang tinggi pula" diterima.

3. Kesadaan merek terbukti signifikan dan positif terhadap nilai emosional Dengan demikian hipotesis 3 (H3) menyatakan bahwa "konsumen yang memiliki kesadaran merek yang lebih tinggi akan melihat merek Uniqlo mempunyai nilai emosional yang lebih tinggi pula " diterima.

4. Persepsi kualitas terbukti signifikan dan positif terhadap nilai emosional. Dengan demikian hipotesis 4 (H4) menyatakan bahwa "konsumen yang

menganggap merek Uniqlo berkualitas tinggi juga akan menganggap merek Uniqlo mempunyai nilai emosional yang lebih tinggi pula" diterima.

5. Persepsi kualitas memiliki terbukti signifikan dan positif terhadap niat beli. Dengan demikian hipotesis 5 (H5) menyatakan bahwa "konsumen yang menganggap merek Uniqlo memiliki kualitas tinggi akan mempunyai niat beli yang lebih tinggi pula" diterima

6. Nilai emosional terbukti signifikan dan positif terhadap niat beli. Dengan demikian hipotesis 6 (H6) menyatakan bahwa "konsumen yang menganggap merek Uniqlo memiliki nilai emosonal yang lebih tinggi akan memiliki niat beli yang lebih tinggi pula" diterima

5.1.3. Hasil Analisis Independen Sampel T-test

1. Tidak ada perbedaan antara laki-laki dan perempuan untuk variabel pengaruh interpersonal normative, kesadaran merek, persepsi kualitas, nilai emosional, dan niat beli.

2. Ada perbedaan berdasarkan uang saku untuk variabel pengaruh interpersonal normatif, kesadaran merek, persepsi pualitas, nilai emosional dan niat beli.

3. Ada perbedaan berdasarkan usia untuk variabel pengaruh interpersonal normatif, kesadaran merek, persepsi pualitas, nilai emosional dan niat beli.

5.2. Keterbatasan Penelitian dan Saran

Penelitian ini tentunya memiliki keterbatasan atau kelemahan, oleh sebab itu dalam penelitian ini, peneliti perlu memberikan saran bagi penelti selanjutnya, berupa:

1. Pada penelitian ini peneliti memilih meyebarkan kuesioner secara online dimana pengumpulan data berdasarkan online memiliki kelemahan, yaitu peneliti tidak dapat mengontrol responden dalam proses pengisian data.

2. Penelitian selanjutnya dapat menambahkan variabel-variabel lain yang dapat mempengaruhi niat pembelian tehadap produk Uniqlo, karena masih banyak variabel lain atau faktor lain yang berpengaruh pada niat pembelian terhadap produk Uniqlo.

3. Penelitian selanjutnya dapat menggunakan variabel-variabel ini sebagai pertimbangan untuk penelitian selanjutnya dengan obyek yang berbeda.

4. Responden dalam penelitian ini cenderung didominasi mahasiswa atau pelajar dimana ini tidak dapat di generalisasikan secara luas.

5.3. Implikasi Manajerial

Dalam penelitian ini, peneliti menganalisis variabel independen yaitu pengaruh interpersonal normatif, kesadaran merek, persepsi kualitas, nilai emosional dan dependen niat pembelian merek Uniqlo. Penelitian tersebut

menjelaskan bahwa variabel kesadaran merek dan persepsi kualitas yang paling besar kontribusinya dalam meningkatkan niat pembelian terhadap produk merek Uniqlo. Oleh karena itu penting bagi perusahaan Uniqlo untuk meningkatkan citra atau persepsi merek serta kualitas produk mereka dengan memperhatikan bahan seta pengerjaan produk Uniqlo itu sendiri. Sehingga konsumen memiliki pengalaman yang baik serta persepsi kualitas yang bauk tentang produk Uniqlo. Uniqlo juga perlu meyakinkan konsumen terhadap produk miliknya, dengan cara memberi pengetahuan kepada konsumen mengenai informasi produk

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LAMPIRAN I
KUESIONER

"Faktor yang Mempengaruhi Niat Beli terhadap Merek Uniqlo"

Perkenankanlah saya, Daniel Aji Jefri Situmorang mahasiswi tingkat akhir jurusan Manajemen UAJY, meminta kesediaan teman-teman untuk berpartisipasi dalam mengisi dan menjawab seluruh pertanyaan yang ada dalam kuisioner ini. Penelitian ini digunakan untuk menyusun skripsi dengan judul **"Faktor yang Mempengaruhi Niat Beli terhadap Merek Uniqlo."** Untuk itu diharapkan para responden dapat memberikan jawaban yang sebenar-benarnya demi membantu penelitian ini. Atas waktu dan kesediaannya saya ucapkan terima kasih, semoga urusan teman-teman dilancarkan oleh Tuhan. Gbu.

Teman-teman dimohon untuk memberikan tanggapan yang sesuai atas pernyataan-pernyataan berikut dengan memilih skor yang tersedia dengan tanda centang (√) pada salah satu jawaban yang dirasa sesuai

Bagian A : Deskriptif Responden

1. Jenis Kelamin ?

   ◯ Laki-laki   ◯ Perempuan

2. Berapa usia Anda ?

   (..........) tahun

3. Jumlah uang saku rata-rata setiap bulan ?

   ◯ < Rp 1.500.000   ◯ >= Rp1. 500.000

4. Apakah anda pernah membeli produk dengan merek Uniqlo?

◯ Ya   ◯ Tidak

5. Apakah anda pernah menggunakan produk dengan merek Uniqlo?

◯ Ya   ◯ Tidak

Bagian B : Pertanyaan Mengenai Pengaruh Interpersonal Normatif

PETUNJUK PENGISIAN

Teman-teman dimohon untuk memberikan tanggapan yang sesuai atas pernyataan

berikut ini dengan cara memilih pada salah satu jawaban yang dirasa sesuai

Keterangan:

STS   : Sangat Tidak Setuju

TS   : Tidak Setuju

N   : Netral

S   : Setuju

SS   : Sangat Setuju

Pernyataan Mengenai Pengaruh Normatif	(STS)	(TS)	(N)	(S)	(SS)
1. Dengan membeli merek yang sama dengan teman-teman saya, saya mencapai rasa memiliki					
2. Saya membeli mode terbaru ketika saya yakin teman-teman saya menyukainya					
3. Jika orang lain melihat saya menggunakan produk, saya membeli merek yang mereka harapkan saya beli					
4. Saya ingin tahu merek apa yang memberi kesan baik pada orang lain					
5. Saya mencapai rasa memiliki dengan membeli merek yang sama dengan yang dibeli orang lain					
6. Jika saya ingin menjadi seperti seseorang, saya mencoba membeli merek yang sama dengan yang mereka beli					

Bagian C : Pertanyaan Mengenai Kesadaran Merek

Pernyataan Mengenai Kesadaran Merek	(STS)	(TS)	(N)	(S)	(SS)
7. Penting untuk membeli merek pakaian yang terkenal					
8. Saya mencoba tetap memilih merek tertentu					
9. Saya memperhatikan merek					

Bagian D : Pertanyaan Mengenai Persepsi Kualitas

Pernyataan mengenai Persepsi Kualitas	**(STS)**	**(TS)**	**(N)**	**(S)**	**(SS)**
10. Pakaian dengan merek Uniqlo dapat diandalkan					
11. Pakaian dengan merek Uniqlo tahan lama					
12. Pakaian dengan merek Uniqlo berkualitas tinggi					

Bagian E : Pertanyaan Mengenai Nilai Emosional

Pernyataan mengenai Nilai Emosional	**(STS)**	**(TS)**	**(N)**	**(S)**	**(SS)**
13. Pakaian dengan merek Uniqlo membuat saya merasa baik					
14. Pakaian dengan merek Uniqlo memberi saya kesenangan					
15. Pakaian dengan merek Uniqlo membuat saya ingin menggunakannya					
16. Pakaian dengan merek Uniqlo membuat saya merasa nyaman dalam menggunakannya					

Bagian F : Pertanyaan Mengenai Niat Beli

Pernyataan mengenai Niat Beli	(STS)	(TS)	(N)	(S)	(SS)
17. Saya berniat sering membeli merek Uniqlo					
18. Saya berencana untuk membeli merek Uniqlo lebih sering lagi					
19. Saya akan merekomendasikan merek Uniqlo kepada konsumen lain					

LAMPIRAN II
DATA RESPONDEN

Jenis kelamin	Usia	Jumlah uang saku rata-rata setiap bulan	Apakah anda pernah membeli produk dengan merek Uniqlo?	Apakah anda pernah menggunakan produk dengan merek Uniqlo?
2	23	1	Ya	Ya
1	23	1	Ya	Ya
2	22	1	Ya	Ya
2	23	1	Ya	Ya
2	21	1	Ya	Ya
2	23	1	Ya	Ya
2	23	1	Ya	Ya
2	19	1	Ya	Ya
2	20	1	Ya	Ya
1	19	1	Ya	Ya
2	20	1	Ya	Ya
1	23	1	Ya	Ya
2	20	1	Ya	Ya
2	19	1	Ya	Ya
2	22	1	Ya	Ya
2	21	1	Ya	Ya
1	19	1	Ya	Ya
2	25	1	Ya	Ya
2	25	1	Ya	Ya
1	50	1	Ya	Ya
2	20	1	Ya	Ya
1	21	1	Ya	Ya
1	23	1	Ya	Ya
2	22	1	Ya	Ya
1	22	1	Ya	Ya
1	22	1	Ya	Ya
2	18	1	Ya	Ya
2	19	1	Ya	Ya
1	23	1	Ya	Ya
1	22	1	Ya	Ya
1	25	1	Ya	Ya
1	24	1	Ya	Ya
2	23	1	Ya	Ya
2	19	1	Ya	Ya
2	23	1	Ya	Ya
2	22	1	Ya	Ya
1	22	1	Ya	Ya
1	23	1	Ya	Ya
2	22	1	Ya	Ya
2	20	1	Ya	Ya

2	33	1	Ya	Ya
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1	23	1	Ya	Ya
2	21	1	Ya	Ya
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1	21	1	Ya	Ya
2	18	1	Ya	Ya
1	24	1	Ya	Ya
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2	20	1	Ya	Ya

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2	21	2	Ya	Ya
1	22	2	Ya	Ya
1	21	2	Ya	Ya
2	20	2	Ya	Ya
1	21	2	Ya	Ya
2	22	2	Ya	Ya
1	22	2	Ya	Ya
1	23	2	Ya	Ya

Keterangan :
Jenis Kelamin :

    Pria   : 1
    Wanita   : 2

Usia :

    17-33 tahun

Pendapatan Perbulan :

    < 1.500.000   : 1
    <=1. 500.000   : 2

LAMPIRAN III
DATA KUESIONER

No	PIN 1	PIN 2	PIN 3	PIN 4	PIN 5	PIN 6	KM 1
1	5	4	5	4	5	5	5
2	4	4	4	5	4	4	5
3	4	3	2	3	4	3	3
4	1	1	1	1	1	2	2
5	5	2	2	2	4	2	4
6	3	4	4	3	4	3	4
7	4	4	2	2	2	2	2
8	2	2	2	4	2	3	4
9	1	1	1	1	2	4	5
10	4	1	1	3	2	1	5
11	5	4	4	5	2	2	5
12	4	4	1	4	2	4	5
13	3	3	2	4	3	2	4
14	2	3	3	3	2	2	2
15	3	3	3	3	3	3	3
16	4	2	2	3	3	2	2
17	3	2	3	3	4	2	2
18	2	2	1	4	2	2	4
19	1	2	2	4	2	1	5
20	5	5	5	5	5	5	5
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47	4	5	4	2	4
48	3	3	3	3	3
49	5	5	4	4	4
50	3	4	3	3	4
51	3	3	2	2	3
52	4	4	3	4	4
53	3	4	3	3	3
54	5	5	3	3	4
55	3	3	2	2	2
56	3	3	2	2	3
57	5	5	3	5	4
58	4	4	3	4	4
59	3	3	2	2	2
60	5	5	4	3	3
61	4	4	4	4	3
62	4	4	4	2	4
63	4	4	4	3	4
64	4	4	4	4	4
65	5	5	5	5	5
66	4	4	5	4	4
67	4	4	4	4	4
68	4	5	5	2	4
69	4	4	4	3	4
70	3	3	3	3	3
71	3	3	3	3	3
72	5	5	5	5	5
73	3	5	3	3	4
74	4	4	4	4	4
75	4	4	3	2	4
76	5	5	5	5	5

77	4	4	4	4	4
78	4	4	4	4	5
79	4	3	4	3	4
80	4	5	4	4	4
81	4	3	3	3	3
82	5	5	5	5	5
83	5	5	4	4	4
84	4	4	4	4	4
85	4	4	4	4	4
86	5	5	4	4	4
87	4	4	3	3	5
88	2	3	2	2	2
89	4	4	3	4	3
90	4	4	3	3	4
91	3	3	3	3	3
92	4	4	4	4	4
93	5	5	4	5	5
94	3	3	4	3	3
95	4	4	3	3	3
96	3	4	3	3	4
97	4	4	4	4	4
98	5	5	4	4	5
99	5	5	4	3	5
100	4	4	3	3	4
101	4	4	4	4	4
102	4	4	4	4	4
103	4	5	4	4	4
104	4	4	4	4	4
105	2	3	2	1	2
106	3	3	2	2	3
107	5	5	4	4	5
108	3	4	4	4	4
109	3	4	4	3	5
110	3	4	3	3	3
111	3	3	1	1	1
112	5	5	5	4	5
113	4	4	3	4	4
114	4	4	4	4	4
115	2	4	1	2	4

116	4	5	3	3	4
117	3	3	3	3	3
118	3	3	3	3	3
119	4	5	5	4	4
120	4	4	3	3	5
121	3	4	4	3	3
122	4	4	4	4	4
123	4	5	4	4	4
124	2	4	2	2	2
125	4	5	4	5	5
126	5	4	4	4	5
127	5	4	4	4	5
128	4	4	4	4	5
129	4	5	4	4	5
130	4	5	4	4	5
131	4	5	4	4	5
132	4	5	4	4	5
133	4	5	4	4	5
134	4	5	4	4	5
135	4	5	4	4	4
136	4	4	4	4	5
137	4	5	1	1	4
138	5	5	4	4	5
139	4	5	4	4	5
140	5	4	4	4	5
141	5	5	4	4	5
142	5	5	4	4	5
143	5	5	4	4	4
144	5	5	5	5	5
145	5	5	5	5	5
146	3	2	3	2	3
147	4	5	4	4	4
148	2	3	2	1	3
149	3	2	2	3	3
150	4	4	2	2	4
151	4	4	2	4	4
152	3	4	3	3	3
153	4	3	3	3	2
154	3	3	3	3	3

155	5	5	3	4	5
156	5	5	4	4	4
157	4	4	3	3	3
158	4	4	2	3	3
159	4	3	2	3	2
160	4	4	3	2	4
161	3	4	2	2	2
162	4	4	3	3	4
163	5	5	4	4	4
164	4	5	4	3	5
165	4	4	5	4	4
166	4	4	3	3	4
167	4	4	3	3	4
168	3	3	3	3	4
169	3	3	2	3	3
170	4	4	4	5	3
171	4	4	3	3	4
172	3	3	3	3	3
173	5	5	4	4	5
174	4	3	2	2	4
175	4	4	3	3	3
176	3	3	3	3	3
177	5	5	4	4	5
178	3	4	3	3	4
179	3	3	1	1	3
180	3	4	3	3	4
181	3	4	4	4	4
182	4	4	3	4	4
183	5	5	3	3	4
184	5	5	2	2	5
185	4	4	3	3	3
186	2	2	2	2	2
187	4	4	2	2	3
188	3	4	2	2	3
189	3	4	3	2	4
190	4	4	3	4	3
191	1	2	1	1	1
192	3	4	3	3	4
193	2	4	1	1	4

194	3	3	3	3	3
195	4	4	2	2	4
196	4	4	3	3	4
197	3	4	2	2	2
198	4	4	4	4	4
199	4	5	3	2	3
200	3	4	3	3	3
201	4	4	3	2	4
202	3	3	2	2	2
203	4	5	3	3	3
204	3	4	4	3	4
205	4	4	3	3	3
206	2	4	3	2	4
207	5	5	4	5	5
208	3	3	3	3	3
209	5	5	1	5	5
210	3	3	3	2	3
211	2	4	4	4	4
212	3	3	3	3	4
213	5	5	5	5	5
214	4	4	4	3	3
215	4	4	4	4	4
216	4	4	2	2	3
217	4	4	3	2	5
218	3	5	3	3	4
219	3	3	1	1	3
220	5	5	3	4	5
221	4	4	3	3	4
222	5	5	5	5	5
223	2	4	2	3	3
224	5	5	4	4	5
225	4	4	3	4	3
226	2	1	2	2	2
227	3	4	2	1	4
228	3	3	2	2	3
229	2	4	2	2	4
230	4	4	4	4	5
231	3	3	2	2	3
232	5	5	4	4	4

LAMPIRAN IV
UJI VALIDITAS DAN UJI RELIABILITAS

1. PENGARUH INTERPERSONAL NORMATIF

Case Processing Summary

		N	%
Cases	Valid	232	100.0
	Excluded[a]	0	.0
	Total	232	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.885	.885	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PIN 1	15.66	23.514	.675	.492	.868
PIN 2	15.92	22.358	.736	.618	.858
PIN 3	15.97	21.506	.779	.670	.851
PIN 4	15.41	23.793	.650	.459	.872
PIN 5	15.91	22.348	.722	.582	.861
PIN 6	16.00	23.052	.625	.483	.877

2. KESADARAN MEREK

Case Processing Summary

		N	%
Cases	Valid	232	100.0
	Excluded[a]	0	.0
	Total	232	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.771	.772	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KM 1	7.38	3.327	.600	.402	.701
KM 2	6.96	3.925	.532	.303	.769
KM 3	6.94	3.265	.694	.485	.591

3. PERSEPSI KUALITAS

Case Processing Summary

		N	%
Cases	Valid	232	100.0
	Excluded[a]	0	.0
	Total	232	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.897	.897	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PK 1	7.38	3.327	.600	.402	.701
PK 2	6.96	3.925	.532	.303	.769
PK3	6.94	3.265	.694	.485	.591

4. NILAI EMOSIONAL

Case Processing Summary

		N	%
Cases	Valid	232	100.0
	Excluded[a]	0	.0
	Total	232	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.900	.901	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NE 1	11.57	5.692	.726	.555	.891
NE 2	11.52	5.532	.833	.706	.850
NE 3	11.50	5.593	.841	.719	.848
NE 4	11.26	6.203	.716	.547	.893

5. NIAT BELI

Case Processing Summary

		N	%
Cases	Valid	232	100.0
	Excluded[a]	0	.0
	Total	232	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.843	.842	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NB 1	7.09	2.857	.742	.583	.747
NB 2	7.10	2.777	.767	.607	.721
NB 3	6.53	3.505	.625	.393	.857

LAMPIRAN V
REGRESI LINEAR SEDERHANA

1. PENGARUH INTERPERSONAL NORMATIF TERHADAP KESADARAN MEREK

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.532[a]	.283	.280	.75237

a. Predictors: (Constant), PIN

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.506	1	51.506	90.989	.000[a]
	Residual	130.195	230	.566		
	Total	181.701	231			

a. Predictors: (Constant), PIN

b. Dependent Variable: KM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.964	.173		11.342	.000
	PIN	.250	.026	.532	9.539	.000

a. Dependent Variable: KM

2. KESADARAN MEREK TERHADAP PERSEPSI KUALITAS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441[a]	.194	.191	.73761

a. Predictors: (Constant), KM

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.161	1	30.161	55.437	.000[a]
	Residual	125.134	230	.544		
	Total	155.295	231			

a. Predictors: (Constant), KM

b. Dependent Variable: PK

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.491	.200		12.453	.000
	KM	.407	.055	.441	7.446	.000

a. Dependent Variable: PK

3. KESADARAN MEREK TERHADAP NILAI EMOSIONAL

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477[a]	.228	.224	.69288

a. Predictors: (Constant), KM

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.533	1	32.533	67.765	.000[a]
	Residual	110.419	230	.480		
	Total	142.952	231			

a. Predictors: (Constant), KM

b. Dependent Variable: NE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.320	.188		12.345	.000
	KM	.423	.051	.477	8.232	.000

a. Dependent Variable: NE

4. PERSEPSI KUALITAS TERHADAP NILAI EMOSIONAL

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774[a]	.599	.597	.49938

a. Predictors: (Constant), PK

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.595	1	85.595	343.238	.000[a]
	Residual	57.356	230	.249		
	Total	142.952	231			

a. Predictors: (Constant), PK

b. Dependent Variable: NE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.898	.161		5.576	.000
	PK	.742	.040	.774	18.527	.000

a. Dependent Variable: NE

LAMPIRAN VI
REGRESI LINEAR BERGANDA

1. **KESADARAN MEREK DAN PERSEPSI KUALITAS TERHADAP NILAI EMOSIONAL**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789[a]	.622	.618	.48593

a. Predictors: (Constant), PK, KM

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88.878	2	44.439	188.199	.000[a]
	Residual	54.073	229	.236		
	Total	142.952	231			

a. Predictors: (Constant), PK, KM

b. Dependent Variable: NEL

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.648	.171		3.801	.000
	KM	.150	.040	.169	3.729	.000
	PK	.671	.043	.699	15.447	.000

2. PERSEPSI KUALITAS DAN NILAI EMOSIONAL TERHADAP NIAT BELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754[a]	.568	.564	.55478

a. Predictors: (Constant), NE, PK

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.614	2	46.307	150.455	.000[a]
	Residual	70.481	229	.308		
	Total	163.095	231			

a. Predictors: (Constant), NE, PK

b. Dependent Variable: NB

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.246	.191		1.288	.199
	PK	.211	.070	.206	3.009	.003
	NE	.622	.073	.582	8.493	.000

a. Dependent Variable: NB

LAMPIRAN VII
UJI BEDA SAMPLE T-TEST

1. Uji Independen Sample T-Test Jenis Kelamin

Group Statistics

	Jenis kelamin	N	Mean	Std. Deviation	Std. Error Mean
PIN	LAKI-KIKI	76	6.3509	1.79208	.20557
	PEREMPUAN	156	6.3141	1.93672	.15506
KM	LAKI-KIKI	76	3.6404	.94401	.10829
	PEREMPUAN	156	3.5021	.85718	.06863
PK	LAKI-KIKI	76	3.8509	.75502	.08661
	PEREMPUAN	156	3.9786	.84893	.06797
NE	LAKI-KIKI	76	3.7533	.75993	.08717
	PEREMPUAN	156	3.8542	.79968	.06403
NB	LAKI-KIKI	76	3.3991	.76404	.08764
	PEREMPUAN	156	3.4829	.87604	.07014

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PIN	Equal variances assumed	2.123	.146	.139	230	.890	.03677	.26449	-.48436	.55791
	Equal variances not assumed			.143	159.625	.887	.03677	.25749	-.47175	.54530
KM	Equal variances assumed	1.308	.254	1.115	230	.266	.13821	.12400	-.10611	.38253
	Equal variances not assumed			1.078	136.683	.283	.13821	.12820	-.11530	.39173
PK	Equal variances assumed	.345	.557	-1.114	230	.266	-.12776	.11464	-.35363	.09812
	Equal variances not assumed			-1.160	165.465	.248	-.12776	.11009	-.34512	.08961
NE	Equal variances assumed	.209	.648	-.916	230	.360	-.10088	.11008	-.31777	.11602
	Equal variances not assumed			-.933	155.808	.352	-.10088	.10816	-.31452	.11276
NB	Equal variances assumed	1.960	.163	-.712	230	.477	-.08378	.11767	-.31563	.14806
	Equal variances not assumed			-.746	168.410	.456	-.08378	.11225	-.30539	.13782

2. Uji Independen Sample T-Test Umur

Group Statistics

	umur	N	Mean	Std. Deviation	Std. Error Mean
PN	<22	101	6.1815	1.65296	.16448
	>=22	131	6.4377	2.04817	.17895
KM	<22	101	3.3465	.87549	.08711
	>=22	131	3.7023	.86751	.07579
PK	<22	101	3.8713	.81646	.08124
	>=22	131	3.9873	.82213	.07183
NEL	<22	101	3.7302	.74472	.07410
	>=22	131	3.8912	.81341	.07107
NB	<22	101	3.2508	.84249	.08383
	>=22	131	3.6132	.80683	.07049

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PIN	Equal variances assumed	6.745	.010	-1.025	230	.306	-.25614	.24981	-.74835	.23607
	Equal variances not assumed			-1.054	229.500	.293	-.25614	.24305	-.73504	.22276
KM	Equal variances assumed	.010	.921	-3.085	230	.002	-.35576	.11533	-.58300	-.12851
	Equal variances not assumed			-3.081	214.257	.002	-.35576	.11547	-.58336	-.12815
PK	Equal variances assumed	.274	.601	-1.069	230	.286	-.11599	.10854	-.32985	.09787
	Equal variances not assumed			-1.070	215.947	.286	-.11599	.10844	-.32973	.09775
NE	Equal variances assumed	.204	.652	-1.550	230	.122	-.16102	.10385	-.36565	.04360
	Equal variances not assumed			-1.568	223.263	.118	-.16102	.10267	-.36336	.04131
NB	Equal variances assumed	.257	.613	-3.327	230	.001	-.36241	.10892	-.57701	-.14780
	Equal variances not assumed			-3.309	210.470	.001	-.36241	.10953	-.57832	-.14649

3. Uji Independen Sample T-Test Uang Saku

Group Statistics

	Jumlah uang saku rata-rata setiap bulan	N	Mean	Std. Deviation	Std. Error Mean
PIN	< Rp.1.500.000	145	6.6138	1.93955	.16107
	>= Rp. 1.500.000	87	5.8467	1.70028	.18229
KM	< Rp.1.500.000	145	3.7057	.86380	.07173
	>= Rp. 1.500.000	87	3.2835	.86644	.09289
PK	< Rp.1.500.000	145	4.0759	.75231	.06248
	>= Rp. 1.500.000	87	3.7050	.87814	.09415
NE	< Rp.1.500.000	145	3.9190	.76992	.06394
	>= Rp. 1.500.000	87	3.6580	.79159	.08487
NB	< Rp.1.500.000	145	3.6460	.81953	.06806
	>= Rp. 1.500.000	87	3.1379	.78017	.08364

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PN	Equal variances assumed	4.488	.035	3.051	230	.003	.76705	.25139	.27174	1.26236
	Equal variances not assumed			3.153	199.928	.002	.76705	.24326	.28737	1.24673
KM	Equal variances assumed	.176	.675	3.600	230	.000	.42222	.11728	.19115	.65330
	Equal variances not assumed			3.597	180.763	.000	.42222	.11737	.19064	.65381
PK	Equal variances assumed	2.765	.098	3.411	230	.001	.37088	.10872	.15667	.58509
	Equal variances not assumed			3.282	159.902	.001	.37088	.11299	.14774	.59403
NEL	Equal variances assumed	.025	.876	2.473	230	.014	.26092	.10552	.05301	.46883
	Equal variances not assumed			2.456	177.233	.015	.26092	.10626	.05123	.47061
NB	Equal variances assumed	.313	.576	4.654	230	.000	.50805	.10917	.29294	.72315
	Equal variances not assumed			4.711	188.284	.000	.50805	.10783	.29533	.72076

LAMPIRAN VIII
JURNAL ACUAN

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ACADEMIC PAPER

Factors affecting Mexican college students' purchase intention toward a US apparel brand

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Abstract

Purpose – This paper on Mexican college students aims to examine the effects of general consumer variables (i.e. normative interpersonal influence and brand consciousness) and brand-specific variables (i.e. perceived quality and emotional value) on purchase intention toward a US apparel brand.

Design/methodology/approach – The study is designed to determine the factors influencing Mexican college students' purchase intention toward a US apparel brand. Purchase intention is explained with several variables: normative interpersonal influence, brand consciousness, perceived quality, and emotional value. A total of 256 college students in Mexico participated in the survey.

Findings – Using structural equation modeling (SEM), the study finds that Mexican college students' normative interpersonal influence positively affected brand consciousness. Brand consciousness is positively related to emotional value, but not to perceived quality of a US brand. Emotional value positively influences purchase intention toward a US brand, while perceived quality negatively influences purchase intention.

Practical implications – This study provides valuable strategic implications for US retailers who plan to enter the Mexican market. According to the findings of the study, US retailers could focus on the emotional aspects of US brands in order to appeal to Mexican college students, especially those who are brand conscious.

Originality/value – Given that the Mexican market provides growth opportunities for US apparel retailers, there has been a dearth of empirical research on Mexican college students' attitudes and perceptions toward US brands. In this regard, this paper is designed to determine the factors influencing Mexican college students' purchase of US apparel brands.

Keywords Brand awareness, Perception, Students, Buying behaviour, Customer orientation, Mexico

Paper type Research paper

The retail market in the US, like other developed countries in western Europe, is at the mature stage, characterized by retail overcapacity and intensified competition combined with the sluggish population growth (Berner et al., 2001). In this competitive

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environment, retailers seek to expand operations abroad in order to attract new international customers (Steenkamp and Hofstede, 2002). Apparel retailers, in particular, are becoming transnational businesses as they sell their brands in many more countries than in the past. Consumers in developing countries such as Mexico and China are becoming wealthier and better informed. These consumers with increasing income are presented with foreign brands and thus have additional brand choices in their own market. Accordingly they are more sensitive to what the brand offers, how it speaks to them, and how it addresses their needs (Anholt, 2000).

In order to survive intense competition, US apparel retailers need to employ unique concepts or techniques that differentiate them from international competitors (Good and Granovsky, 1995). Some US apparel retailers (e.g. Polo, Gap, and Guess) are recognized globally for the quality, value, and status appeal those brands represent. The attributes associated with US apparel brands likely enhance the appeal of these retailers to international consumers. This appeal is stronger in developing countries where higher income disparities and status mobility exist (Kottak, 1990). Consumers in developing countries, wishing to lead a life similar to western cultures, seek to emulate Western practices by purchasing foreign brands (Batra et al., 2000; Kinra, 2006). However, in some markets, the attractiveness of US brands is not enough to entice consumers. Anholt (2000) warns against using a simple and robust approach like "buy this, it's American" (p. 26). Understanding what consumers want and developing targeted strategies may be one of the biggest challenges to US retailers in entering the international market (Hyllegard et al., 2005).

Consumers perceive brands as providing both emotional benefits (e.g. display of status, wealth and prestige) and utilitarian benefits (e.g. quality and low price) (Batra et al., 2000). Their brand perception may influence their intention to purchase the brand. The present study aims to determine the factors affecting Mexican college students' purchase intentions toward a US clothing brand that is available in their national market. Clothing, a vehicle through which people express their unique views (Goldsmith et al., 1996), is an important product category that illustrates the relationship among individuals' interests, their perceptions, and their behavior in consumption. Based on the results of this study, implications will be drawn for US apparel retailers regarding what actions they need to take for appropriate marketing mix changes for the Mexican consumer market.

The Mexican consumer market

The implementation of the North American Free Trade Agreement (NAFTA) in 1994 has brought Mexico into the world economy, and increased its imports, including US textiles and apparel. The sale of US apparel in Mexican retail stores is in its rapid growth mode (Market Latin America, 2005). Because of the range of choices that became available with NAFTA, the Mexican consumer has developed the ability to discriminate among brands and find what he or she is looking for (Frastaci, 1999).

In addition to the proximity to the US, the current Mexican retail scene has several characteristics that provide attractiveness to US apparel retailers. Mexican consumers are exhibiting an increasing demand for foreign products, ranging from electronics, to upscale consumer goods, and to novelty items. In most cases, this preference for imported goods is tied to a high level of brand loyalty (Bos, 1994), leading to a long-term success for retailers. Furthermore, Mexicans tend to view US-made apparel

as high quality with a good fashion image. Thus, Mexican consumers are willing to pay more for these attractive attributes (Frastaci, 1999; Keillor et al., 1996). The Mexican population is very young; more than 50 percent of the population is under 21 years old. This growing proportion of young people ensures a steadily growing customer base for retailers (Latin America Monitor, 2005) and guarantees a potentially large market in the future as the Mexican economy continues to grow (Frastaci, 1999). Finally, a Deloitte research study identifies Mexico as an attractive country to invest in retailing (Deloitte, 2006).

Given the Mexican market that provides growth opportunities for US apparel retailers, there has been a dearth of empirical research on Mexican consumers' attitudes and perceptions toward US brands. In this regard, this study is designed to determine what factors influence the purchase intention of US apparel brands among Mexican college students, who constitute an important consumer segment purchasing US brands (Scardino, 2003).

Hypotheses development

This study is designed to determine the factors influencing Mexican college students' purchase intention toward a US apparel brand. Purchase intention is explained with several variables: normative interpersonal influence, brand consciousness, perceived quality, and emotional value. The relationships among these variables are explained by the hypotheses in the following sections.

Normative interpersonal influence ! brand consciousness

Individuals are influenced by others on development of attitudes, interests, norms, and purchase behavior. These individuals conform to group norms or modify their judgments based upon others' evaluations. Accordingly, susceptibility to interpersonal influence has been used as an important individual difference variable for the study of consumer behavior (Bearden et al., 1989).

Bearden et al. (1989) reports the development of an interpersonal influence scale consisting of two dimensions: an informational and normative dimension. The authors defines the informational influence as "the tendency to learn about products and services by observing others or seeking information from others" and the normative influence as "the need to identify with or enhance one's image in the opinion of significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions" (Bearden et al., 1989, p. 474). Because consumers are likely to wear clothing to display their image or social status to others and thus conform to the expectations of others (Kaiser, 1998; O'Cass and McEwen, 2004), the present study will focus on the normative component.

Susceptibility to normative group influence relates to an individual's status consumption and conspicuous consumption tendencies. This applies clothing that is a publicly visible product. Clothing brands that serve to communicate social distinctions (e.g. status) reflect consumers' social life, aspirations, and their affiliation (Levy, 1959; Solomon, 1986). The social role of clothing is even more important in developing countries, where interpersonal relationships are of prime importance (Ger et al., 1993).

Consumers in Mexico, which is considered to be a collectivist society, tend to be group-oriented (Hofstede, 2001) and maintain interpersonal relationships by being in

tune with the wishes and feelings of others (Albert, 1996). In addition, Mexican consumers are status-oriented and want to exhibit their social standing through their possessions (Frastaci, 1999). These characteristics heighten their awareness of and attraction to brands in the market. This increases their brand consciousness, defined as the degree to which a consumer is oriented towards buying well-known branded products (Shim and Gehrt, 1996).

In collectivist societies, compared to individualist societies, consumers rely more on interpersonal relationships for information search or exchange. This information search or exchange is especially important regarding brand choice because, in a collectivist society, the positive experience with the brand could enhance belongingness to the group (Money et al., 1998). Therefore, it can be posited that:

H1. Mexican college students who have a higher level of normative interpersonal influence will have a higher level of brand consciousness.

Brand consciousness ! perceived quality, emotional value
Many consumers form perceptions about a brand based upon quality (Doyle, 2001). A brand's country of origin has been associated with consumers' perceptions of quality; consumers in developing countries perceive foreign brands to be of a higher quality than domestic brands (Iyer and Kalita, 1997; Kinra, 2006).

Individuals interested in apparel brands tend to pay more attention to physical properties and features of the clothing that include quality and fit (Kaiser, 1998). Also, quality has been associated with brand name (Batra et al., 2000; Maxwell, 2001); this association is greater to US brands as they are perceived as high quality by Mexican consumers (Frastaci, 1999). According to Jamal and Goode (2001), a brand-conscious consumer tends to place more importance on attributes such as brand name and country of origin than one who is not interested in buying well-known branded products. Based on this reasoning, it can be posited that Mexican college students who are brand conscious will have a positive perception toward the quality of a US apparel brand. Thus:

H2. Mexican college students who have a higher level of brand consciousness will perceive a US apparel brand to have higher quality.

Products and brands may provide non-utilitarian benefits such as fun and enjoyable experiences that generate distinct emotional value for consumers (Holbrook, 1986). Emotional value is defined as the benefit derived from the feeling or affective states (i.e. enjoyment or pleasure) that a product generates (Sweeney and Soutar, 2001). As a product category that induces high involvement and interest due to its symbolic and hedonic nature, clothing tends to evoke emotion as consumers go through the stages of selection and use (Kim et al., 2002).

In developing countries, foreign brands are perceived as possessing attractive attributes such as with status and esteem, which enhances the emotional reward (e.g. a sense of pleasure and happiness) that a consumer derives from the use of those brands (Bhat and Reddy, 1998; Kinra, 2006). More specifically, Shen et al. (2002) find that consumers in developing countries such as China, Singapore, and Hungary prefer products from western countries over locally made products because western brands provide more emotional benefits. This finding can be explained in several ways. In developing countries, imports are usually more expensive and scarcer than domestic

products, making them more desirable from consumers (Bearden and Etzel, 1982). According to Frastaci (1999), products that come from the US are perceived to be attractive by consumers in developing countries because of the newness and the novelty. Also, consumers in developing countries are relatively less affluent than those in developed countries and thus they often seek to emulate the western consumption practices and purchase the brands that symbolize western lifestyles associated with affluence.

These arguments apply to Mexican consumers, especially those who are brand-conscious. Because Mexican consumers are known to have strong affinity toward American value (Vaezi, 2005), it can be suggested that brand-conscious consumers will possess high affinity toward American apparel brands. Additionally, it has been reported that a positive relationship exists between brand consciousness and hedonic value (Wang et al., 2000). For these reasons, it is anticipated that Mexican college students who have greater brand consciousness perceive greater emotional value from the US apparel brand they purchase. Thus:

> H3. Mexican college students who have a higher level of brand consciousness will perceive a US apparel brand to have higher emotional value.

Perceived quality ❗ emotional value

It has been reported that utilitarian (functional) value and hedonic (emotional) value are conceptually related (Babin et al., 1994). Specifically, product quality has been linked to affect because perceived quality, reinforced by retail atmospherics, creates personal shopping value and encourages patronage (Darden and Babin, 1994; Wakefield and Baker, 1998). Therefore, higher product quality not only enhances utilitarian value, but rewards the consumer emotionally by providing more gratifying experience (Babin et al., 2004). Also, it is reported that consumers attribute high-perceived quality, luxury, prestige, and high class to status fashion brands (Shermach, 1997). Clearly, perceived quality appears to bring emotional value to consumers. Thus:

> H4. Mexican college students who perceive a US apparel brand to have higher quality also will perceive it to have higher emotional value.

Perceived quality, emotional value ❗ purchase intention

Consumers may intend to purchase a particular brand because they perceive the brand to offer the right features, quality, or performance benefits. The perception of high quality may be closely linked to the differentiation and superiority of a particular brand and thus encourage them to choose that brand over competing brands (McConnell, 1968; Yoo et al., 2000). Simply put, other aspects of any two brands being equal, consumers may purchase the brand with higher quality. Thus:

> H5. Mexican college students who perceive a US apparel brand to have higher quality will have a higher purchase intention toward the brand.

While consumers may choose a particular brand based on quality, their brand purchase is increasingly driven by their emotional needs as well. Because emotional value is closely related to positive feelings from using the brand, it increases consumer intention to repurchase the brand (Stauss and Neuhaus, 1997; Yu and Dean, 2001). In other words, consumers who are emotionally satisfied with the purchase of a brand

tend to re-purchase the brand even when provided with other options (Gobe, 2001). Also, Batra and Homer (2004) argue that the emotional benefits desired by consumers from a brand have a greater impact on intentions and actual behavior (e.g. brand choice) than on brand attitudes. Hence, it can be postulated that Mexican college students' purchase intention toward a brand will increase as their emotional value increases toward the brand. Thus:

H6. Mexican college students who perceive a US apparel brand to have higher emotional value will have a higher purchase intention toward the brand.

Methods
Sample
The sample for this study included 256 Mexican consumers from a university in Monterrey, Mexico. A total of 67 percent of the sample was female. The ages in the sample ranged from 19 to 27, with a mean age of 23 years. The respondent's average expenditure on clothing purchases in the past 12 months was approximately $10,324 Mexican peso (equivalent to $925 US dollar).

Measures
The measures consist of general consumer variables (i.e. normative influence and brand consciousness) and brand-specific variables (i.e. perceived quality, emotional value, and purchase intension). The items used to measure the constructs in this study are derived from previous studies. Each item is rated on a six-point scale anchored by "strongly disagree" (1) and "strongly agree" (6).

Scale items for normative influence are adapted from Bearden et al.(1989); brand consciousness, from Shim and Kotsiopulos (1993); perceived quality, from Dodds et al. (1991); and emotional value, from Sweeney and Soutar (2001). The scale items for purchase intention are newly developed for this study measured by two items: (1) "I intend to buy this brand frequently," and (2) "I plan to buy this brand more often." Table I provides the summary description and Cronbach's alphas for the variables in this study.

The measures used in this study are initially developed in the USA using American consumers. Consequently, applying these measures to a different cultural group (i.e. Mexico) could potentially be problematic. To solve this problem, several methods were applied. In an effort to enhance face validity, a group of Mexican expert judges (academics and practitioners) qualitatively tested an initial pool of items. Second, equivalence for all items was sought by conducting back-translation. A US-born American citizen who was fluent in Spanish first translated the original English version of the questionnaire into Spanish, and a native Spanish speaker who was fluent in English then translated the Spanish questionnaire into English. Finally the two English versions were compared for conceptual equivalency.

Brand selection
For brand-specific variables, the apparel brand "Polo" is selected as a US apparel brand for two reasons: Polo is one of the representative US apparel brands and possesses a social status of a luxury fashion brand in the US (Seckler, 2006); and Polo shows strong presence in Mexico, available in brick-and-mortar stores including designer boutiques and flagship stores (Bow, 1999).

Constructs	Items	Standardized estimate	t-value	Cronbach's alpha
Normative influence	By buying the same brands as my friends, I achieve a sense of belonging	0.74	9.81[*]	
	I buy the latest fashion when I am sure my friends like them	0.73	9.72[*]	
	If other people see me using a product, I buy the brand they expect me to buy	0.70	9.37[*]	0.86
	I like to know what brands make a good impression on others	0.66	8.93[*]	
	I achieve a sense of belonging by buying the same brands that others purchase	0.72	11.33[*]	
	If I want to be like someone, I try to buy same brands that they buy[a]	0.66	–	
Brand-consciousness	It is important to buy well-known clothing brands[a]	0.82	–	
	I try to stick to certain brands	0.58	7.63[*]	0.70
	I pay attention to brand name	0.57	7.67[*]	
Perceived quality	Be reliable	0.80	11.52[*]	
	Be durable	0.78	11.35[*]	0.94
	Be high quality[a]	0.75	–	
Emotional value	Make me feel good	0.85	20.24[*]	
	Give me pleasure	0.92	25.09[*]	0.82
	Make me want to use it	0.88	22.05[*]	
	Feel comfortable using it[a]	0.92	–	
Purchase intention	I intend to buy this brand frequently[a]	0.88	–	
	I plan to buy this brand more often	0.84	13.09[*]	0.85

Table I.
Variables and their measures (confirmatory factor analysis)

Notes: [a]The corresponding parameter is fixed to a value of 1.00 to set the scale of measurement; [*]significant at $p < 0.001$

Results

The proposed model (Figure 1) consists of one exogenous variable (normative influence) and four endogenous variables (brand consciousness, perceived quality, emotional value, and purchase intention). Structural equation modeling (SEM) with AMOS graphics version 5.0 is used to analyze the data and parameters are estimated using maximum likelihood method. The main data analysis is conducted following the two-step approach suggested by Anderson and Gerbing (1988): validating the measurement model and fitting the structural model. The former is accomplished primarily through confirmatory factor analysis, while the latter is accomplished primarily through path analysis with latent variables. The overall model is evaluated with the goodness-of-fit index (GFI), the comparative fit index (CFI), and the root mean square error of approximation (RMSEA).

Measurement model

Prior to confirmatory factor analysis (CFA), exploratory factor analysis (EFA) using principal component analysis with varimax rotation, is performed to identify the factor
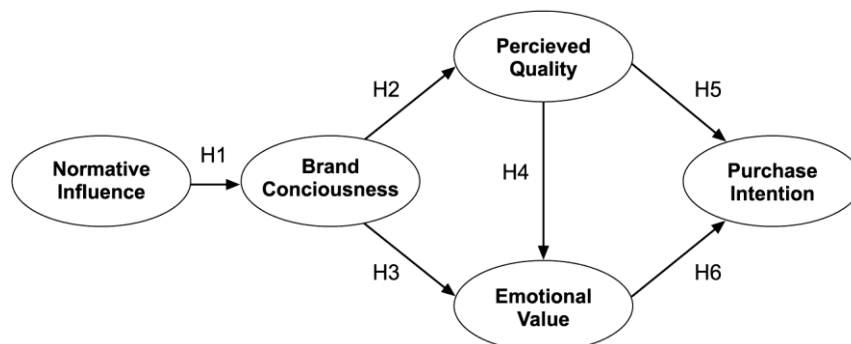
Figure 1.
Proposed model

structure of the observed variables. Factors with an eigenvalue greater than 1.0 and items with factor loading above 0.60 are included in further analyses.

CFA is used to validate the measurement model that consisted of five constructs measured by 22 observed variables. During the process of CFA, four items are deleted from the model because of large standardized residuals greater than 2.58, indicating high correlations among the error terms (Schumacker and Lomax, 2004). The final model consists of five constructs with 18 observed variables (Table I). As illustrated in Table I, all lambda coefficients of hypothesized paths are highly significant, ranging from 0.57 to 0.92, with the t statistic between 7.63 and 25.09 ($p < 0.001$). Also, this model provides very good fit to the data: $x^2(124) = 207.0$, $p < 0.001$; x^2=df ratio ¼ 1:67; GFI ¼ 0:92; CFI ¼ 0:97; RMSEA ¼ 0:05.

The construct validities of the latent constructs are evaluated by both convergent and discriminant validity. All path weights are significant ($p < 0.001$) and the composite reliabilities of all constructs are greater than the minimum criteria of 0.70 (Nunnally and Bernstein, 1994), indicating adequate convergent validity. In addition to the above evidence of convergent validity, Fornell and Larcker (1981) suggests that the average variance extracted (AVE) provides evidence of the overall convergent validity of each construct. This measure indicates the amount of variance explained by the construct relative to the amount of variance that may be attributed to measurement error and should exceed 0.50. Table II presents that most AVE values exceed 0.50 except one construct (i.e. brand consciousness), ranging from 0.54 to 0.80. Even if the AVE value of brand consciousness (0.45) is a little less than the acceptable level, it is significantly larger than the shared variance.

	1	2	3	4	5
1. Normative influence	0.54				
2. Brand consciousness	0.44	0.45			
3. Perceived quality	0.06	0.01	0.62		
4. Emotional value	0.07	0.05	0.42	0.80	
5. Purchase intention	0.17	0.15	0.08	0.40	0.75

Notes: Diagonal entries (italic) show the average variance extracted by the construct; Off-diagonal entries represent the variance shared (squared correlation) between constructs

Table II.
Construct validities of the measurement model

In terms of discriminant validity, Fornell and Larcker (1981) indicate that the AVE for each construct should be greater than the squared correlation (i.e. shared variance) between that construct and any other construct. None of the squared correlations exceed the AVE values for any of the constructs (Table II).

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Structural model and hypotheses testing

A structural model is constructed to examine the hypothesized relationships among constructs. As illustrated in Table III, goodness-of-fit statistics, indicating the overall acceptability of the structural model analyzed, are acceptable: $x^2 \eth 128 Þ ¼ 239:1$, $p > 0.001$; x^2=df ratio ¼ 1:87; GFI ¼ 0:91; CFI ¼ 0:96; RMSEA ¼ 0:06. As illustrated in Table III, the most path coefficients are significant ($p > 0.05$).

The results of hypotheses testing can be found in Figure 2. As posited in H1, the positive coefficient estimates for the paths from normative influence to brand consciousness are significant ($g ¼ 0:69$, $p > 0.001$). H2 is not supported, indicating no significant relationship between brand consciousness and perceived quality ($b ¼ 0:14$, $p > 0.09$). A directional influence from brand consciousness to perceived quality is

Hypothesis	Structural paths	Standardized estimate	Standard error	t-value
H1	Normative influence ! brand consciousness	0.69	0.11	7.65[***]
H2	Brand consciousness ! perceived quality	0.14	0.06	1.71
H3	Brand consciousness ! emotional value	0.19	0.07	3.13[**]
H4	Perceived quality ! emotional value	0.62	0.12	8.84[***]
H5	Perceived quality ! purchase intention	2 0.22	0.15	2 2.50[*]
H6	Emotional value ! purchase intention	0.78	0.09	8.87[***]

Table III.
Standardized coefficients and fit statistics for the structural model

Notes: Fit statistics – $x^2 \eth df Þ ¼ x^2$=df ratio=p value $x^2 \eth 128 Þ ¼ 239:1=1:87=0:000$; root mean square error of approximation (RMSEA) – 0.06; comparative fit index (CFI) – 0.96; goodness-of-fit index (GFI) – 0.91; [*]$p > 0.05$, [**]$p > 0.01$, [***]$p > 0.001$

Note: *p < 0.05, ** p < 0.01, *** p < 0.001
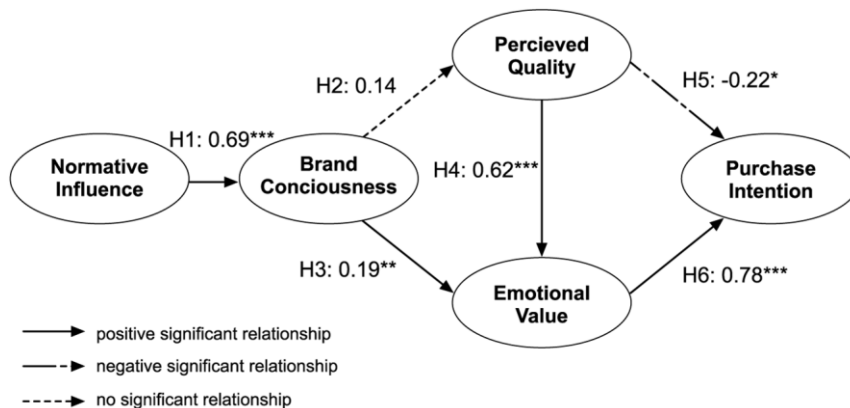
Figure 2.
Result of SEM

found, supporting H3 (b ¼ 0:19, p ⩾ .01). The influence of perceived quality to emotional value is found as well, supporting H4 (b ¼ 0:62, p ⩾ 0.001).

Contrary to the expectation, the result does not support a positive effect of perceived quality on purchase intention (H5); rather, there was a negative effect (b ¼ ⩾0:22, p ⩾ 0.05). Finally, a positive effect of emotional value on purchase intention is significant (b ¼ 0:78, p ⩾ 0.001), supporting H6.

Discussion

This study demonstrates that Mexican college students' normative influence, brand consciousness, and emotional value are direct and indirect antecedents of purchase intention. The positive relationship between Mexican college students' susceptibility for normative influence and brand consciousness suggests that they are likely to buy well-known clothing brands to conform to the expectations of others or to achieve a sense of belonging.

The positive relationship between brand consciousness and emotional value for the US apparel brand suggests that brand-conscious Mexican college students have positive attitude toward the US apparel brand and consider the US brand as providing high emotional value. However, there is no relationship between brand consciousness and perceived quality, indicating that Mexican college students, regardless of the level of their brand consciousness, perceives the US apparel brand as durable (M ¼ 4:75), reliable (M ¼ 4:80), and high quality (M ¼ 4:86).

Contrary to the previous findings of a positive relationship between perceived quality and purchase intentions (e.g. Yoo et al., 2000), in this study, a negative relationship is found between these two variables. The negative effect of perceived quality on purchase intention of the Polo brand can be explained in several ways. First, Mexican college students may not perceive a functional aspect of clothing as important as emotional aspect of clothing when they make a purchase decision. Second, due to the greater availability of inexpensive local brands compared to more expensive US brands and their preference for familiar business and products (Ahmed and d'Astous, 2003), the likelihood of Mexican consumers' buying US brands may be lower. Third, although the demand for American products is increasing, Mexican products are still in greatest demand, implying that Mexican consumers' perceptions toward domestic products are very favorable and that US retailers are facing challenges against the competition from Mexican retailers (Frastaci, 1999).

However, the significant relationship between perceived quality and emotional value, which influence purchase intention, explains indirect relationship between perceived quality and purchase intention. In other words, if positive perception of brand quality yields an emotional value, these two combined benefits will influence purchase intention.

Emotional value is found to be a significant predictor of Mexican college students' purchase intention for the US apparel brand. This supports Chaudhuri and Holbrook's (2001) finding that emotional values influenced purchase intentions through brand loyalty and affect. This study clearly demonstrates that emotional value plays a critical role in forming Mexican college students' purchase intention toward a US apparel brand.

Conclusions

This study provides valuable strategic implications for US retailers who plan to enter the Mexican market. The results suggest that consumers' susceptibility for normative

influence has a positive influence on purchase intention for the US apparel brand through brand consciousness and emotional value. Thus, US retailers could focus on the emotional aspects of US brands in order to appeal to Mexican college students, especially those who are brand conscious. Advertising messages could impart emotionally-appealing messages stressing the famous US apparel brand. Also, these advertisements can feature the US apparel brand endorsed by reference groups (e.g. peer group and aspirational group) who are important to Mexican college students. In a retail setting, stores can convey the feelings of fun and enjoyment by offering a wide assortment of products and an appealing ambience. In order to overcome the negative relationship between Mexican consumers' perceived quality and purchase intention toward US brands, US retailers could attempt to convince Mexican consumers of a standardized quality and respond to their price sensitivity at the same time.

Clearly the use of a student sample in this study limits the generalizability of the findings, as students represent only a subset of Mexican consumers. Future research should be conducted with a sample more representative of the entire consumer population including teens and Generation X. Also, cross-cultural studies are recommended to compare consumers in industrialized countries (e.g. US, Canada, and western European countries) and consumers in emerging countries (e.g. China, India, and Russia) in their attitudes and perceptions toward global brands. This study used an apparel brand that is associated with hedonic attributes, which may have resulted in the significant influence of emotional value on purchase intention. Future studies may be extended to other consumer products.

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