

Product Innovation, Quality Perception, Image, and Consumer Attitudes that Affect Consumer Purchase Intention of Building Materials in Thailand

Capt. Atitap Sankra¹, Tanapol Kortana², Bundit Pungnirund³, Surachet Suchaiya⁴, and Chattip Manmai⁵

Faculty of Lecturer of the Ph.D.Program College of Innovation and Management, Suan Sunandha Rajabhat University, Thailand Email: ¹s63484945031@ssru.ac.th, ²tanapol.ko@ssru.ac.th, ³Bundit.pu@ssru.ac.th, ⁴surachet.su@ssru.ac.th, ⁵chattip.manmai@research.or.th

Abstract

This study investigates the antecedents influencing consumer purchase intention within Thailand's highly competitive building materials market. The research proposes and empirically tests a conceptual model that links product innovation, perceived quality, and brand image to purchase intention, with consumer attitude serving as a crucial mediating variable. A quantitative methodology was employed, utilizing a structured questionnaire to survey 300 Thai consumers, encompassing both individual homeowners and professional contractors. The collected data were analyzed using a two-step Structural Equation Modeling (SEM) approach. The findings reveal that product innovation, perceived quality, and image all exert a significant positive influence on both consumer attitude and purchase intention. Furthermore, consumer attitude was found to be a powerful direct predictor of purchase intention and a significant mediator in the model. These results provide a robust framework for understanding consumer decision-making in this sector. The study offers significant theoretical contributions by validating an integrated model in the under-researched context of building materials in an emerging economy. Managerially, the findings suggest that to gain a competitive advantage, firms should move beyond price-based competition and focus on strategic investments in innovation, quality assurance, and brand image to cultivate favorable consumer attitudes, which are the most direct drivers of purchase intention.

Keywords: Product Innovation, Perceived Quality, Brand Image, Consumer Attitude, Purchase Intention, Building Materials, Structural Equation Modeling, Thailand

1. Introduction

The construction industry serves as a fundamental engine for both national and global economic progress, particularly in the post-COVID-19 recovery period. A resurgence in investment for infrastructure and urban development projects has invigorated the sector worldwide (Deloitte, 2025). Globally, the construction market is on a steady growth trajectory, with projections indicating an increase in value from \$9.7 trillion in 2022 to nearly \$14 trillion by 2027, propelled by economic powerhouses such as the United States, China, and India (The Future of Commerce, 2025). This expansion is fueled by rising demand for urban housing, the growth of logistics, and investments in data centers (ConstructConnect, 2025).

In Thailand, the construction and building materials sectors are experiencing a similar revival, supported by government investment policies and the technological adaptation of local entrepreneurs (ศูนย์วิจัยกรุงศรี, 2566). According to SCB EIC (2568), Thailand's construction sector is forecast to expand by 3% in 2025, reaching a value of approximately 856 billion baht, driven largely by public sector infrastructure projects. However, this growth is accompanied by

intense market competition. The Thai market is characterized by a large number of operators, with over half registered as limited companies, fostering a highly competitive environment (สำนักงานสถิติแห่งชาติ, 2567; Gimmon & Aiche, 2021; Widodo, 2023). This competition is further amplified by the entry of new domestic and international players, including contractors from China, who are increasing their footprint in the Thai market.

This competitive pressure creates a strategic imperative for firms to differentiate themselves beyond price, thereby avoiding the "commodity trap" where products are seen as interchangeable and price becomes the sole decision-making criterion. The core problem this research addresses is the need for a deeper understanding of how non-price factors can create a sustainable competitive advantage. While factors such as innovation, quality, and brand image are acknowledged as important, there is a lack of a comprehensive, empirically validated model that integrates these specific antecedents—Product Innovation (PRIN), Perceived Quality (PEQU), Image (SUIM), and Consumer Attitude (CUAT)—to explain Consumer Purchase Intention (CUPU) within the unique context of the Thai building materials industry. This study aims to fill this gap by pursuing the following objectives:

1. To assess the current levels of product innovation, perceived quality, image, consumer attitudes, and purchase intention for building materials among consumers in Thailand.
2. To examine the influence of product innovation, perceived quality, and image on consumer purchase intention, both directly and indirectly through consumer attitudes.
3. To develop and validate a structural equation model of consumer purchase intention for building materials in Thailand.

2. Conceptual Framework and Hypothesis Development

This section outlines the theoretical foundation of the study, defining the core constructs and developing the hypotheses that form the proposed structural model.

2.1. Defining the Core Constructs

The model integrates five latent variables central to consumer behavior literature.

Product Innovation (PRIN) refers to the creation of new or the improvement of existing products to add value for customers and meet market demands (วสุธิดา นักเกษม และชวลิตกษณ์ เวชวิทชายาลิ่ง, 2566)¹. It is a multifaceted construct that encompasses not only technological novelty but also aesthetic appeal and the enhancement of quality and functionality (Han et al., 2021; Suhaimi et al., 2022).

Perceived Quality (PEQU) is defined as the consumer's subjective judgment regarding a product's overall excellence or superiority relative to alternatives (Zeithaml, 1988)². This perception is distinct from objective quality and is formed through an evaluation of various cues, including design, performance, and the presence of quality certifications (Garvin, 1984; Styliadis et al., 2022).

Image (SUIM) represents the set of beliefs, ideas, and impressions that a consumer holds regarding a brand or a retail establishment (Kotler & Keller, 2016)³. It is a holistic perception comprising functional (utility-based), symbolic (self-expression), and experiential (sensory and emotional) dimensions (Singh et al., 2023).

Consumer Attitude (CUAT) is a learned predisposition to respond in a consistently favorable or unfavorable manner toward a given object, such as a product or brand (Fishbein & Ajzen, 1975)⁴. It is widely conceptualized as having three components: cognitive (beliefs and knowledge), affective (feelings and emotions), and behavioral (action tendencies).

Consumer Purchase Intention (CUPU) signifies the likelihood that a consumer will plan to or be willing to purchase a product or service (Zhuang et al., 2021)⁵. It is considered a critical precursor to actual purchasing behavior and a key outcome variable in marketing research.

2.2. The Proposed Structural Model

The relationships between these constructs are visualized in the conceptual framework shown in Figure 1. The model posits that product innovation, perceived quality, and image are exogenous variables that influence the endogenous variables of consumer attitude and purchase intention. Consumer attitude is also modeled as a mediator between the exogenous variables and purchase intention.

2.3. Hypothesis Development

The framework leads to seven hypotheses that guide the empirical investigation. These hypotheses are grounded in established theory and prior research synthesized from an extensive literature review.

The relationship between innovation and attitude is well-documented. When consumers perceive an innovation as valuable, compatible with their needs, and easy to use, they form a more positive attitude towards it. For instance, the integration of Augmented Reality (AR) in shopping applications has been shown to enhance user attitudes by adding tangible value to the experience (Jiang, Wang & Yuen, 2021)⁶. Similarly, even in traditional industries, technological innovations that improve product quality without compromising authenticity can foster favorable attitudes (Rabadán, 2021)⁷. Therefore, it is hypothesized that: **H1: Product innovation has a direct positive influence on the consumer attitude towards building materials in Thailand.**

Innovative features that align with consumer values and lifestyles can directly trigger purchase intentions. Studies on electric vehicles (EVs) and drone delivery services show that characteristics such as eco-friendliness, technological sophistication, and convenience are powerful drivers of consumer adoption (Mathew et al., 2021; Xie et al., 2022)^{8 9}. Consumers are more likely to intend to purchase products that not only perform a function but also resonate with their personal identity and aspirations. Thus: **H2: Product innovation has a direct positive influence on the consumer purchase intention of building materials in Thailand.**

Perceived quality is a cornerstone of consumer evaluation and a direct antecedent of attitude. A high-quality experience, whether from product performance or service interaction, cultivates positive feelings and beliefs about a brand. Research shows that perceived quality in a brand's Environmental, Social, and Governance (ESG) initiatives or in the user experience of retail technologies fosters more favorable consumer attitudes (Alimamy & Al-Imamy, 2022; Koh et al., 2022)^{10 11}. Accordingly: **H3: Perceived quality has a direct positive influence on the consumer attitude towards building materials in Thailand.**

The link between perceived quality and purchase intention is one of the most robust in marketing literature. Consumers use quality perceptions as a primary heuristic to reduce risk and simplify their decision-making process. This holds true across diverse contexts, from green products to imported goods, where a higher perceived quality directly translates into a stronger willingness to buy (Wasaya et al., 2021; Helly et al., 2022)^{12 13}. Therefore: **H4: Perceived quality has a direct positive influence on the consumer purchase intention of building materials in Thailand.**

A strong brand image creates a cognitive and affective foundation upon which attitudes are built. Image acts as a psychological filter, shaping how consumers interpret information and experiences related to the brand. A positive image can build resilience against negative information and serves as a consistent source of favorable attitudes (Kapoor & Banerjee, 2021; Abin et al., 2022)^{14 15}. This leads to the hypothesis: **H5: Image has a direct positive influence on the consumer attitude towards building materials in Thailand.**

Brand image also directly influences behavioral intentions. In a crowded marketplace, a clear and positive image helps a brand stand out and become part of a consumer's consideration set. Studies have consistently shown that a favorable brand image, often

cultivated through social media marketing and influencer endorsements, serves as a powerful mediator that translates marketing efforts into concrete purchase intentions (Nugroho et al., 2022; Ellitan et al., 2022)^{16 17}. Thus: **H6: Image has a direct positive influence on the consumer purchase intention of building materials in Thailand.**

The final hypothesized link reflects the central tenet of many behavioral models, including the Theory of Planned Behavior (Ajzen, 1991)¹⁸. Attitude is considered the most immediate determinant of intention. Once a consumer forms a stable positive or negative evaluation of a product, that attitude directly guides their intention to act. This has been confirmed in numerous studies, showing that value-aligned attitudes toward cruelty-free products or EVs are significant drivers of the intention to purchase them (Wuisan & Februadi, 2022; Sahoo et al., 2022)^{19 20}. The model's structure, positioning attitude as a mediator, reflects a key psychological process: external perceptions of innovation, quality, and image are first internalized into a stable evaluative judgment (attitude). This attitude then functions as a "cognitive lock-in," becoming a robust and direct predictor of behavioral intention, making it a more durable driver than fleeting perceptions alone. Therefore: **H7: Consumer attitude has a direct positive influence on the consumer purchase intention of building materials in Thailand.**

3. Research Method

This study employed a quantitative, cross-sectional survey design to collect data and test the proposed conceptual model. The methodology was structured to ensure rigor in measurement and analysis.

3.1. Sample and Data Collection

The target population for this research comprised consumers of building materials in Thailand. This definition is intentionally broad to capture the hybrid nature of the market, which includes both individual end-users (B2C) undertaking personal construction or renovation projects and professional contractors or businesses (B2B) purchasing materials for commercial purposes. Acknowledging this hybridity is crucial, as the decision-making drivers for these two segments may differ, a point that will be revisited in the discussion.

A purposive sampling method was used to recruit respondents who had recently purchased or were involved in the decision-making process for building materials. Data was collected via a structured questionnaire administered across various regions in Thailand. A final sample size of 300 valid responses was obtained, which is deemed sufficient for Structural Equation Modeling (SEM) analysis based on established guidelines recommending a sample size of at least 10-20 times the number of observed variables (Hair et al., 2010)²¹.

3.2. Instrument and Measurement

The data collection instrument was a structured questionnaire divided into two main parts. The first part collected demographic information, while the second part contained measurement items for the five latent constructs in the model: Product Innovation (PRIN), Perceived Quality (PEQU), Image (SUIM), Consumer Attitude (CUAT), and Consumer Purchase Intention (CUPU).

All constructs were measured using multi-item scales adapted from established literature to ensure content validity. Responses were captured on a 5-point Likert scale, ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). The development of these scales involved a rigorous process, including a thorough literature review, expert validation, and pre-testing. The instrument's content validity was confirmed by a panel of three academic and industry experts, who assessed the relevance and clarity of each item using the Item-Objective Congruence (IOC) index. All items achieved an IOC score above the 0.5 threshold. The reliability of the scales was then assessed with a pilot test on 50 respondents. As shown in Table 1, the Cronbach's alpha coefficients for all constructs exceeded the recommended value of 0.70,

indicating strong internal consistency.

3.3. Data Analysis

The data were analyzed using a two-step SEM approach, a robust statistical technique chosen for its ability to simultaneously test complex relationships among multiple latent variables. This method provides a more holistic and rigorous test of the theoretical model than alternative techniques like multiple regression, as it allows for the concurrent assessment of both the measurement model (the validity of the constructs) and the structural model (the hypothesized paths between them).

In the first step, a Confirmatory Factor Analysis (CFA) was conducted to assess the measurement model. This involved evaluating the model for convergent validity (the extent to which items for a specific construct are related) and discriminant validity (the extent to which constructs are distinct from one another). Convergent validity was assessed using standardized factor loadings, Composite Reliability (CR), and Average Variance Extracted (AVE).

In the second step, the structural model was tested to evaluate the hypothesized relationships. The overall fit of the model to the empirical data was assessed using a range of goodness-of-fit indices, including the Chi-square/degrees of freedom ratio (χ^2/df), the Goodness of Fit Index (GFI), the Comparative Fit Index (CFI), the Tucker-Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). Path analysis was then used to determine the significance and strength of the hypothesized causal links.

4. Analysis and Results

This section presents the empirical findings from the data analysis, starting with the sample profile, followed by the assessment of the measurement and structural models.

4.1. Sample Demographics

The sample of 300 respondents consisted of a mix of consumers from across Thailand. The demographic profile indicated a balanced representation in terms of gender and age. Notably, the sample included both individual homeowners (approximately 60%) who purchase materials for personal projects and professional contractors or small business owners (approximately 40%) who purchase for commercial use. This distribution reflects the hybrid B2C and B2B nature of the Thai building materials market.

4.2. Measurement Model Assessment

A CFA was performed on the five-factor measurement model. The results indicated a good fit of the model to the data. Convergent validity was established as all standardized factor loadings were significant ($p < 0.001$) and exceeded the 0.70 threshold. Furthermore, the Composite Reliability (CR) and Average Variance Extracted (AVE) for each construct surpassed the recommended benchmarks of 0.70 and 0.50, respectively, as shown in Table 2. This confirms that the measurement items reliably represent their intended latent constructs.

Discriminant validity was also confirmed. The square root of the AVE for each construct was greater than its inter-construct correlation coefficients, indicating that each latent variable is statistically distinct from the others in the model.

4.3. Structural Model and Hypothesis Testing

After validating the measurement model, the structural model was tested to examine the hypothesized relationships. The model fit indices, presented in Table 3, demonstrate that the proposed model fits the empirical data well, as all values meet or exceed the recommended thresholds.

The results of the path analysis for the structural model are summarized in Figure 2 and Table 4. The analysis revealed that all seven hypotheses were supported at a high level of statistical significance ($p < 0.01$).

The results show that Perceived Quality ($\beta = 0.35$) has the strongest effect on Consumer Attitude, followed closely by Image ($\beta = 0.31$) and Product Innovation ($\beta = 0.28$). All three

exogenous variables also have significant direct effects on Purchase Intention. Critically, Consumer Attitude ($\beta=0.42$) emerges as the most powerful direct predictor of Consumer Purchase Intention, underscoring its central role in the decision-making process.

5. Discussion and Implications

The findings of this study provide significant insights into the dynamics of consumer behavior in the Thai building materials market. This section interprets the results, connects them to the broader literature, and outlines their theoretical and managerial implications.

5.1. Discussion of Findings

The empirical results confirm that the proposed model is a robust framework for explaining consumer purchase intention in this sector. All seven hypotheses were supported, highlighting the interconnected roles of innovation, quality, image, and attitude.

The strong, positive influence of **Perceived Quality (H3, H4)** and **Image (H5, H6)** on both attitude and intention is particularly noteworthy. This suggests that in a market characterized by complex, high-involvement products, consumers rely heavily on cognitive shortcuts. A reputable brand image and a perception of high quality serve as powerful heuristics that reduce perceived risk and simplify the decision-making process. This statistical finding aligns with qualitative insights from industry professionals, who often note that contractors will remain loyal to a trusted brand, even at a premium price, to avoid the significant financial and reputational risks associated with using unproven materials. For these B2B consumers, a strong brand image is not merely symbolic; it is a functional guarantee of reliability and professionalism.

The significant effect of **Product Innovation (H1, H2)** confirms that novelty and advanced features are important drivers of consumer preference. However, the nature of this innovation warrants careful consideration. The building materials sector is inherently risk-averse; product failure can have severe consequences. This suggests that consumers may be more receptive to incremental innovations that improve upon familiar product formats (e.g., more durable paint, lighter concrete blocks) rather than radical, disruptive innovations that challenge established practices. The literature points to a tension between "aesthetic-incongruity" (jarring novelty) and "typicality" (familiar novelty). In this high-risk context, innovations that align with "typicality" are more likely to be perceived positively, as they offer improvement without introducing uncertainty. This nuanced view helps explain why the path coefficient for innovation, while significant, was slightly lower than for quality and image.

The most critical finding is the powerful role of **Consumer Attitude (H7)** as the strongest direct predictor of Purchase Intention. This validates its central position in the model and reinforces the psychological process of "cognitive lock-in." The results show that for innovation, quality, and image to effectively translate into purchase intention, they must first succeed in shaping a stable, favorable internal judgment in the consumer's mind. Once a positive attitude is formed, it becomes a durable heuristic that guides future decisions, making the consumer more resilient to competitive offers. This underscores that marketing strategies aimed at building lasting, positive attitudes are likely to be more sustainable than those focused solely on promoting transient perceptions of novelty or features.

5.2. Theoretical Implications

This study makes several contributions to the consumer behavior literature. First, it develops and validates a comprehensive model that integrates key marketing and psychological constructs in the under-researched context of the building materials industry in an emerging economy. While these variables have been studied individually, this research provides a holistic view of their interplay.

Second, the study empirically confirms the significant mediating role of consumer attitude, reinforcing its central position in models of reasoned action, such as the Theory of Planned Behavior (Ajzen, 1991)¹⁸. It demonstrates how external perceptions (of innovation, quality, image) are processed and converted into an internal evaluative state (attitude) before they manifest as behavioral intent.

5.3. Managerial Implications

The findings offer clear, actionable recommendations for managers and marketers in the Thai building materials industry.

1. **Prioritize Brand Image and Perceived Quality to Escape Commoditization:** To combat increasing price-based competition, firms should make strategic investments in building a strong brand image centered on trust, reliability, and professionalism. This, coupled with consistent delivery of high-quality products, will shape positive consumer attitudes (H5, H3), which are the most direct path to securing purchase intentions (H7) and commanding brand loyalty.
2. **Focus Innovation on Meaningful, Low-Risk Improvements:** While innovation is important, the focus should be on enhancements that offer clear benefits without introducing significant perceived risk. Innovations related to durability, ease of use, safety, and sustainability are likely to be more effective than purely aesthetic or radical changes. Marketing communications should emphasize how these innovations solve practical problems for both homeowners and contractors.
3. **Make Attitude-Building the Core of Marketing Strategy:** Marketing efforts should not be limited to creating awareness of features. The ultimate goal should be to cultivate an enduring, positive attitude toward the brand. This involves consistent messaging, excellent customer service, and building a community around the brand that reinforces its values of quality and reliability. A positive attitude is the most valuable asset in converting interest into a sale.

6. Conclusion, Limitations, and Future Research

6.1. Conclusion

This research set out to develop a model explaining the factors that influence consumer purchase intention for building materials in Thailand. The study successfully validated a structural model demonstrating that product innovation, perceived quality, and brand image significantly and positively influence consumer attitudes and purchase intentions. Consumer attitude was identified as the most powerful direct predictor of purchase intention, highlighting its critical role as a mediator. The findings provide a valuable strategic roadmap for firms seeking to build a sustainable competitive advantage in a crowded market by focusing on non-price factors that cultivate lasting consumer preference.

6.2. Limitations

This study is subject to several limitations that offer avenues for future research. First, the cross-sectional design captures a single point in time and, while it can establish strong correlations, it cannot definitively prove causality over time. Second, the use of a purposive sampling method, while appropriate for targeting a specific population, limits the statistical generalizability of the findings to all consumers in Thailand. Third, the study aggregated B2C (homeowner) and B2B (contractor) consumers into a single sample. While this provides a valuable market-level overview, the decision-making drivers for these two segments are likely different, and this aggregation may mask important nuances.

6.3. Future Research

Based on these limitations, several directions for future research are proposed. A longitudinal study could track how consumer attitudes and intentions toward building material

brands evolve over time in response to marketing activities and product experiences. Future research should also conduct a comparative study that explicitly models the differences in the decision-making paths of homeowners versus professional contractors to provide more targeted managerial insights. Finally, an experimental study could be designed to test the effects of different types of product innovation (e.g., radical vs. incremental; functional vs. aesthetic) on consumer attitudes and risk perception in this specific sector.

References

- ¹ วสุธิดา นักเกษม และยวลักษณ์ เวชวิทชายาลัง. (2566). อิทธิพลของนวัตกรรมผลิตภัณฑ์และนวัตกรรมกระบวนการที่ส่งผลต่อความสามารถทางการแข่งขันอย่างยั่งยืน ผ่านความสามารถของผู้ประกอบการในธุรกิจ SMEs จังหวัดสมุทรปราการ. *วารสารการบริหารนิตินุคคลและนวัตกรรมท้องถิ่น*, 9(7), 780-789.
- ² Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
- ³ Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- ⁴ Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.
- ⁵ Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the factors influencing green purchase intention: A meta-analysis approach. *Frontiers in Psychology*, 12, 644020.
- ⁶ Jiang, Y., Wang, X., & Yuen, K. F. (2021). Augmented reality shopping application usage: The influence of attitude, value, and characteristics of innovation. *Journal of Retailing and Consumer Services*, 63, 102720.
- ⁷ Rabadán, A. (2021). Consumer attitudes towards technological innovation in a traditional food product: The case of wine. *Foods*, 10(6), 1363.
- ⁸ Mathew, A. O., Jha, A. N., Lingappa, A. K., & Sinha, P. (2021). Attitude towards drone food delivery services: Role of innovativeness, perceived risk, and green image. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2), 144.
- ⁹ Xie, R., An, L., & Yasir, N. (2022). How innovative characteristics influence consumers' intention to purchase electric vehicle: A moderating role of lifestyle. *Sustainability*, 14(8), 4467.
- ¹⁰ Alimamy, S., & Al-Imamy, S. (2022). Customer perceived value through quality augmented reality experiences in retail: The mediating effect of customer attitudes. *Journal of Marketing Communications*, 28(4), 428-447.
- ¹¹ Koh, H. K., Burnasheva, R., & Suh, Y. G. (2022). Perceived ESG (environmental, social, governance) and consumers' responses: The mediating role of brand credibility, Brand Image, and perceived quality. *Sustainability*, 14(8), 4515.
- ¹² Wasaya, A., Saleem, M. A., Ahmad, J., Nazam, M., Khan, M. M. A., & Ishfaq, M. (2021). Impact of green trust and green perceived quality on green purchase intentions: A moderation study. *Environment, Development and Sustainability*, 23(9), 13418-13435.
- ¹³ Helly, H., Budhi, H., & Didik, S. (2022). The antecedents of on purchase intention of foreign products, mediating role of attitude, and the moderating role of ethnocentrism. *International Journal of Economics and Business Issues*, 1(1), 14-27.
- ¹⁴ Kapoor, S., & Banerjee, S. (2021). On the relationship between brand scandal and consumer attitudes: A literature review and research agenda. *International Journal of Consumer Studies*, 45(5), 1047-1078.
- ¹⁵ Abin, D. G., Mandagi, D. W., & Pasuhuk, L. S. (2022). Influence of brand image on customer attitude, intention to purchase and satisfaction: The case of start-up brand Pomie Bakery. *Enrichment: Journal of Management*, 12(5), 3907-3917.
- ¹⁶ Nugroho, S. D. P., Rahayu, M., & Hapsari, R. D. V. (2022). The impacts of social media influencer's credibility attributes on gen Z purchase intention with brand image as mediation: Study on consumers of Korea cosmetic product. *International Journal of*

Research in Business and Social Science, 11(5), 18-32.

- ¹⁷ Ellitan, L., Harvina, L. G. D., & Lukito, R. S. H. (2022). The effect of social media marketing on brand image, brand trust, and purchase intention of something skincare products in surabaya. *Journal of Entrepreneurship and Business*, 3(2), 104-114.
- ¹⁸ Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- ¹⁹ Wuisan, C. V., & Februadi, R. (2022). Consumers' attitude towards the cruelty-free label on cosmetic and skincare products and its influence on purchase intention. *Jurnal Manajemen*, 26(1), 1-17.
- ²⁰ Sahoo, D., Harichandan, S., & Kar, S. K. (2022). An empirical study on consumer motives and attitude towards adoption of electric vehicles in India: Policy implications for stakeholders. *Energy Policy*, 165, 112941.
- ²¹ Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Prentice Hall.