

Mediating Effect of Subjective Norms in the Relationship Between Attitude and Online Purchase Decision

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Abstract

Purpose : This study addressed the need for literature on the factors influencing consumer attitudes while making online purchase decisions. Specifically, the research aimed to determine the influence of subjective norms on the relationship between attitudes and online purchase decisions.

Methodology : Attitude, subjective norms, and purchase decision variables were analyzed through structural equation modeling (SEM) using Smart PLS software version 3.3.5. The empirical study was conducted on a sample of 654 respondents.

Findings : The results showed a positive and significant influence between consumer attitudes and online purchase decisions, which is mediated by subjective norms.

Practical Implications : It is recommended that marketing managers create an appropriate environment, designing strategies that take into account the influence exerted by subjective norms, thereby promoting the purchase intention towards the final decision.

Originality : This research proposed a model that incorporates subjective norms as a mediating and fundamental variable that the consumer takes into account when making online purchase decisions, a situation that has not been considered before.

Keywords : Attitude, subjective norms, purchase decision, behavior, friends, groups of reference

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E-commerce has experienced significant growth as a result of market changes and the search for marketing strategies that use technology as a channel to reach consumers. The growth has been further accelerated due to the COVID-19 pandemic (Hebbbar et al., 2020), as entrepreneurs were forced to offer their products online, and customers had to resort to online shopping to meet their needs during confinement. Thus, a digital communication channel was established between the seller and the buyer, which was previously an additional option but has now become a fundamental requirement for companies to remain competitive in the market (Saribut, 2022).

In 2020, commercial operations in European countries increased by 50%, in the United States by 120%, and in Latin America, the number of websites increased by 800%, replacing traditional channels with online channels (Han, 2022). All of these particularities have generated fundamental changes in consumer behavior, and there is a

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concern about identifying the determinants of customers' purchase decisions (Dey & Sharma, 2019). It is also necessary to consider commercial activity in the context of digital commercial operations in developing countries.

Among the analyzed studies are those that argue that the online purchase decision is based on the information found on the web, which allows for the evaluation of the product's characteristics. This information is primarily based on reviews found on websites, taking into account that there is no physical contact with the product, and the number of reviews reflects the product's prestige (Racherla et al., 2012). On the contrary, sales decrease if the reviews are consistently negative (Hu & Krishen, 2019). Consumers seek different tools that allow them to ensure the evaluation of the product they want to buy (Zirena-Bejarano et al., 2023). However, some authors argue that online information is insufficient, so customers seek to confirm through social networks, blogs, other websites, and even offline (Fernandes et al., 2021; Tata et al., 2020).

One of the determinants that have been investigated is the consumer's attitude, which is identified as the predisposition acquired by learning and which drives behavior in a given situation (Fishbein, 1963). Maloney et al. (1975) stated that attitude is composed of affective, cognitive, and behavioral elements, and these elements have been analyzed, demonstrating that the more positive they are, the greater the probability of purchasing the product through the web (Chang et al., 2005). On the other hand, research does not accept such results but rather argues that attitude varies according to the importance given to each component (Zhou et al., 2007), making it controversial and important to continue researching its effect on the decision-making of young customers (Nandi & Singh, 2021). Furthermore, the influence of subjective norms is considered important because they trigger certain behavior when they are considered social pressures (Ajzen, 2011). In that sense, family, friends, and the work environment influence individuals, defining their awareness of a certain stimulus. Thus, subjective norms have been proven to affect purchase intention (Al-Swidi et al., 2014).

To the best of our knowledge, the mediating effect of subjective norms has not been analyzed. Therefore, the objective of this research is to study subjective norms as a mediating variable in the relationship between consumer attitude and online purchase decision, integrating it into a mediation model. The main contribution to the literature is identified with the analysis of the linkage of TPB theory as an antecedent of consumer attitude with the purchase decision in developing countries, filling the existing gap in this context. Additionally, this research provides a better understanding of the influence of subjective norms on online purchase decisions in response to the need of marketers to face the requirements of consumers in a growing digital market (Abdelkhair et al., 2023; Bulsara & Vaghela, 2022).

Theory and Hypotheses

Online Purchase Decision

The purchase decision has been defined as a multi-step process, including problem recognition, pre-search stage, information search, evaluation of alternatives, and choice and evaluation of results (Schiffman et al., 2014). Thus, it identifies the rational approach highlighting the evaluation of product features (Akpoyomare et al., 2012). From this theoretical proposal, we can see that technological tools have created a new environment in which the purchase decision is primarily affected by the information that comes more easily through web channels. The information found on the web is attractive, friendly, and reliable, replacing the absence of physical interaction between the buyer and seller (Islam et al., 2021). Furthermore, that information motivates the individual to evaluate such content and affects the final decision (Karimi et al., 2018).

Putri et al. (2022) showed that factors such as trust, safety, service quality, and perceived risk have an effect on how consumers make their decisions. Solomon et al. (2019) proposed three cultural factors that identified the beliefs, customs, and traditions of the area or zone to which an individual belongs. The social factor refers to the

influence of family and friends with whom they relate, with the identification of the person within the reference group being important. Finally, personal factors, such as lifestyle, personality, and education, are considered fundamental psychological characteristics when making a purchase decision (Lopez Salazar, 2019). Linge et al. (2022) posited that attitude, subjective norms, and perceived behavioral control, as dimensions of the TPB theory, have an effect on the purchase decision. Attitude affects purchase intentions.

Attitude

The literature review shows that attitude is defined as a process of evaluation that people make regarding a stimulus (Baron & Kenny, 1986). This process identifies preferences, positions, or feelings toward a product or service (Brand et al., 2020) and has affective, cognitive, and behavioral components (Cheah et al., 2022).

Along the same line, Solomon et al. (2019) argued that one of the most difficult aspects of measuring attitudes is because a customer can have a positive attitude towards a product but at the same time, a negative attitude towards a component of the same product (Clow & Baack, 2005). In addition, measuring the intensity of the impulses and under what circumstances they are maintained is essential. Organizations should orient sales strategies towards achieving a favorable attitude in their customers, as a favorable attitude will generate a greater probability of product purchase (Cetin & Bilgihan, 2016; Guru et al., 2021).

Some authors argue that attitudes are learned (Corneille & Stahl, 2019). Therefore, the result of an experience or feeling in front of the stimulus generated by the product is fundamental for the purchase and repurchase of the product (Kotler & Armstrong, 2017). In traditional sales, the customer has the possibility of observing and touching the product, while in an online operation, there is no possibility of a real approach to the product. This forces marketing specialists to offer another type of information that generates confidence in the buyer. With these arguments, the following hypotheses are proposed :

☞ **Ha1** : Consumer attitude has a positive and significant influence on online purchase decisions.

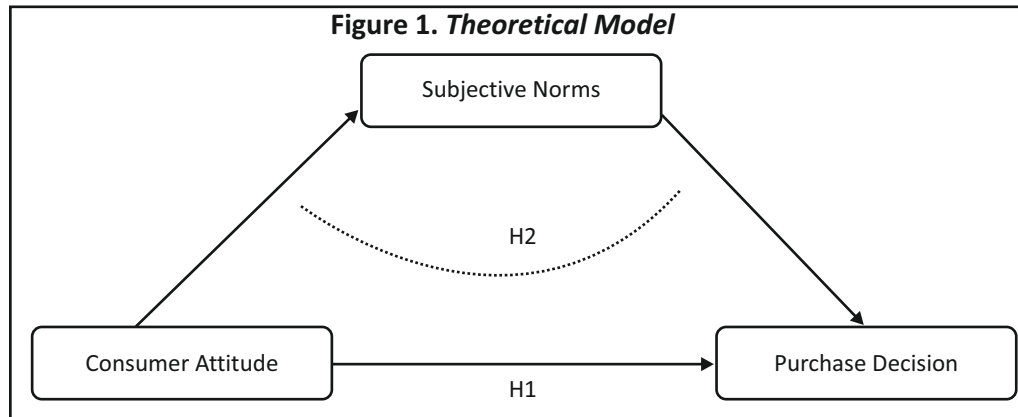
☞ **H01** : Consumer attitude does not positively and significantly influence online purchase decisions.

Subjective Norms

Subjective norms have been defined as individuals' perceptions of how they are evaluated by their reference groups in relation to a specific behavior (Ajzen, 1991). Subsequent research has identified norms as critical elements of the theory of planned behavior (TPB). In addition, individuals seek role models that influence their behavior (Ajzen, 2020). In this sense, personal norms play a role in shaping moral obligations towards certain behaviors (Janmaimool, 2017; Wang & Chou, 2021).

Currently, with the use of the web, platforms, and social networks, there is a stronger relationship between subjective norms and the ease of accessing information. Consumers can find reviews and comments about the products they are interested in and identify individuals they consider as role models (Wang & Chou, 2021). It should also be mentioned that these norms drive customer attitudes and behaviors (Yang & Ahn, 2020). Noor et al. (2020) demonstrated that subjective norms significantly influence purchase intention through e-commerce, and friends and peers have a greater influence due to their increased online presence (Jain, 2020). In addition, Hasbullah et al. (2016) proposed that online information can be biased, leading consumers to seek the opinion of their references.

Although it is essential to identify the determinants of behavior, there have been objections to the TPB theory. La Barbera and Ajzen (2020) suggested that subjective norms have a weak effect on individuals' intention to make their own decisions. Furthermore, it has been established that subjective norms generate a very weak relationship



with intentions (Ajzen, 2020) and, consequently, with the purchase decision. These observations highlight the need for further investigation into the effect of subjective norms on online purchase decisions. Therefore, the following hypotheses are proposed:

- ↳ **Ha2** : Subjective norms mediate the relationship between consumer attitude and online purchase decisions.
- ↳ **H02** : Subjective norms do not mediate the relationship between consumer attitude and online purchase decisions.

The theoretical model of the study is depicted in Figure 1.

Design of the Investigation

Population and Sample

The empirical study was conducted using a sample obtained through a simple random probability sampling technique, obtaining 654 valid respondents, which exceeds the required sample size calculated from an infinite population. A 39-item Likert-type questionnaire was applied and sent through Google Forms. The data collection took place in the last quarter of 2021, following a pilot study with 20 respondents to analyze and process preliminary results. After confirming the instrument's relevance, the questionnaire was applied to consumers in the city of Arequipa, Perú, a developing country in Latin America, who used digital platforms for their purchases. A total of 720 responses were received, of which 654 were considered valid.

Measures

The variables were measured using validated scales carefully selected after an extensive review of previous studies. All measures were adapted to a 7-point Likert scale, with 1 representing “*totally disagree*” and 7 representing “*totally agree*.”

Consumer Attitude

This variable was measured using the 7-item scale adapted from Brand et al.'s (2020) research, which evaluated an individual's favorable or unfavorable product evaluation.

Subjective Norms

Subjective norms are measured as an individual's evaluation of what is right or wrong and the influence on his/her behavior. This variable was measured by adapting the 13-item scale of Al-Nahdi (2015).

Online Purchase Decision

This variable was measured based on Kotler and Armstrong's (2017) theory, which identifies influencing factors such as social, personal, psychological, and cultural aspects. The measurement scale used was adapted from Chávez Zirena et al.'s (2020) research and consisted of 19 questions.

Control Variables

Gender was included as a control variable, with the sample consisting of 44% men and 56% women.

Analysis Techniques

The information collected was analyzed using structural equation modeling (SEM) through the technique of partial least squares (PLS) using Smart PLS software version 3.3.5. This software is specifically designed for studying constructs in the social sciences field (Chin, 1998). The application of SEM-PLS allows for evaluating the direct relationship between the independent latent variable, consumer attitude, and the dependent variable, purchase decisions. Additionally, it enables the incorporation of subjective norms as a mediating variable to measure the indirect effects on the dependent variable (Hair Jr. et al., 2019).

The analysis was conducted through simultaneous equations in two stages. In the first stage, the measurement model is designed to assess the factor loadings of the items comprising the proposed constructs. This step aims to measure the reliability and validity of the indicators. In the second stage, the structural model is evaluated by analyzing the causality of these indicators. In the second stage, the structural model is evaluated by analyzing the causality of the relationships between the causal and effect variables (Hair et al., 2019). To test the statistical significance of the coefficients in the estimated models in PLS-SEM, bootstrap resampling is employed. This procedure involves creating sub-samples by randomly extracting observations from the data set (Davison & Hinkley, 1997).

Analysis and Results

Descriptive Results

To obtain the results of the research, various statistical techniques were applied. Initially, a descriptive analysis

Table 1. Descriptive Analysis of the Study Variables

	Media	SD	1	2	3
1. Consumer Attitude	4.424	1.421	1		
2. Subjective Norms	4.166	1.479	0.772**	1	
3. Purchase Decision	4.453	1.356	0.734**	0.763**	1

Note. ** $p < 0.01$.

was conducted, which involved calculating the mean, standard deviation, and correlations among the proposed constructs. These results are presented in Table 1.

Evaluation of the Measurement Model

The measurement model was analyzed to evaluate the reliability and validity of the proposed variables. Cronbach's alpha was used as the first indicator, with values above the threshold of 0.70 considered acceptable. Additionally, composite reliability values were examined, with values above 0.70 indicating an acceptable level of reliability. Convergent validity was assessed, and values above 0.50 indicated that the indicators substantially explained the measurement variable (Hair et al., 2019). Discriminant validity was evaluated using the Fornell and Larcker criterion, with values in bold on the diagonal being higher than the rest of the values in the column. Furthermore, the heterotrait-monotrait ratio (HTMT) was applied to confirm these findings, with results higher than those in the upper rows demonstrating the discriminant validity of the proposed constructs (Henseler et al., 2015). The corresponding data are presented in Table 2.

Table 3 shows the internal consistency of the indicators of the three variables. Cross loadings are observed, and each indicator's external loading is higher than any of its cross loadings highlighted in bold.

Table 2. Analysis of Reliability, Convergent, and Discriminant Validity of the Constructs

	Internal Consistency		Convergent Validity	Discriminant Validity Fornell and Larcker and HTMT		
	Cronbach's Alpha	Composite Reliability		1	2	3
1. Consumer Attitude	0.914	0.932	0.660	0.813	0.829	0.780
2. Subjective Norms	0.955	0.961	0.652	0.775	0.808	0.806
3. Purchase Decision	0.960	0.964	0.585	0.732	0.775	0.765

Table 3. Discriminant Validity Analysis by Cross Loading and Collinearity

	Cross Loads			(VIF)
	Consumer Attitude	Subjective Norms	Purchase Decision	Variance Inflation Factor
Consumer Attitude				
1 Attitude	0.833	0.635	0.624	2.787
2 Attitude	0.812	0.612	0.614	2.657
3 Attitude	0.820	0.653	0.619	2.456
4 Attitude	0.768	0.614	0.582	2.024
5 Attitude	0.835	0.657	0.586	2.709
6 Attitude	0.781	0.595	0.559	2.089
7 Attitude	0.837	0.640	0.576	2.644
Subjective Norms				
8 Norms	0.619	0.786	0.570	3.141
9 Norms	0.600	0.776	0.558	2.653
10 Norms	0.592	0.794	0.580	3.337
11 Norms	0.637	0.804	0.613	4.058
12 Norms	0.607	0.750	0.550	2.887

13 Norms	0.678	0.816	0.619	3.984
14 Norms	0.607	0.817	0.641	3.176
15 Norms	0.623	0.846	0.642	3.952
16 Norms	0.657	0.839	0.648	3.782
17 Norms	0.630	0.823	0.671	3.667
18 Norms	0.625	0.794	0.661	3.237
19 Norms	0.624	0.814	0.680	3.453
20 Norms	0.636	0.832	0.682	4.001
Purchase Decision				
21 Decision	0.568	0.640	0.714	2.134
22 Decision	0.508	0.593	0.721	2.752
23 Decision	0.522	0.617	0.709	2.627
24 Decision	0.589	0.602	0.748	4.207
25 Decision	0.591	0.598	0.752	4.282
26 Decision	0.570	0.623	0.753	2.297
27 Decision	0.496	0.504	0.685	2.106
28 Decision	0.573	0.565	0.776	2.396
29 Decision	0.606	0.626	0.803	2.619
30 Decision	0.547	0.543	0.760	3.056
31 Decision	0.542	0.574	0.788	3.095
32 Decision	0.576	0.608	0.829	3.585
33 Decision	0.601	0.603	0.792	3.956
34 Decision	0.540	0.600	0.796	3.406
35 Decision	0.566	0.615	0.817	3.774
36 Decision	0.574	0.594	0.787	3.991
37 Decision	0.518	0.558	0.752	3.027
38 Decision	0.560	0.578	0.758	3.320
39 Decision	0.570	0.596	0.779	2.915

According to the data shown in Table 2 and Table 3, it can be affirmed that the measurement model is valid, given that the variables and their indicators comply with the parameters suggested by the literature (Hair Jr. et al., 2019). The next stage is the evaluation of the structural model.

Evaluation of the Structural Model

The collinearity analysis, performed using the variance inflation factor (VIF), indicates that all values are below the threshold value of 5 (Hair et al., 2019), suggesting that none of the indicators exhibit critical levels of collinearity. The structural model assesses the strength and significance of the beta and R^2 coefficients of the relationships. The association between consumer attitude and online purchase decision reveals a positive and significant effect ($\beta = 0.733$, $p < 0.000$), supporting the acceptance of hypothesis Ha1 and rejection of H01 (Table 4).

Table 4. Analysis of the Direct Relationship Model

Relationship	Direct Effect	95% Confidence Interval	R ²	Significance (p<0.05)
Consumer Attitude → Purchase Decision	0.733	0.476–0.600	0.537***	0.000***

Note. ***≤0.001.

Table 5. Analysis of the Mediation Model

Relationship	Direct Effect	95% Confidence Interval	R ²	Significance (p<0.05)
Consumer Attitude → Subjective Norms	0.775	0.732–0.814		0.000***
Subjective Norms → Purchase Decision	0.520	0.432–0.605		0.000***
Consumer Attitude → Purchase Decision	0.329	0.239–0.417		0.000***
Consumer Attitude → Subjective Norms → Purchase Decision	0.403	0.332–0.476	0.644***	0.000***

Note. *sig ≤ 0.05; **sig ≤ 0.01; ***sig ≤ 0.001;

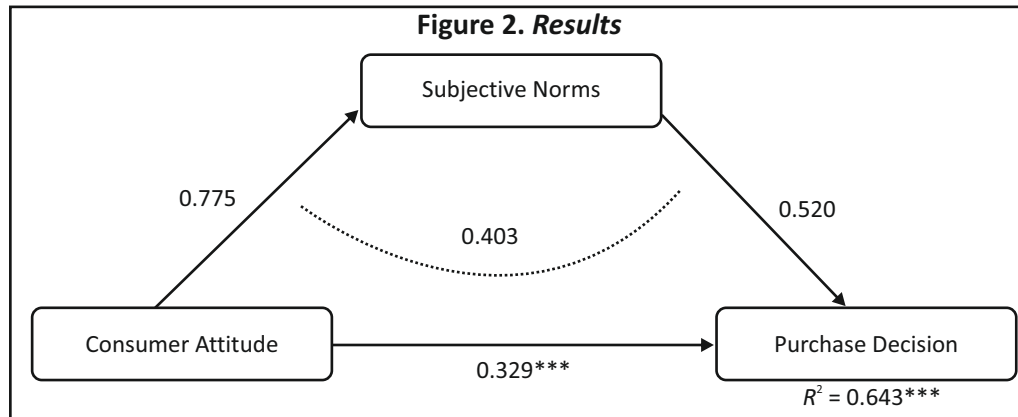
Hypothesis Ha2 proposes that the relationship between consumer attitude and online purchase decisions is mediated by subjective norms (Baron & Kenny, 1986). The first condition requires a significant relationship between the independent variable (consumer attitude) and the dependent variable (online purchase decisions), as depicted in Figure 2. Here, we observe a positive and significant effect ($\beta = 0.733$ and $p < 0.000$), thus meeting the first condition. The second condition states that there must be a relationship between the independent variable (consumer attitude) and the mediating variable (subjective norms), as shown in Figure 2. This condition is met with a positive and significant effect ($\beta = 0.775$ and $p < 0.000$). The third condition indicates a relationship between the mediating variable and the dependent variable, also illustrated in Figure 2. This condition is fulfilled, as the results demonstrate a positive and significant effect ($\beta = 0.520$ and $p < 0.000$). The fourth condition requires that when the independent variable, mediator, and the dependent variable are integrated into the same model, the effect of the independent variable on the dependent variable should be substantially decreased. As observed in Figure 2, Ha1 establishes an initial effect of the consumer attitude variable on the online purchase decision ($\beta = 0.773$), and when the mediating variable subjective norms is incorporated, the effect decreases ($\beta = 0.329$ and $p < 0.000$). This confirms the fourth condition proposed by Baron and Kenny (1986). Therefore, hypothesis Ha2 is accepted, and hypothesis H02 is rejected. Table 5 depicts the presentation of these results.

The variable “subjective norms” has been introduced as a mediator between the previous constructs. Table 5 presents the results of assessing the mediating effect of subjective norms in the relationship between consumer attitude and online purchase decisions. The findings reveal a positive and significant effect of the consumer attitude variable on the online purchase decision with $\beta = 0.733$, significant for $p < 0.000$. Similarly, the results

Table 6. Summary of the Research Model

Dependent Variable: Purchase Decision	Initial Model	Mediation Model
Consumer Attitude	0.733***	0.329***
Consumer Attitude → Subjective Norms → Purchase Decision		0.403***
Adjusted R ²	0.536***	0.643***
Change in adjusted R ²		0.107***

Note. *sig ≤ 0.05; **sig ≤ 0.01; ***sig ≤ 0.001;



indicate a positive and significant relationship between consumer attitude and subjective norms with $\beta = 0.775$, $p < 0.001$ as well as between subjective norms and purchase decisions with $\beta = 0.520$, $p < 0.000$, both significant at $p < 0.000$.

These results demonstrate an increase in the coefficient of determination from 0.536–0.643, representing an additional explained variance of 19.96%. Consequently, it is confirmed that a positive and significant relationship exists between consumer attitude and online purchase decision. This supports the acceptance of Ha2 and rejection of H02 in this research. Table 6 summarizes the relationships evaluated in the study, and Figure 2 shows these results graphically.

Discussion

This research examines the impact of consumers on online purchase decision, as proposed by Makhitha and Ngobeni (2021), and explores the influence of subjective norms, as suggested by Jain (2020). The results of the initial model indicate that more positive customer attitudes are associated with a higher likelihood of making a purchase, as proposed by Acevedo et al. (2021). Furthermore, a strong positive relationship is found between consumer attitude and subjective norms, which, in turn, influence the purchase decision, supporting the findings of Noor et al. (2020).

Upon introducing subjective norms into the comprehensive structural model, a significant indirect effect of consumer attitude on the online purchase decision is observed. In addition, the initial relationship's significance decreases under the influence of subjective norms, confirming a fully mediating effect between purchase attitude and online purchase decision. This fulfills the stated objective and addresses the research gap concerning the mediating effect of subjective norms on the variables in the initial model.

This research contributes significantly by bridging the literature gap and establishing the association between the theory of online purchase decision, consumer attitude, and subjective norms as the primary contribution. The study provides valuable insights that enhance understanding of the direct and indirect relationships among these constructs, with the incorporation of subjective norms as a mediating variable in the proposed model. Another important contribution is the testing of the model in the context of developing countries where information and research are limited.

Conclusion and Implications

The literature review did not uncover any studies examining subjective norms' indirect effects on the online

purchase decision. Thus, this study offers an analysis of the relationships between the purchase attitude and purchase decision, incorporating models that measure both direct and indirect effects, which are of interest to marketing managers.

The main theoretical contribution of this research lies in connecting consumer attitude theory and online purchase decision in developing countries. This enables us to identify the need for companies to comprehend how their customers determine their attitudes. As stated by Kovacs and Keresztes (2022), customers base their attitudes on the characteristics they perceive in the products they evaluate. The findings of this study demonstrate a direct, positive, and significant relationship between consumer attitude and online purchase decision. Furthermore, the inclusion of subjective norms in the initial model enhances the results.

In terms of practical contributions, this study recommends addressing the challenges faced by marketing managers. Understanding how the consumer attitude from different generations is shaped online suggests the importance of providing clear, appealing, and easily understandable information, as argued by Thomas and Mathew (2021). Customers should be able to identify the product characteristics they desire and share their experiences with products purchased through online channels, as such experiences are sought before making a decision. Additionally, subjective norms, which encompass social pressures, should be taken into account. It has been demonstrated that in an environment where certain behavior is socially accepted, it predisposes consumers to make an online purchase decision.

Limitations of the Study and Scope for Future Research

Among the limitations, it should be noted that the study is cross-sectional. Given the characteristics of the variables, conducting a longitudinal study is challenging, and the results may not remain consistent over time. Secondly, the geographical scope is limited to one city, which may not be representative of developing countries. Consequently, it does not provide a comprehensive understanding of how the variables behave within that context. Finally, this article proposes future research directions. For instance, analyzing the components of the purchase attitude and determining which component has the greatest effect on the online purchase decision in developing countries.

Authors' Contribution

Elbia Chavez carried out a systematic review of scientific articles by identifying the progress of the study on the proposed variables. She also took responsibility for the application of the questionnaire. Dr. Patricia Zirena-Bejarano carried out the analysis of different valid scales in previous research works. She performed the structural equation modeling and data processing. In coordination, the drafting of the document was developed. Finally, the citation and reference check were reviewed.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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Appendix

Appendix. Questionnaire

Attitude Towards Online Purchase

- 1 *Attitude:* Shopping online is so much fun for me.
- 2 *Attitude:* I associate online shopping as a recreational activity.
- 3 *Attitude:* I like to try new and different applications, services, or online shopping technologies.
- 4 *Attitude:* Shopping online can be stressful.
- 5 *Attitude:* Shopping online becomes frustrating for me.
- 6 *Attitude:* I feel that shopping online is unreliable and can lead to scams.
- 7 *Attitude:* Online shopping is tedious and complicated.

Subjective Norms

- 8 *Norms:* My partner thinks I should shop online more often.
- 9 *Norms:* My partner thinks that buying online is a smart and beneficial decision.
- 10 *Norms:* My parents think that I should shop online more often.
- 11 *Norms:* My parents believe that shopping online saves money and time.
- 12 *Norms:* My parents have no problem with me shopping online.
- 13 *Norms:* My parents think that buying online is a beneficial decision.
- 14 *Norms:* My friends think that I should shop online as much as they do.
- 15 *Norms:* My friends wish I could shop online more often.
- 16 *Norms:* My friends support my online shopping.
- 17 *Norms:* My friends agree that buying online is a quick and efficient decision.
- 18 *Norms:* The reference groups I follow wish I could shop online.
- 19 *Norms:* The reference groups I follow suggest that I shop online.
- 20 *Norms:* The reference groups that I follow motivate me to continue shopping online.

Purchase Decision

- 21 *Decision:* I usually buy new products on the recommendation of other people.
- 22 *Decision:* A national product or service recommendation has more impact than an international one.
- 23 *Decision:* I change my way of acting due to the influence of my social environment.
- 24 *Decision:* My opposition to a reference group generates rejection towards related brands.
- 25 *Decision:* When I buy a product from a certain brand, it gives me a higher status.
- 26 *Decision:* The products I consume reflect my status in society.
- 27 *Decision:* I trust people my age more when looking for product recommendations.
- 28 *Decision:* Over the years, I am more selective when buying.
- 29 *Decision:* The publicity that I am looking for must be directed to a certain social group.
- 30 *Decision:* I take into account current fashion and trends when buying a product.
- 31 *Decision:* I seek product recommendations before I buy based only on my personal judgment.
- 32 *Decision:* I take into account the values of the person who recommends a product to me.
- 33 *Decision:* I look for brands that motivate me to be better.
- 34 *Decision:* I seek to satisfy my needs with brands that give me prestige.
- 35 *Decision:* I choose brands that transmit their own identity and not copies.
- 36 *Decision:* I interact with brands from which I can learn something.

37 Decision: After a purchase from a microentrepreneur brand, I feel good.

38 Decision: I prefer to buy from a brand of micro-entrepreneurs because of the message they convey.

39 Decision: I'm picky about microentrepreneur brands.

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