

CHAPTER V

CONCLUSION

In chapter five, the author will draw conclusions from the results of the research that has been done. Next, the authors make managerial implications, formulate suggestions and explain the limitations of the research.

5.1. Conclusion

1. The results of the percentage analysis can be concluded that the majority of respondents are men between the ages of 20 to 34 years.
2. The results of the descriptive analysis can be concluded as follows:
 - a. Respondents assessment of perceived intrinsic brand motivation variables is included in the high category.
 - b. Respondents assessment of perceived extrinsic brand motivation variables falls into the high category.
 - c. Respondents assessment of environmental concern variables falls into the high category.
 - d. Respondents assessment of the variable attitudes toward the ads is included in the high category.
 - e. Respondents assessment of the purchase intention variable falls into the high category.

3. The results of the analysis of the influence of perceived intrinsic brand motivation, perceived extrinsic brand motivation, and environmental concern on attitudes toward the ads:
 - a. Perceived intrinsic brand motivation, perceived extrinsic brand motivation, and environmental concern was able to predict 51% change in attitudes toward the ads.
 - b. Perceived intrinsic brand motivation has a positive and significant influence on attitudes toward the ads.
 - c. Perceived extrinsic brand motivation has a positive and significant influence on attitudes toward the ads.
 - d. Environmental concern has a positive and significant influence on attitudes toward the ads.
4. The results of the analysis of the effect of attitudes toward the ads on purchase intention can be concluded as follows:
 - a. Attitudes toward the ads was able to predict 48,9% change in purchase intention.
 - b. Attitudes toward the ads has a positive and significant influence on purchase intention.

5.2. Managerial Implications

High consumer purchase intent on the company's products or services is one of the keys to business success. For this reason, every company must be able to provide stimulation to potential customers through various ways so that consumers

have a higher purchase intention on the company's products or services. One way that can be done is to create a good consumer attitude on the company's products or services. Consumer attitudes towards the company's products or services can be stimulated through environmentally friendly issues by building perceived intrinsic brand motivation, perceived extrinsic brand motivation, and environmental concern.

The results of this study provide concrete evidence of environmentally friendly issues, where advertisements for Brilliant brand t-shirt products against a forest background (environmentally friendly reflection) are able to build higher intrinsic and extrinsic consumer perceptions of Brilliant brand t-shirt products which will ultimately increase consumer attitudes toward the ads on Brilliant brand t-shirt products that are getting higher. In addition, consumer attention to the environment also contributes positively to consumer attitudes toward the ads Brilliant brand T-shirt products which are getting higher. In the final stage of this study, consumer attitudes toward the ads on Brilliant brand t-shirt products that are getting higher clearly have an influence on consumer purchase intentions on Brilliant brand t-shirt products.

Based on this, it is important for management to always strive for effective and efficient ways to increase consumer purchase intent related to the variables in this study. Increasing consumer purchase intent can be done by focusing on improving the indicators of each research variable that is valued lower.

5.3. Suggestion For the Next Research

Based on the results of the research and managerial implementation above, the author formulates suggestions as follows:

1. On the perceived intrinsic brand motivation variable, focus on the indicator "Brilliant, very concerned about the impact of their products on the environment". The way that can be done is to publish concrete actions taken by the company related to environmentally friendly issues. The actions taken by the company in the form of donations (money) for environmental improvement activities will stimulate the improvement of consumer attitudes towards the Brilliant brand.
2. On the perceived extrinsic brand motivation variable, focus on the indicator "Brilliant did this ad to convince how good their product is". The way that can be done is to make a catalog of the raw materials of the Brilliant brand t-shirt products where the catalog provides an explanation to consumers that the Brilliant brand t-shirt products are made with environmentally friendly raw materials and through a product process that does not damage the environment.
3. On the environmental concern variable, the focus on the indicator "Consumers should be interested in the environmental consequences of the products they buy". The way that can be done is to educate consumers that buying products that are not environmentally friendly is indirectly bad and plays a role in damaging the environment. Education about the importance of being environmentally friendly can be done through video screenings at

outlets or outlets or stores that sell Brilliant brand t-shirt products. Another way that can be done is by becoming a sponsor in social activities oriented towards environmental conservation.

5.4. Research Limitations

This study did not examine the role of attitudes toward the ads as a mediating variable for the influence of perceived intrinsic brand motivation, perceived extrinsic brand motivation, and environmental concern on purchase intention. Based on this, it cannot be known with certainty whether attitude has a real role in the causal relationship between perceived intrinsic brand motivation, perceived extrinsic brand motivation, and environmental concern with purchase intention. In future similar studies, it is better to add tests on the effect of perceived intrinsic brand motivation, perceived extrinsic brand motivation, and environmental concern on purchase intention with attitudes toward the ads as a mediating variable.

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APPENDIX I: QUESTIONNAIRE





PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Dengan hormat,
perkenalkan saya:

Nama : Fernando Chandra

NPM : 181224400

Program Studi : Manajemen

Konsentrasi : Manajemen Pemasaran

Fakultas : Fakultas Bisnis dan Ekonomika

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Saat ini saya sedang melakukan penelitian. Saya membutuhkan data penelitian yang sekiranya Anda dapat membantunya dengan mengisi kuesioner penelitian ini. Atas kesediaannya saya mengucapkan banyak terimakasih. Semoga Tuhan selalu memberikan berkat-berkat yang Anda butuhkan.

Hormat saya:

Fernando Chandra

B *I* U



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Gambar di atas adalah gambar iklan produk Kaos merek "Briliant". Anda dimohon untuk memperhatikan dengan seksama mengenai pesan apa yang akan disampaikan dari iklan tersebut. Pada tahap selanjutnya, Anda dimohon untuk memberikan respon dengan memberikan jawaban atas beberapa pertanyaan yang berklaitan dengan penelitian ini

B *I* U



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Bagian 2 dari 8

BAGIAN I: KARAKTERISTIK RESPONDEN

Berikut ini adalah kuesioner mengenai karakteristik demografi responden. Anda dipersilahkan untuk menjawab dengan memberi tanda silang (X) atau cek list () pada salah satu alternatif jawaban yang telah disediakan sesuai dengan karakteristik Anda saat ini.

B *I* U

Apakah Anda pernah melihat iklan produk *
merek Brilliant:

Ya, saya sudah pernah melihat iklan produk merek B...



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00.16

4G



PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Apakah Anda pernah melihat iklan produk *
merek Brilliant:

- Ya, saya sudah pernah melihat iklan produk merek B...
- Tidak, saya belum pernah melihat iklan produk mere...

Jenis kelamin: *

- Laki-Laki
- Perempuan

Usia anda saat ini: *

Teks jawaban singkat



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan Jawaban 250 Setelan

Bagian 3 dari 8

BAGIAN II: KUESIONER PENELITIAN

Berikut ini adalah kuesioner penelitian. Anda dipersilahkan untuk menjawab dengan memberi tanda silang (X) atau cek list () pada salah satu alternatif jawaban yang telah disediakan.

SS = Sangat Setuju; S = Setuju; N = Netral; TS = Tidak Setuju; STS = Sangat Tidak Setuju.



Setelah bagian Lanjutkan ke bagian berikut 3

Bagian 4 dari 8





PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

MOTIVASI MEREK INTRINSIK YANG DI RASAKAN

B *I* U

Deskripsi (opsional)

Brilliant melakukan iklan ini karena secara *
moral adalah tindakan yang benar

STS

1

2

3

4

5



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban 250

Setelan

Brilliant melakukan iklan ini karena mereka peduli dengan lingkungan

B *I* U

STS

1

2

3

4

5

SS



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban 250

Setelan

Brilliant sangat peduli dengan dampak produk mereka terhadap lingkungan

B *I* U

STS

1

2

3

4

5

SS



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban 250

Setelan

Brilliant melakukan iklan ini karena perusahaan ingin semua untuk mengurangi konsumsi

B *I* U

STS

1

2

3

4

5

SS



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

MOTIVASI MERK EKSTRINSIK YANG DI RASAKAN

Deskripsi (opsional)

Brilliant melakukan iklan ini untuk mengajak saya membeli produk mereka

B *I* U

STS

1

2

3

4



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Brilliant melakukan iklan ini untuk
menciptakan citra perusahaan yang positif *

STS

1

2

3

4

5

SS

Brilliant akan mendapatkan keuntungan
jika menerapkan iklan tersebut *

STS



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Brilliant akan mendapatkan keuntungan
jika menerapkan iklan tersebut *

STS

1

2

3

4

5

SS

Brilliant melakukan iklan ini untuk
mevakinkan seberana baik produk mereka *



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Brilliant melakukan iklan ini untuk meyakinkan seberapa baik produk mereka

B *I* U

STS

1

2

3

4

5

SS

Setelah bagian Lanjutkan ke bagian berikut 5



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

KEPEDULIAN TERHADAP LINGKUNGAN

Deskripsi (opsional)

B *I* U

Manusia sering menyalah gunakan lingkungan yang ada di sekitarnya *

STS

1

2

3

4

5



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Konsumen harus tertarik pada konsekuensi lingkungan dari produk yang mereka beli

B *I* U

STS

1

2

3

4

5

SS



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Konsumen harus mendukung pembuatan fashion retail dan penjual produk ramah lingkungan *

STS

1

2

3

4

5

SS

Masih ada banyak orang yang membuat *



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Masih ada banyak orang yang membuat fashion retail dan menjual produk ramah lingkungan *

STS

1

2

3

4

5

SS

Setelah bagian Lanjutkan ke bagian berikut 6



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

SIKAP TERHADAP PRODUK

Berdasarkan iklan yang telah Anda lihat, bagaimana sikap Anda pada iklan produk merek Briliant tersebut :

Iklan ini baik/buruk *

Buruk

1

2

3

4

5

Baik



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Iklan ini menarik/tidak menarik *

Tidak menarik

1

2

3

4

5

Menarik

*

Iklan ini dapat bertanggung jawab/tidak bertanggung jawab



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Iklan ini dapat bertanggung jawab/tidak bertanggung jawab

B *I* U

Tidak bertanggungjawab

1

2

3

4

5

Bertanggungjawab

Iklan ini baik/salah *



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Iklan ini baik/salah *

Salah

1

2

3

4

5

Baik

Iklan ini bijak/tidak bijak *

Tidak bijak

1



AA

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00.18

4G



PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Iklan ini bijak/tidak bijak *

Tidak bijak

1

2

3

4

5

Bijak

Setelah

bagian

Lanjutkan ke bagian berikut

7

Bagian 8 dari 8



AA

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00.18

4G



PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

NIAT BELI

Deskripsi (opsional)

Saya ingin membeli baju kaos merek
Briliant karena dapat mengurangi dampak
saya terhadap lingkungan

B *I* U

STS

1

2

3

4



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Dari pada membeli untuk 2-3 baju kaos yang berlebihan, saya lebih baik membeli hanya 1 baju kaos seperti di iklan (Merek Brilliant) dan memakainya sampai jangka waktu yang lama *

STS

1 2 3 4 5

SS

Saya kemungkinan akan membeli baju *



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban

250

Setelan

Saya kemungkinan akan membeli baju kaos merek Brilliant di masa depan *

STS

1

2

3

4

5

SS

Saya pasti membeli baju kaos merek Brilliant. *

STS



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PENGARUH MOTIVASI INSTRINSIK, MOTIVASI

Pertanyaan

Jawaban 250

Setelan

SS

Saya pasti membeli baju kaos merek
Briliant.

STS

1

2

3

4

5

SS



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APPENDIX II: RESPONDENTS ANSWER DATA

No	Experience seeing advertisements for Brilliant brand t-shirt products	Gender	Age
1	Yes, I've seen	Men	20 - 34 years old
2	Yes, I've seen	Men	20 - 34 years old
3	Yes, I've seen	Women	17 - 19 years old
4	Yes, I've seen	Women	35 - 49 years old
5	Yes, I've seen	Men	20 - 34 years old
6	Yes, I've seen	Women	35 - 49 years old
7	Yes, I've seen	Men	20 - 34 years old
8	Yes, I've seen	Women	20 - 34 years old
9	Yes, I've seen	Men	20 - 34 years old
10	Yes, I've seen	Men	20 - 34 years old
11	Yes, I've seen	Men	20 - 34 years old
12	Yes, I've seen	Men	20 - 34 years old
13	Yes, I've seen	Women	20 - 34 years old
14	Yes, I've seen	Men	20 - 34 years old
15	Yes, I've seen	Women	20 - 34 years old
16	Yes, I've seen	Men	20 - 34 years old
17	Yes, I've seen	Men	20 - 34 years old
18	Yes, I've seen	Women	20 - 34 years old
19	Yes, I've seen	Women	20 - 34 years old
20	Yes, I've seen	Women	17 - 19 years old
21	Yes, I've seen	Men	35 - 49 years old
22	Yes, I've seen	Men	20 - 34 years old
23	Yes, I've seen	Men	35 - 49 years old
24	Yes, I've seen	Women	20 - 34 years old
25	Yes, I've seen	Men	20 - 34 years old
26	Yes, I've seen	Women	20 - 34 years old
27	Yes, I've seen	Men	20 - 34 years old
28	Yes, I've seen	Men	17 - 19 years old
29	Yes, I've seen	Men	35 - 49 years old
30	Yes, I've seen	Men	20 - 34 years old
31	Yes, I've seen	Men	35 - 49 years old
32	Yes, I've seen	Men	20 - 34 years old
33	Yes, I've seen	Men	20 - 34 years old
34	Yes, I've seen	Men	20 - 34 years old
35	Yes, I've seen	Men	20 - 34 years old
36	Yes, I've seen	Men	20 - 34 years old
37	Yes, I've seen	Men	20 - 34 years old
38	Yes, I've seen	Men	20 - 34 years old
39	Yes, I've seen	Women	20 - 34 years old
40	Yes, I've seen	Women	20 - 34 years old
41	Yes, I've seen	Women	20 - 34 years old
42	Yes, I've seen	Men	20 - 34 years old
43	Yes, I've seen	Men	20 - 34 years old
44	Yes, I've seen	Men	20 - 34 years old
45	Yes, I've seen	Men	17 - 19 years old
46	Yes, I've seen	Women	20 - 34 years old
47	Yes, I've seen	Women	20 - 34 years old
48	Yes, I've seen	Women	More than 49 years old
49	Yes, I've seen	Men	20 - 34 years old
50	Yes, I've seen	Men	20 - 34 years old

No	Experience seeing advertisements for Brilliant brand t-shirt products	Gender	Age
51	Yes, I've seen	Men	20 - 34 years old
52	Yes, I've seen	Men	20 - 34 years old
53	Yes, I've seen	Men	20 - 34 years old
54	Yes, I've seen	Men	17 - 19 years old
55	Yes, I've seen	Men	20 - 34 years old
56	Yes, I've seen	Men	20 - 34 years old
57	Yes, I've seen	Men	More than 49 years old
58	Yes, I've seen	Men	20 - 34 years old
59	Yes, I've seen	Men	20 - 34 years old
60	Yes, I've seen	Men	20 - 34 years old
61	Yes, I've seen	Men	20 - 34 years old
62	Yes, I've seen	Men	17 - 19 years old
63	Yes, I've seen	Men	35 - 49 years old
64	Yes, I've seen	Women	20 - 34 years old
65	Yes, I've seen	Men	35 - 49 years old
66	Yes, I've seen	Women	20 - 34 years old
67	Yes, I've seen	Women	20 - 34 years old
68	Yes, I've seen	Women	20 - 34 years old
69	Yes, I've seen	Men	20 - 34 years old
70	Yes, I've seen	Women	20 - 34 years old
71	Yes, I've seen	Men	20 - 34 years old
72	Yes, I've seen	Women	20 - 34 years old
73	Yes, I've seen	Men	20 - 34 years old
74	Yes, I've seen	Women	20 - 34 years old
75	Yes, I've seen	Men	20 - 34 years old
76	Yes, I've seen	Women	20 - 34 years old
77	Yes, I've seen	Men	20 - 34 years old
78	Yes, I've seen	Women	20 - 34 years old
79	Yes, I've seen	Women	20 - 34 years old
80	Yes, I've seen	Men	17 - 19 years old
81	Yes, I've seen	Men	20 - 34 years old
82	Yes, I've seen	Men	20 - 34 years old
83	Yes, I've seen	Men	35 - 49 years old
84	Yes, I've seen	Men	20 - 34 years old
85	Yes, I've seen	Men	20 - 34 years old
86	Yes, I've seen	Women	20 - 34 years old
87	Yes, I've seen	Men	20 - 34 years old
88	Yes, I've seen	Women	20 - 34 years old
89	Yes, I've seen	Men	20 - 34 years old
90	Yes, I've seen	Women	20 - 34 years old
91	Yes, I've seen	Women	20 - 34 years old
92	Yes, I've seen	Women	20 - 34 years old
93	Yes, I've seen	Women	20 - 34 years old
94	Yes, I've seen	Women	20 - 34 years old
95	Yes, I've seen	Men	20 - 34 years old
96	Yes, I've seen	Women	17 - 19 years old
97	Yes, I've seen	Women	20 - 34 years old
98	Yes, I've seen	Men	20 - 34 years old
99	Yes, I've seen	Men	More than 49 years old
100	Yes, I've seen	Men	20 - 34 years old
101	Yes, I've seen	Men	20 - 34 years old
102	Yes, I've seen	Men	20 - 34 years old
103	Yes, I've seen	Men	17 - 19 years old
104	Yes, I've seen	Women	20 - 34 years old

No	Experience seeing advertisements for Brilliant brand t-shirt products	Gender	Age
105	Yes, I've seen	Women	20 - 34 years old
106	Yes, I've seen	Men	35 - 49 years old
107	Yes, I've seen	Men	20 - 34 years old
108	Yes, I've seen	Men	20 - 34 years old
109	Yes, I've seen	Men	20 - 34 years old
110	Yes, I've seen	Men	20 - 34 years old
111	Yes, I've seen	Men	20 - 34 years old
112	Yes, I've seen	Men	20 - 34 years old
113	Yes, I've seen	Men	20 - 34 years old
114	Yes, I've seen	Men	20 - 34 years old
115	Yes, I've seen	Men	20 - 34 years old
116	Yes, I've seen	Men	20 - 34 years old
117	Yes, I've seen	Men	20 - 34 years old
118	Yes, I've seen	Men	20 - 34 years old
119	Yes, I've seen	Men	20 - 34 years old
120	Yes, I've seen	Men	20 - 34 years old
121	Yes, I've seen	Men	20 - 34 years old
122	Yes, I've seen	Men	20 - 34 years old
123	Yes, I've seen	Men	17 - 19 years old
124	Yes, I've seen	Men	20 - 34 years old
125	Yes, I've seen	Men	20 - 34 years old
126	Yes, I've seen	Men	More than 49 years old
127	Yes, I've seen	Men	20 - 34 years old
128	Yes, I've seen	Women	20 - 34 years old
129	Yes, I've seen	Men	20 - 34 years old
130	Yes, I've seen	Women	20 - 34 years old
131	Yes, I've seen	Women	20 - 34 years old
132	Yes, I've seen	Women	20 - 34 years old
133	Yes, I've seen	Men	20 - 34 years old
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138	Yes, I've seen	Men	20 - 34 years old
139	Yes, I've seen	Men	20 - 34 years old
140	Yes, I've seen	Women	20 - 34 years old
141	Yes, I've seen	Men	17 - 19 years old
142	Yes, I've seen	Men	20 - 34 years old
143	Yes, I've seen	Men	20 - 34 years old
144	Yes, I've seen	Men	35 - 49 years old
145	Yes, I've seen	Men	20 - 34 years old
146	Yes, I've seen	Men	20 - 34 years old
147	Yes, I've seen	Men	20 - 34 years old
148	Yes, I've seen	Men	20 - 34 years old
149	Yes, I've seen	Men	35 - 49 years old
150	Yes, I've seen	Men	20 - 34 years old
151	Yes, I've seen	Men	20 - 34 years old
152	Yes, I've seen	Men	20 - 34 years old
153	Yes, I've seen	Men	20 - 34 years old
154	Yes, I've seen	Men	20 - 34 years old
155	Yes, I've seen	Men	35 - 49 years old
156	Yes, I've seen	Men	20 - 34 years old
157	Yes, I've seen	Men	35 - 49 years old
158	Yes, I've seen	Men	20 - 34 years old

No	Experience seeing advertisements for Brilliant brand t-shirt products	Gender	Age
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160	Yes, I've seen	Men	20 - 34 years old
161	Yes, I've seen	Men	20 - 34 years old
162	Yes, I've seen	Men	20 - 34 years old
163	Yes, I've seen	Men	20 - 34 years old
164	Yes, I've seen	Men	20 - 34 years old
165	Yes, I've seen	Men	20 - 34 years old
166	Yes, I've seen	Men	20 - 34 years old
167	Yes, I've seen	Men	20 - 34 years old
168	Yes, I've seen	Women	20 - 34 years old
169	Yes, I've seen	Men	20 - 34 years old
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171	Yes, I've seen	Men	20 - 34 years old
172	Yes, I've seen	Women	20 - 34 years old
173	Yes, I've seen	Women	17 - 19 years old
174	Yes, I've seen	Women	20 - 34 years old
175	Yes, I've seen	Men	20 - 34 years old
176	Yes, I've seen	Men	More than 49 years old
177	Yes, I've seen	Men	20 - 34 years old
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179	Yes, I've seen	Men	20 - 34 years old
180	Yes, I've seen	Men	20 - 34 years old
181	Yes, I've seen	Women	20 - 34 years old
182	Yes, I've seen	Men	20 - 34 years old
183	Yes, I've seen	Men	17 - 19 years old
184	Yes, I've seen	Women	20 - 34 years old
185	Yes, I've seen	Men	20 - 34 years old
186	Yes, I've seen	Women	35 - 49 years old
187	Yes, I've seen	Women	20 - 34 years old
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197	Yes, I've seen	Men	17 - 19 years old
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210	Yes, I've seen	Women	20 - 34 years old
211	Yes, I've seen	Men	20 - 34 years old
212	Yes, I've seen	Men	17 - 19 years old

No	Experience seeing advertisements for Brilliant brand t-shirt products	Gender	Age
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214	Yes, I've seen	Men	20 - 34 years old
215	Yes, I've seen	Women	More than 49 years old
216	Yes, I've seen	Men	20 - 34 years old
217	Yes, I've seen	Men	20 - 34 years old
218	Yes, I've seen	Women	20 - 34 years old
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229	Yes, I've seen	Men	20 - 34 years old
230	Yes, I've seen	Men	17 - 19 years old
231	Yes, I've seen	Men	35 - 49 years old
232	Yes, I've seen	Men	20 - 34 years old
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236	Yes, I've seen	Men	20 - 34 years old
237	Yes, I've seen	Men	20 - 34 years old
238	Yes, I've seen	Women	20 - 34 years old
239	Yes, I've seen	Men	35 - 49 years old
240	Yes, I've seen	Men	20 - 34 years old
241	Yes, I've seen	Men	20 - 34 years old
242	Yes, I've seen	Men	20 - 34 years old
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244	Yes, I've seen	Men	20 - 34 years old
245	Yes, I've seen	Men	20 - 34 years old
246	Yes, I've seen	Men	20 - 34 years old
247	Yes, I've seen	Men	20 - 34 years old
248	Yes, I've seen	Men	17 - 19 years old
249	Yes, I've seen	Women	35 - 49 years old
250	Yes, I've seen	Men	20 - 34 years old

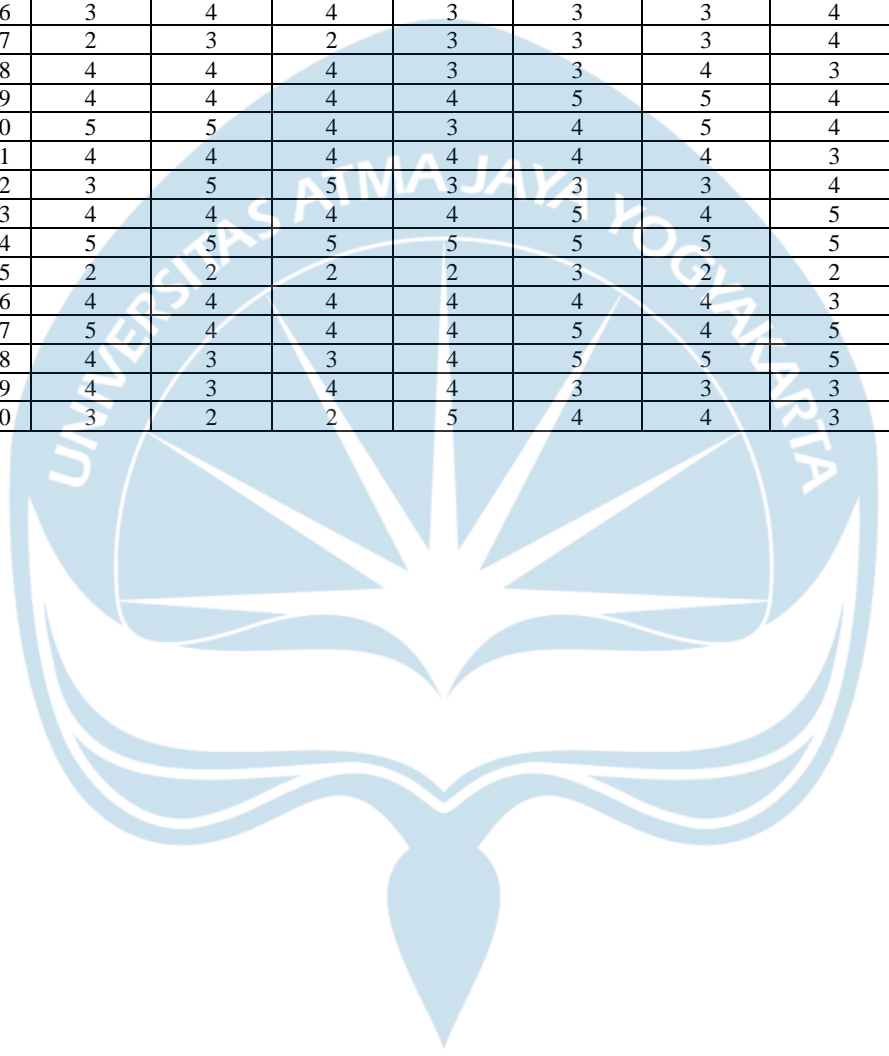
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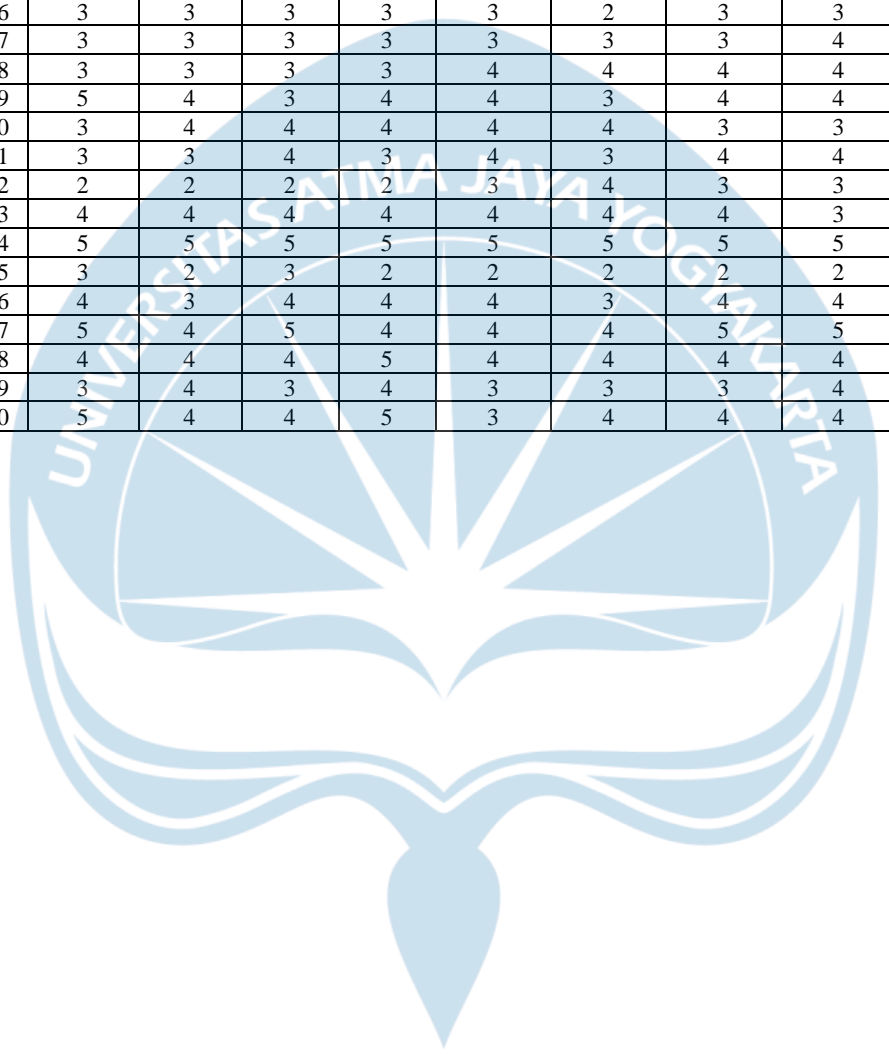
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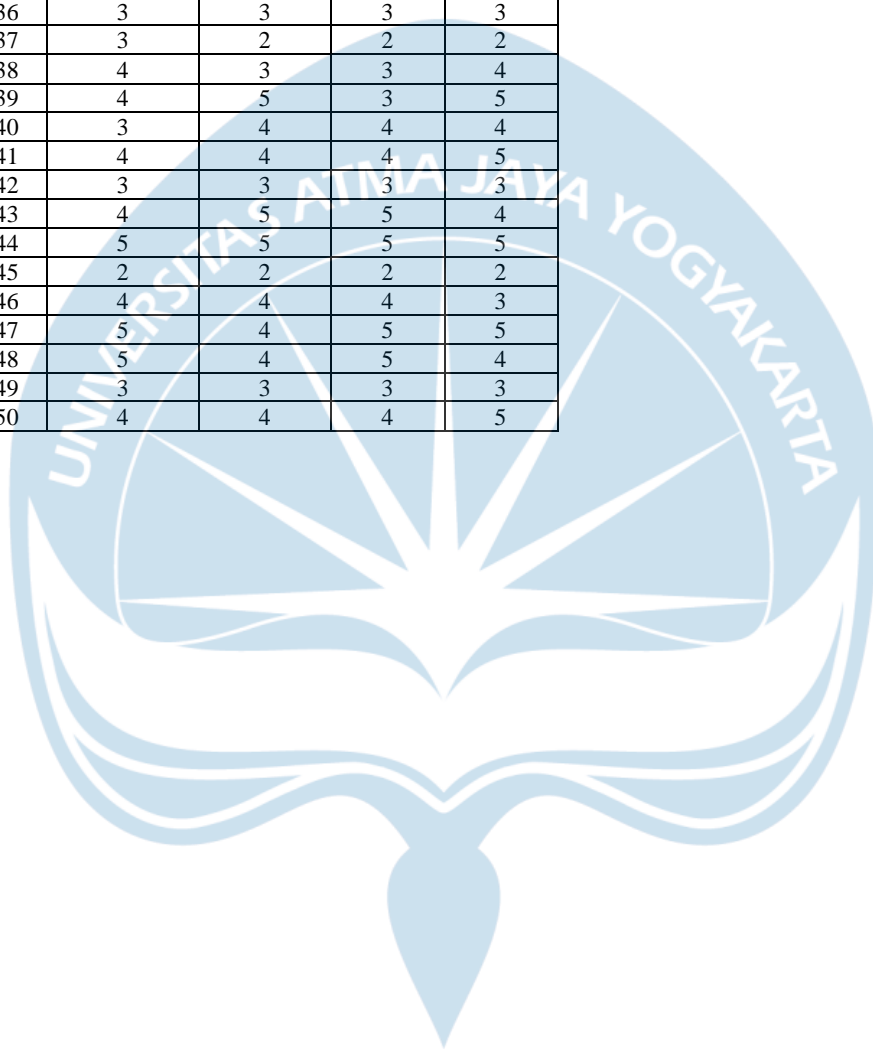
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249	3	3	3	3
250	4	4	4	5



APPENDIX III: PERCENTAGE ANALYSIS
Frequency Table

Experience seeing advertisements for Brilliant brand t-shirt products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I've seen	250	100,0	100,0	100,0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Men	177	70,8	70,8	70,8
	Women	73	29,2	29,2	100,0
	Total	250	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 19 years old	17	6,8	6,8	6,8
	20 - 34 years old	206	82,4	82,4	89,2
	35 - 49 years old	21	8,4	8,4	97,6
	More than 49 years old	6	2,4	2,4	100,0
	Total	250	100,0	100,0	

APPENDIX IV: VALIDITY AND RELIABILITY TEST
Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded ^a	0	.0
	Total	250	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.883	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PIBM.1	11.21	4.358	.807	.825
PIBM.2	11.27	4.591	.781	.836
PIBM.3	11.33	4.857	.730	.856
PIBM.4	11.22	5.046	.669	.878

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.01	8.064	2.840	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded ^a	0	.0
	Total	250	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.882	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PEBM.1	11.03	3.931	.791	.830
PEBM.2	11.04	4.014	.741	.849
PEBM.3	11.11	3.859	.714	.862
PEBM.4	11.12	4.149	.733	.852

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.77	6.821	2.612	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded ^a	0	.0
	Total	250	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.872	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EC.1	11.23	3.952	.740	.831
EC.2	11.33	3.885	.712	.841
EC.3	11.11	3.811	.727	.835
EC.4	11.03	3.867	.725	.836

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.90	6.612	2.571	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded ^a	0	.0
	Total	250	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.894	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ATT.1	15.03	6.232	.766	.866
ATT.2	15.06	6.373	.766	.866
ATT.3	15.12	6.567	.732	.874
ATT.4	14.96	6.324	.730	.874
ATT.5	15.03	6.232	.716	.878

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.80	9.660	3.108	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded ^a	0	.0
	Total	250	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.882	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI.1	11.42	4.397	.752	.847
PI.2	11.32	3.978	.779	.835
PI.3	11.45	4.056	.751	.846
PI.4	11.45	4.417	.700	.865

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.21	7.204	2.684	4

APPENDIX V: DESCRIPTIVE ANALYSIS

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PIBM.1	250	1.00	5.00	3.8000	.87353
PIBM.2	250	1.00	5.00	3.7400	.83136
PIBM.3	250	2.00	5.00	3.6760	.79848
PIBM.4	250	1.00	5.00	3.7920	.79452
Perceived intrinsic brand motivation	250	1.50	5.00	3.7520	.70994
Valid N (listwise)	250				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PEBM.1	250	2.00	5.00	3.7400	.74473
PEBM.2	250	2.00	5.00	3.7280	.75385
PEBM.3	250	2.00	5.00	3.6560	.81752
PEBM.4	250	2.00	5.00	3.6440	.72065
Perceived extrinsic brand motivation	250	2.00	5.00	3.6920	.65295
Valid N (listwise)	250				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EC.1	250	1.00	5.00	3.6720	.72562
EC.2	250	2.00	5.00	3.5680	.76401
EC.3	250	1.00	5.00	3.7880	.77554
EC.4	250	1.00	5.00	3.8720	.76022
Environmental concern	250	1.25	5.00	3.7250	.64287
Valid N (listwise)	250				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ATT.1	250	2.00	5.00	3.7720	.74984
ATT.2	250	2.00	5.00	3.7400	.71726
ATT.3	250	2.00	5.00	3.6800	.69537
ATT.4	250	1.00	5.00	3.8400	.75411
ATT.5	250	2.00	5.00	3.7720	.78644
Attitude toward purchasing the product	250	2.00	5.00	3.7608	.62162
Valid N (listwise)	250				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PI.1	250	2.00	5.00	3.7960	.72421
PI.2	250	2.00	5.00	3.8920	.82161
PI.3	250	1.00	5.00	3.7640	.81914
PI.4	250	2.00	5.00	3.7600	.75411
Purchase intention	250	2.00	5.00	3.8030	.67100
Valid N (listwise)	250				

APPENDIX VI: MULTIPLE LINEAR REGRESSION ANALYSIS

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Environmental concern, Perceived intrinsic brand motivation, Perceived extrinsic brand motivation ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Attitude toward purchasing the product

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 ^a	.516	.510	.43528

a. Predictors: (Constant), Environmental concern, Perceived intrinsic brand motivation, Perceived extrinsic brand motivation

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.606	3	16.535	87.270	.000 ^a
	Residual	46.610	246	.189		
	Total	96.216	249			

a. Predictors: (Constant), Environmental concern, Perceived intrinsic brand motivation, Perceived extrinsic brand motivation

b. Dependent Variable: Attitude toward purchasing the product

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.784	.188		4.164	.000
	Perceived intrinsic brand motivation	.149	.046	.170	3.238	.001
	Perceived extrinsic brand motivation	.343	.057	.361	5.982	.000
	Environmental concern	.309	.056	.320	5.518	.000

a. Dependent Variable: Attitude toward purchasing the product



APPENDIX VII: SIMPLE LINEAR REGRESSION ANALYSIS

Regression

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	Attitude toward purchasing the product ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701 ^a	.491	.489	.47972

a. Predictors: (Constant), Attitude toward purchasing the product

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.037	1	55.037	239.148	.000 ^a
	Residual	57.074	248	.230		
	Total	112.110	249			

a. Predictors: (Constant), Attitude toward purchasing the product

b. Dependent Variable: Purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.959	.186		5.143	.000
	Attitude toward purchasing the product	.756	.049	.701	15.464	.000

a. Dependent Variable: Purchase intention

APPENDIX VIII: DISTRIBUTION TABLE R 5%

N	R tabel	N	R tabel
201	0,138	251	0,123
202	0,137	252	0,123
203	0,137	253	0,123
204	0,137	254	0,123
205	0,136	255	0,122
206	0,136	256	0,122
207	0,136	257	0,122
208	0,135	258	0,122
209	0,135	259	0,121
210	0,135	260	0,121
211	0,134	261	0,121
212	0,134	262	0,121
213	0,134	263	0,121
214	0,134	264	0,120
215	0,133	265	0,120
216	0,133	266	0,120
217	0,133	267	0,120
218	0,132	268	0,119
219	0,132	269	0,119
220	0,132	270	0,119
221	0,131	271	0,119
222	0,131	272	0,119
223	0,131	273	0,118
224	0,131	274	0,118
225	0,130	275	0,118
226	0,130	276	0,118
227	0,130	277	0,117
228	0,129	278	0,117
229	0,129	279	0,117
230	0,129	280	0,117
231	0,129	281	0,117
232	0,128	282	0,116
233	0,128	283	0,116
234	0,128	284	0,116
235	0,127	285	0,116
236	0,127	286	0,116
237	0,127	287	0,115
238	0,127	288	0,115
239	0,126	289	0,115
240	0,126	290	0,115
241	0,126	291	0,115
242	0,126	292	0,114
243	0,125	293	0,114
244	0,125	294	0,114
245	0,125	295	0,114
246	0,125	296	0,114
247	0,124	297	0,113
248	0,124	298	0,113
249	0,124	299	0,113
250	0,124	300	0,113