

Effect of Marketing Mix Factors on Purchase Intention of Gold and Jewelry with Mediating Role of Materialism of Consumers at in Mudon, Myanmar

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Abstract— This study investigates the impact of marketing elements—product design and quality, promotion, and price discounts—on the purchase intention of gold and jewelry, with the mediating role of consumer materialism in Mudon, Myanmar. This research comprises a survey and a cross-sectional investigation. Primary data was gathered from 180 respondents in Mudon, Myanmar, utilizing a convenience sample method. The principal objective of the study is to analyse the impact of marketing mix components on purchase intention. The advertising and pricing substantially enhance respondents' intention to purchase. The design and quality of a product do not substantially influence purchasing intentions. The secondary objective of the study is to investigate the mediating role of materialism in the link between the marketing mix and purchase intention. Analysis reveals that materialism somewhat mediates the relationship between the marketing mix and purchase intention. The results demonstrate that the marketing mix affects the anticipated value's impact on purchase intention, with materialism serving as a partial mediator in this relationship. Thus, both marketing mix components and materialism influence purchasing inclinations.

Keywords— Product Design and Quality, Promotion, Price Discount, Purchase Intention, Marketing Mix, Materialism.

I. INTRODUCTION

The idea of consumer behavior relates to the processes and reasons that influence individuals' decision-making regarding their purchase choices. To formulate an effective marketing strategy and improve sales and brand loyalty, marketers sought a thorough understanding of customer behavior. Gold is a unique inherited possession passed down through generations. Given the substantial economic and cultural importance of the gold sector in the nation, it is essential to have a thorough grasp of consumer behaviors and the diverse elements influencing their perceptions of gold jewelry. Consumer behavior regarding gold jewelry acquisition is influenced by several factors, including the price and purity of the gold, the occasion for the purchase, the dealer's reputation, the consumer's profession and income level, and the perceived investment potential of the gold. Gold has consistently been perceived as a high-risk collateral and a reliable investment option comparable to liquid cash. Consumer buying behavior encompasses the methodical selection, acquisition, and use of goods and services to fulfil personal preferences and requirements. The notion of customer behavior encompasses numerous processes. A multitude of aspects, traits, and attributes influence an individual's self-perception and a consumer's cognitive processes, encompassing decision-making, shopping behaviors, purchasing tendencies, brand preferences, and favored merchants. Each of these factors contributes to shaping the final purchasing choice. The customer seeks to identify the specific things or services they wish to acquire. In the next phase, individuals deliberately choose items or services that offer an increased level of satisfaction or utility. Upon selecting their items, the consumer proceeds to assess the cash resources available for expenditure.

Ultimately, the consumer evaluates the current pricing of goods and consequently decides which items to purchase. In addition, a number of other variables affect consumer purchasing patterns, such as social, cultural, economic, personal, and psychological factors.

Purchase intention denotes the conscious decision to obtain a specific brand within a defined environment. customer purchase intention is influenced by customer behavior, perception, and foundational beliefs. Nonetheless, purchasing behavior is the primary factor utilized by consumers to evaluate a certain product. The intention to purchase may fluctuate based on factors such as cost, perceived quality, and perceived value. Furthermore, during the procurement process, buyers are affected by a blend of internal and external incentives. The most valued and revered item among the populace of Myanmar is gold jewelry. In Myanmar culture, gold is seen as fortunate and a representation of social standing. Jewelry serves not only as an object of admiration but also as a means of security during emergencies; it is often valuable and may be liquidated whenever there is a financial need. The market was experiencing a rapid transformation from viewing jewelry as a form of savings to considering it as aesthetically appealing adornments. The emphasis has transitioned from content to aesthetics. The present demographic is favoring contemporary, stylish jewelry while eschewing classic gold adornments. The customer sought a broader selection at a single appropriate location and expected a global purchasing experience. The consumer was inclined to investigate novel designs. Several firms have adeptly leveraged Indian customs to market and establish their brands. Consequently, it is essential to analyze the atypical purchasing behaviors of individuals and adapt to the evolving demands of contemporary consumers. This study

aimed to analyze customer purchasing behavior about gold ornaments in Mudon, Myanmar.

II. LITERATURE REVIEW

A. Purchase Intention

Purchase intention refers to consumers' readiness to obtain sustainable products (Prakash and Pathak, 2017). Prior research suggests that consumers are more likely to take action when they hold a more positive attitude towards purchase intention (Ajzen 1991, Watanabe et al., 2020). The likelihood of changing a person's behavior is indicated by purchase intention, which can be impacted by attitude, subjective norms, and perceived behavioral control. Purchase intention, as articulated by certain scholars, refers to the likelihood that a consumer in a current purchasing context will choose a particular assortment of products in the future (Le et al., 2021). On the contrary, it is broadly asserted that customers' potential purchase intention about a specific brand is a crucial component to consider. Purchase intention is a cognitive construct related to consumers' propensity to acquire sustainable items. Research indicates that customers prefer to engage in specific behaviors when they hold a more favorable attitude towards their purchasing goals (Watanabe, Alfinito, Curvelo, & Hamza, 2020). Purchase intention refers to an individual's likelihood of engaging in a specific behavior, determined by perceived behavioral control, subjective norms, and attitude.

2.2. Marketing Mix

Marketing includes activities that generate value for clients, foster relationships with them, and provide benefits for the organization (Kotler & Armstrong, 2020). The components of the marketing mix, referred to as the 4Ps (product, price, promotion, and location), are employed to implement the operational stage of the marketing management process (Festa et al., 2016). According to Kotler and Armstrong (2020), a product is anything that may be provided to a market for evaluation, purchase, usage, or consumption in order to meet a want or demand. Three levels must be addressed while assessing a product or service. These relate to decisions on particular items, product lines, and product assortments (Kotler & Armstrong, 2020). Price signifies the monetary value a purchaser is prepared to pay for a product or service. The monetary amount that a buyer spends for a good or service in return for its benefits is defined by Kotler and Armstrong (2020) as pricing. The third aspect of the 4Ps marketing model is promotion.

(a) Product

Consumable products provide economic advantages from a business perspective, and the degree of market success typically influences the magnitude of product innovation. Product innovation requires a methodical and intentional planning process, in which user expectations are essential for identifying and fulfilling the necessary features and design criteria of a successful product. Kotler and Armstrong (2021) highlight the significance of products in the overall market offering. The initial stage of marketing mix planning entails the creation of a product or service tailored to the specific client segment, hence delivering enhanced value. This service provides the basis for

the organization to cultivate profitable client relationships. A business's market offering generally includes both tangible products and intangible services. Individuals must cultivate product and service characteristics, a design, a level of excellence, a brand identity, and packaging that correspond with the specified product requirements. The product design must comply with the specifications established by the marketing, design, manufacturing, and quality management teams. Cosmetics exhibit several characteristics, including chemical composition, volume, weight, color, fragrance, flavor, expiration date, and other distinguishing traits. A precise delineation of the subject matter is essential (Showrav & Mohammed, 2018). Abirami (2023) defines product design as the complete array of attributes linked to an object, including its unique form, which relates to the aesthetic appeal of physical goods or services, and its function, which involves the object's capabilities along with the overall characteristics of its integrated structure and functionality. The domain of product design is frequently misinterpreted as industrial design, and recently, it has expanded to include software, hardware, and service applications. Industrial design emphasizes the amalgamation of aesthetic form and functionality, often alongside craft design and ergonomics, to enable mass manufacturing methodologies. Engineering design is a specific aspect of industrial and product design, especially where utility or functionality is involved, and these distinctions may not always be clear. Consumer evaluation of product design is shaped by personal values, beliefs, and other factors. Consumer products can be categorized into two main types: tangible and intangible. A tangible product is a physical object that can be sensed by touch, including objects such as clothing, vehicles, buildings, or electronic equipment. Any entity that may be objectively observed is categorized as an intangible product. Fashion-conscious individuals are drawn to designs that exhibit aesthetically pleasing attributes. Marketing methods, including packaging, product design, and item presentation, can substantially improve sales performance.

(b) Quality

Product quality refers to the subjective evaluation that a seller's goods have a greater market value than similar products provided by competing firms. According to Yazia's (2014) research, as referenced in Isbahi's (2023) study, the term "product" includes both tangible and intangible things designed to fulfil a specific function and can be marketed to capture interest, enable purchase, or facilitate use. To enhance customer purchasing behavior, management must prioritize the intrinsic functionality and attributes of the product, with a strong emphasis on product quality. This strategy will enhance the fulfilment of customer preferences and expectations, so ensuring that consumers get an accurate perception of the value of their expenditures (Armiaty & Ariffin, 2014, as referenced in Isbahi 2023). Product quality refers to the ongoing condition of meeting or surpassing established criteria for products, services, personnel, resources, and the environment. Numerous research investigations by Suari et al. (2019), Ariella (2018), and other scholars have shown that product quality greatly influences customer purchasing behavior.

(c) Promotion and Price Discounts

Sales promotions are temporary incentives designed to stimulate the acquisition of a product or service, or to potentially affect the desire to purchase. Sales promotion includes several techniques designed to provoke an immediate or increased market reaction from three primary levels of the distribution chain: the customer, the trade retailer, and the company's sales personnel. Customer incentives include various forms such as discounts, gifts, contests, and similar things. Trade promotions include various techniques such as training initiatives, complimentary offerings, and exclusive price concessions. Bonuses, commissions, incentives, and contests represent the promotional techniques utilized in sales organizations. According to the research conducted by Damayanti, Scott, and Ruhanen (2019), the principal indicators employed for assessing discounts or rebates are the internal reference price, consumer quality perceptions, and value perception. Price promotions have been a crucial tactic utilized by marketing managers to encourage product trial, increase purchase frequency, and foster brand loyalty (McConnochie et al., 2017). Simultaneously, the importance of customer loyalty to products and services remains essential. Customer preferences continually emphasize the importance of consideration for price promotions, allowing them to get exclusive discounts and substantial benefits. This feature significantly influences customers' purchasing decisions, as many individuals alter their choices for optimal purchases based on price promotions (Xia et al., 2010 as referenced in Hosseini et al., 2020). A major challenge encountered by marketers involves establishing the optimal marketing budget to maximize influence on the target market (Soberman, 2009 as cited in Hosseini et al., 2020).

2.3. Materialism

Materialism quantifies an individual's fixation on acquiring and showcasing physical possessions, predominantly including non-essential and ostentatious luxury goods. A comparative analysis of consumer materialism among young adults (ages 18 to 35) in China and the United States indicated that Chinese individuals demonstrated a greater level of materialism than their American peers. The study's findings reveal a positive association between socioeconomic conditions in China and the prevalent acceptance of materialism in Chinese society. Conversely, with the ongoing uncertainty and volatility of the U.S. economy, young American consumers shown an increased propensity for caution and prudence. Materialistic consumers define their identity through the possession of material goods. Consumers emphasize the procurement and exhibition of their possessions, often demonstrating egocentric and self-serving behaviours, leading lifestyles marked by disarray, and generally failing to attain personal satisfaction or joy only from their material belongings. Conversely, those with reduced materialism do not define their identity through material goods; instead, they priorities the pursuit of pleasurable experiences and satisfaction, often within social contexts. Their principal emphasis is not on personal or others' goods, but on their total life fulfilment. A recent study indicated that persons identified as "tightwads" prefer to spend less than planned owing to discomfort associated with paying for their purchases.

Conversely, persons identified as "spendthrifts" exhibit a disregard for financial responsibilities and frequently surpass their anticipated expenses. A research in Canada indicated that 25% of persons capable of recalling dreams reported dreams associated with shopping. Schiffman and Wisenblit (2019) indicate that a substantial number of participants engaged in reflection regarding the products they envisioned, which involved actively seeking supplementary information, communicating their aspirations to others, and considering the potential acquisition of the desired items.

III. THE OBJECTIVES OF THE STUDY

1. To explore the effect of marketing mix on purchase intention of on gold ornaments in Mudon, Myanmar.
2. To examine whether materialism mediate between perceived behavior control and purchase intention in Mudon, Myanmar.

IV. METHODS OF THE STUDY

An exploratory research design was employed to examine a study problem and enhance comprehension of the current issue. This study commences with a broad examination of the elements influencing buying intention and behaviour. The exploratory study design employed a quantitative research methodology to analyze the statistical data produced from the survey. This design was suitable as the researcher efficiently gathered data through questionnaires from the target group. The purposive sampling method was employed to gather the data. A systematic questionnaire was disseminated via Google Forms, resulting in a total of 180 respondents completing the survey. Descriptive statistics, including frequency and percentage tabulations, were generated using SPSS for research purposes. Descriptive statistics were computed for the mean and standard deviation. The frequency and percentage tables were utilized to present the survey results regarding the respondents' profiles. Cronbach's Alpha is used to determine the reliability of our perception of influencing factors, purchasing intent, and consumer behavior in order to evaluate the internal consistency of each element. Subsequently, multiple linear regression analysis was employed to examine the components impacting purchase intention in the study. Furthermore, basic linear regression analysis was employed to investigate the impact of buy intention on the purchasing behavior of respondents. The Hayes Process Macro model was utilized to evaluate the mediating effect in the mediation analysis.

V. DISCUSSIONS AND FINDINGS

Reliability Analysis

TABLE 1. Reliability Analysis of Data

No.	Items	Cronbach's Alpha	No. of Items
1.	Product Design and Quality	0.752	5
2.	Price	0.838	4
3.	Promotion	0.775	4
4	Materialism	0.813	5
5	Purchase Intention	0.860	5

Source: SPSS output

Table 1 indicates that Cronbach's alpha values for all variables exceeded the threshold of 0.7. Therefore, it is indicated that all

items have acceptable level and good internal consistency among each item.

Descriptive Analysis of Influencing Factors and Purchase Intention

First of all, the mean and standard deviation of the influencing factors are presented. In this study, product design and quality, price, promotion, materialism are used to measure the influencing factors of purchase intention. Mean and standard deviation of product design and quality are presented in Table (2).

TABLE 2. Perceptions on Product Design and Quality

No.	Items	Mean Value
1.	Standard quality of gold jewelry is an important factor for me while making a decision to purchase	3.86
2.	Uniqueness of design is most important factor to affect your purchase decision	3.91
3.	I Jeweler reflects our fashion consciousness(conspicuous).	3.79
4.	Purity of precious metal is very important while buying gold jewelry.	3.54
5.	Quality and design are paramount, regardless of price.	3.85
Overall Mean		3.8

Source: Survey Data (2025)

Table (2) demonstrates that product design and quality are evaluated at a moderate level, with an overall mean value of 3.8. The findings suggest that most respondents favor sustainable fashion. They subsequently priorities superior quality standards and unique design characteristics.

Respondents Perceptions on Price

The mean and standard deviation of consumer attitudes towards pricing are displayed in Table 3.

TABLE 3. Perceptions on Price

No.	Items	Mean Value
1.	Price of precious metal is decisive factor in your purchase decision	3.76
2.	I think premium price for good quality and design is suitable.	3.60
3.	I never buying in high prices.	3.70
4.	Discounts and promotions make me more likely to buy good	3.87
Overall Mean		3.7

Source: Survey Data (2025)

Table (3) demonstrates that the price is at a moderate level, with a mean value of 3.7. The findings reveal that most respondents are inclined to pay a premium for enhanced quality and design, with price acting as a critical factor in their purchasing choices.

Respondents Perceptions on Promotion

The mean and standard deviation of promotion are shown in Table (4).

Table (4) demonstrates that promotion is at a moderate level, with an overall mean value of 3.5. The findings reveal that most respondents prefer attractive promotions and direct sales initiatives, and they assert that they possess a comprehensive understanding of direct sales.

TABLE 4. Perceptions on Promotions

No.	Items	Mean Value
1.	I buy gold ornament because of attractive promotion.	3.79
2.	I am interested in direct sales promotion technique by sale man.	3.32
3.	I feel that direct selling technique give me a clear understanding of the gold ornament.	3.53
4.	A sales person's confidence and negotiation influence my buying decision of gold ornament	3.67
Overall Mean		3.5

Source: Survey Data (2025)

Respondents Perceptions on Materialism

The mean and standard deviation of materialism are shown in Table (5).

TABLE 5. Perceptions on Materialism

No.	Items	Mean Value
1.	It is important to me to have really nice things.	4.02
2.	I would like to be rich enough to buy anything I want.	3.58
3.	I'd be happier if I could afford to buy more things.	3.80
4.	It sometimes bothers me quite a bit that I cannot afford to buy all the things I want.	3.80
5.	Purchasing gold will ensure that my reputation is maintained	3.39
Overall Mean		3.7

Source: Survey Data (2025)

Table (5) demonstrates that materialism is defined by a moderate level, with a mean value of 3.7. The findings suggest that most respondents can acquire more preferred items and convey satisfaction.

Respondents Perceptions on Purchase Intention

The mean and standard deviation of materialism are shown in Table (6).

Table 6. Perceptions on Purchase Intention

No.	Items	Mean Value
1.	I am strongly motivated to invest in gold as a means of preserving and diversifying my financial assets.	3.82
2.	The current economic environment and market trends make me more inclined to consider purchasing gold.	3.66
3.	My intention to buy gold is influenced by concerns about geopolitical instability and its potential impact on traditional investments	4.04
4.	Considering the potential effects of inflation on the value of currency, I view gold as an attractive option for safeguarding my wealth.	3.49
5.	I will likely purchase gold in the next few months ,external factors (eg. Price,shops) do not prevent me from buying gold.	3.74
Overall Mean		3.7

Source: Survey Data (2025)

Table (6) demonstrates that purchase intention is at a modest level, with a mean value of 3.7 . The findings reveal that most respondents purchase gold jewelry, even at high prices, as a reliable long-term investment. In times of heightened currency inflation, individuals buy assets to safeguard their money. They believed that owning gold ornaments constituted a secure investment.

Regression Analysis

Effect of Product design and quality, price and promotion on purchase intention

TABLE 7. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate	F (p value)
0.633	0.401	0.391	2.5197	39.274(0.000)

Table 7 reveals that the R Square statistic is 0.391, indicating that 39.1% of the variation in the dependent variable, customer purchase intention (CPI), can be elucidated by the independent variable of influencing factors. The coefficient of multiple correlation (R) is 0.633, indicating a poor connection between respondents' purchase intentions and the influencing factors. The computed regression model has statistical significance at the 1% level, with a F value of 39.274 (p value < 0.000).

TABLE 8. Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	6.009	1.603		3.748	.000
Design	.092	.070	.078	1.320	.188
Price	.294	.106	.260	2.789	.006
Promotion	.463	.110	.394	4.197	.000

a. Dependent Variable: Intention
Source: SPSS Output

Regression analysis reveals that the promotion factor significantly enhances respondents' purchase intention at the 1% level, with a coefficient of 0.463 (p < 0.01). The price component significantly and positively affects respondents' purchase intention at the 1% level, with a coefficient of 0.294 (p < 0.01). Consequently, a more positive consensus on price is associated with a stronger propensity to acquire Toe Gold & Jewelry. The design and quality of a product do not substantially influence purchasing intentions.

Effect of Materialism on Purchase Intention

TABLE 9. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate	F (p value)
0.517	0.267	0.263	3.75270	65.352(0.000)

Source: SPSS Output

Table 9 reveals that the R Square statistic value is 0.267, indicating that 0.26% of the variance in the dependent variable of customer purchase intention (CPI) can be elucidated by the independent variable of influencing factors. The computed regression model is statistically significant at the 5% level, with a F value of 65.352 (p < 0.000).

TABLE 10. Regression Model

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	8.594	1.275		6.738	.000
Materialism	.547	.068	.517	8.084	.000

a. Dependent Variable: Intention

Regression analysis demonstrates that the materialism component significantly and positively affects respondents' purchase intention at the 1% level, with a coefficient of 0.547

(p value < 0.01). Consequently, a heightened positive consensus on materialism is associated with a stronger propensity to purchase.

Mediation Analysis

Mediation analysis was performed, as illustrated in Table (11), to assess the mediating influence of Materialism on the relationship between marketing mix attributes and purchase intention. The findings (see Table 11) demonstrated that there is no significant indirect effect of the marketing mix on purchase intention. The direct influence of the retailing mix on purchase intention, considering subjective norm, was likewise regarded as negligible. Consequently, the subjective norm entirely governed the relationship between the marketing mix and purchase intention.

TABLE 11. Direct Indirect and Total Effect

Variables	Total Effect	Direct Effect	Indirect Effect	Effectuated
Marketing Mix Materialism Intention	0.3109***	0.2331***	0.0778***	Partial Mediation

Source: SPSS Results (2024)
*** 1 % level of significance

Table (11) Analysis suggests that marketing mix factors significantly influence purchase intention, showing that persons with materialistic tendencies are more motivated to acquire products. Materialism somewhat clarifies the connection by enhancing or diminishing the effect. Individuals with strong materialistic values may priorities the potential value of careers, hence increasing their intentions.

VI. FINDINGS AND CONCLUSIONS

The primary aim of the study is to examine the influence of marketing mix elements on purchase intention. The promotion factor significantly increases respondents' purchase intention at the 1% level, with a coefficient of 0.463 (p < 0.01). The price variable has a substantial and positive impact on respondents' purchase intention at the 1% significance level, with a coefficient of 0.294 (p < 0.01). Thus, a more favorable consensus on price correlates with an increased inclination to purchase Toe Gold & Jewelry. The design and quality of a product do not significantly affect purchasing intentions.

The second purpose of the study is to examine the mediating effect of materialism on the relationship between the marketing mix and purchase intention. Analysis indicates that materialism somewhat mediates the connection between the marketing mix and purchase intention. The findings indicate that the marketing mix influences the expected value effect on purchase intention, while materialism partially mediates this relationship. Consequently, both marketing mix elements and materialism affect purchasing intentions.

VII. RECOMMENDATIONS

Effective price promotions can elicit favorable emotions in consumers, resulting in increased sales. This emotion enables the purchaser to rationally validate their desire and mitigate the financial risks associated with the acquisition, hence reducing adverse sentiments and remorse post-transaction. Price

promotion methods, such as enhanced volume discounts, increased percentages, and gift incentives, can accelerate client purchases. This study revealed that the subjective norm of materialism affected purchasing intentions. The study indicates that the majority of individuals exhibit considerable materialism, perceiving goods as symbols of success and prioritizing their accumulation as the primary objective of their lives. To encourage consumer materialism, especially with the purchase of gold ornaments, marketers may emphasize the symbolic, emotional, and status-related aspects of these items. Here are few things they may consider; Marketers ought to portray jewelry as a symbol of luxury, exclusivity, and social status. Emphasize that jewelry and gold are symbols of achievement and distinction that appeal to materialistic values associated with social recognition. Marketers want to present jewelry as a means of self-expression and uniqueness. Campaigns may emphasize how gold and jewelry represent an individual's distinctiveness and lifestyle, appealing to materialistic desires for self-enhancement. Advocate for jewelry as a tool to commemorate pivotal milestones (engagements, anniversaries, achievements) and as heirlooms that may be passed down, cultivating an emotional connection with the item. Articulate stories that associate gold and jewels with love, family, and heritage, eliciting emotions and creating sentimental value that makes these items appear invaluable.

VIII. LIMITATIONS AND FUTURE DIRECTIONS

This study only investigated the independent variables of product quality and design, pricing and advertising, and materialism that influence gold purchase intention in Myanmar. Scholars should identify and integrate other pertinent features that affect gold purchase intents to achieve a more thorough understanding of these factors, so enhancing the gold business. To generalize the findings of this research, similar studies with same characteristics must be conducted in Myanmar. Moreover, additional research should be undertaken utilizing a face-to-face approach and client interviews to acquire more engaging

and relevant information. Utilizing larger sample numbers can yield clearer and more precise conclusions devoid of ambiguity. Future research may focus on the behavior of preferred customers in Myanmar to clarify the motivations for their interest in purchasing gold accessories.

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