

LAMPIRAN

Lampiran 1. Kuesioner 27 Item Pernyataan

Pertanyaan	SS	S	N	TS	STS
Keakraban Merek					
Saya memiliki perasaan positif terhadap merek <i>skincare</i> Skintific					
Saya sering menyadari keberadaan merek <i>skincare</i> Skintific saat menjelajahi website atau media sosial					
Merek <i>skincare</i> Skintific memiliki reputasi yang baik di mata konsumen					
Navigasi di situs resmi Skintific membuat saya merasa nyaman saat mencari informasi produk					
Saya cukup familiar dengan berbagai produk <i>skincare</i> yang ditawarkan oleh Skintific					
Saya cukup familiar dengan situs website lain yang menawarkan produk <i>skincare</i> serupa dengan Skintific					
Saya biasanya menggunakan produk dari situs website atau brand <i>skincare</i> seperti Skintific					
Kesadaran Merek					

Menurut saya, produk <i>skincare</i> Skintific terlihat menarik					
Menurut saya, produk <i>skincare</i> dari Skintific memiliki tampilan visual yang mencolok					
Menurut saya, produk <i>skincare</i> Skintific tampak bagus secara keseluruhan					
Menurut saya, produk <i>skincare</i> Skintific akan memberikan performa yang baik					
Menurut saya, produk <i>skincare</i> Skintific mampu menjalankan fungsinya dengan baik					
Menurut saya, produk <i>skincare</i> Skintific bersifat fungsional dan bermanfaat bagi kulit					
Menurut saya, menggunakan produk <i>skincare</i> dari Skintific membantu saya tampil berbeda dari orang lain					
Menurut saya, produk <i>skincare</i> Skintific mencerminkan pencapaian dari gaya hidup saya					
Perasaan terhadap merek					
Saya merasa yakin bahwa saya dapat menghemat waktu dan uang saat membeli produk					

<i>skincare</i> dari Skintific					
Saya mempercayai kualitas produk <i>skincare</i> yang ditawarkan oleh Skintific secara <i>online</i>					
Menurut saya, produk <i>skincare</i> dari Skintific memiliki kualitas yang baik					
Skintific memberikan layanan <i>online</i> yang sangat baik					
Layanan <i>online</i> yang ditawarkan oleh Skintific dapat diandalkan					
Skintific akan menjadi pilihan utama saya saat membeli produk skintific secara <i>online</i>					
Saya akan terus membeli produk <i>skincare</i> dari Skintific selama mereka menyediakan produk dan layanan yang berkualitas					
Saya tetap bersedia membeli produk <i>skincare</i> dari Skintific secara <i>online</i> meskipun harganya sedikit lebih tinggi dibandingkan merek lain di <i>e-commerce</i>					
Niat membeli secara <i>online</i>					
Jika saya akan membeli produk <i>skincare</i> , saya akan mempertimbangkan					

untuk membelinya secara <i>online</i>					
Jika saya berbelanja produk <i>skincare</i> , kemungkinan besar saya akan membelinya secara <i>online</i>					
Kesediaan saya untuk membeli produk <i>skincare</i> akan tinggi jika saya menggunakan platform belanja <i>online</i>					
Kemungkinan saya akan mempertimbangkan untuk membeli produk <i>skincare</i> secara <i>online</i> lebih tinggi daripada secara offline					

Lampiran 2. Kuisisioner Google Form

WhatsApp 01.05 Fri 13 Jun docs.google.com 39%

Pengaruh *Branding* terhadap Perilaku Konsumen dalam *E-commerce* Skincare Skintific dengan pendekatan model S-O-R

Halo!

Perkenalkan saya Kathleen Cheryl Arnetta, mahasiswa S1 Program Studi Manajemen di Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk tugas akhir (Skripsi) dengan judul "**Pengaruh *Branding* terhadap Perilaku Konsumen dalam *E-commerce* Skincare Skintific dengan Pendekatan Model S-O-R (Stimulus-Organism-Response)**".

Penelitian ini bertujuan untuk mengetahui sejauh mana elemen-elemen branding Skintific (seperti identitas merek, citra merek, dan kepercayaan terhadap merek) memengaruhi emosi dan respons konsumen dalam konteks pembelian produk skincare melalui e-commerce.

Sebelum melanjutkan pengisian kuisisioner, mohon pastikan bahwa Anda memenuhi kriteria berikut ini :

1. Mengetahui atau mengenal produk-produk Skintific, minimal dari segi jenis, fungsi, atau keunggulan produknya.
2. Pernah membeli produk skincare dari Skintific, baik melalui e-commerce maupun platform lainnya.

Saya sangat mengharapkan partisipasi Anda untuk mengisi kuisisioner ini dengan jujur dan sesuai dengan pengalaman Anda sebagai konsumen.

Seluruh data yang diberikan akan dijaga kerahasiannya dan hanya digunakan untuk kepentingan akademik.

Pengisian kuisisioner ini akan memakan waktu 5 menit.

Atas waktu dan partisipasi Anda, saya ucapkan terima kasih yang sebesar-besarnya. Apabila Anda memiliki pertanyaan mengenai kuisisioner ini, Anda dapat menghubungi saya melalui email : **katharnetta@gmail.com**

kathleencheryl24@gmail.com [Ganti akun](#)

Tidak dibagikan

[Berikutnya](#) [Kosongkan formulir](#)

Konten ini tidak dibuat atau didukung oleh Google. - [Hubungi pemilik formulir](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Apakah formulir ini tampak mencurigakan? [Laporkan](#)

WhatsApp 01.06 Fri 13 Jun docs.google.com 39%

Pengaruh *Branding* terhadap Perilaku Konsumen dalam *E-commerce* Skincare Skintific dengan pendekatan model S-O-R

kathleencheryl24@gmail.com [Ganti akun](#)

Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah anda mengetahui atau pernah membeli produk skincare Skintific? *

☐ Ya

☐ Tidak

[Kembali](#) [Berikutnya](#) [Kosongkan formulir](#)

Konten ini tidak dibuat atau didukung oleh Google. - [Hubungi pemilik formulir](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir

?

◀ WhatsApp 01.06 Fri 13 Jun docs.google.com 39%

Data Responden

Usia *

☐ 17-26 tahun

☐ 27-36 tahun

☐ 37-48 tahun

☐ >48 tahun

Jenis Kelamin *

☐ Laki-laki

☐ Perempuan

Pendidikan Terakhir *

☐ SMP/SMA/Sederajat

☐ Diploma (D1/D2/D3)

☐ S1 (Sarjana)

☐ S2 (Magister)

☐ S3 (Doktoral)

Penghasilan/Pendapatan

☐ Tidak berpenghasilan

☐ < Rp1.000.000

☐ Rp1.000.000 - Rp3.000.000

☐ Rp 3.000 - Rp5.000.000

☐ > Rp5.000.000

?

WhatsApp 01.06 Fri 13 Jun docs.google.com 39%

Pengaruh *Branding* terhadap Perilaku Konsumen dalam *E-commerce* Skincare Skintific dengan pendekatan model S-O-R

kathleencheryl24@gmail.com [Ganti akun](#)

Tidak dibagikan

Petunjuk Pengisian Kuesioner

Dalam kuesioner ini, Anda diminta untuk memberikan penilaian terhadap setiap pernyataan dengan memilih salah satu dari lima pilihan jawaban berikut :

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Netral (N)
4. Setuju (S)
5. Sangat Setuju (SS)

Silakan pilih salah satu pada kolom yang sesuai dengan jawaban Anda. Tidak ada jawaban benar atau salah dalam kuesioner ini.

[Kembali](#) [Berikutnya](#) [Kosongkan formulir](#)

Konten ini tidak dibuat atau didukung oleh Google. - [Hubungi pemilik formulir](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir

01.06 Fri 13 Jun

docs.google.com

39%

Brand Familiarity

Brand Familiarity adalah seberapa besar konsumen mengenal dan memiliki kedekatan dengan suatu merek.

Saya memiliki perasaan positif terhadap merek skincare Skintific *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya sering menyadari keberadaan merek skincare Skintific saat menjelajahi website atau media sosial *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Merek skincare Skintific memiliki reputasi yang baik di mata konsumen *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Navigasi di situs resmi Skintific membuat saya merasa nyaman saat mencari informasi produk *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju



01.06 Fri 13 Jun docs.google.com 39%

informasi produk

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya cukup familiar dengan berbagai produk skincare yang ditawarkan oleh Skintific *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya cukup familiar dengan situs website lain yang menawarkan produk skincare serupa dengan Skintific *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya biasanya menggunakan produk dari situs website atau brand skincare seperti Skintific *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

[Kembali](#) [Berikutnya](#) [Kosongkan formulir](#)

Konten ini tidak dibuat atau didukung oleh Google. - [Hubungi pemilik formulir](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir

01.07 Fri 13 Jun

docs.google.com

39%

Brand Related Emotional

Brand Related Emotional adalah tentang membangun hubungan antara merek dan konsumennya menggunakan sesuatu yang menarik bagi tujuan, keinginan, kebutuhan, keinginan, ego, atau emosi pembeli.

Menurut saya, produk skincare dari Skintific terlihat menarik *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Menurut saya, produk skincare dari Skintific memiliki tampilan visual yang mencolok *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Menurut saya, produk skincare dari Skintific tampak bagus secara keseluruhan *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Menurut saya, produk skincare dari Skintific akan memberikan performa yang baik *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju



01.07 Fri 13 Jun docs.google.com 39%

Menurut saya, produk skincare dari Skintific mampu menjalankan fungsinya dengan baik *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Menurut saya, produk skincare dari Skintific bersifat fungsional dan bermanfaat bagi kulit *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Menurut saya, menggunakan produk skincare dari Skintific membantu saya tampil berbeda dari orang lain *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Menurut saya, produk skincare dari Skintific mencerminkan pencapaian dan gaya hidup saya *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

[Kembali](#) [Berikutnya](#) [Kosongkan formulir](#)

Konten ini tidak dibuat atau didukung oleh Google. - [Hubungi pemilik formulir](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Apakah formulir ini tampak mencurigakan? [Laporkan](#)

01.07 Fri 13 Jun docs.google.com 39%

Feelings of Brand

Dalam konteks branding merujuk pada perasaan emosional yang dirasakan konsumen terhadap sebuah merek.

Saya merasa yakin bahwa saya dapat menghemat waktu dan uang saat membeli produk skincare dari Skintific *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya mempercayai kualitas produk skincare yang ditawarkan oleh Skintific secara online *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Menurut saya, produk skincare dari Skintific memiliki kualitas yang baik *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Skintific memberikan layanan online yang sangat baik *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Layanan online yang ditawarkan oleh Skintific dapat diandalkan *

01.07 Fri 13 Jun docs.google.com 40%

Layanan online yang ditawarkan oleh Skintific dapat diandalkan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Skintific akan menjadi pilihan utama saya saat membeli produk skincare secara online *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya akan terus membeli produk skincare dari Skintific selama mereka menyediakan produk dan layanan yang berkualitas *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya tetap bersedia membeli produk skincare dari Skintific secara online meskipun harganya sedikit lebih tinggi dibandingkan merek lain di e-commerce *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

[Kembali](#) [Berikutnya](#) [Kosongkan formulir](#)

Konten ini tidak dibuat atau didukung oleh Google. - [Hubungi pemilik formulir](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir

01.07 Fri 13 Jun

docs.google.com

40%

Intention to buy online

Niat beli online merupakan suatu niat pelanggan dengan menggunakan internet untuk melakukan pembelian barang atau jasa, ataupun untuk membandingkan harga dan jasa

Jika saya akan membeli produk skincare, saya akan mempertimbangkan untuk membelinya secara online *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Jika saya berbelanja produk skincare, kemungkinan besar saya akan membelinya secara online *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Kesediaan saya untuk membeli produk skincare akan tinggi jika saya menggunakan platform belanja online *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Kemungkinan saya akan mempertimbangkan untuk membeli produk skincare secara online lebih tinggi daripada secara offline *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju



Lampiran 3. Data Tabulasi

[illegible]

Lampiran 4. *Output* SPSS Uji Validitas dan Reliabilitas

Correlations

		BF1	BF2	BF3	BF4	BF5	BF6	BF7	Total_ BF
BF1	Pearson Correlation	1	.202*	.250**	.228**	.223**	.176*	.280**	.577**
	Sig. (2-tailed)		.016	.003	.006	.008	.037	.001	.000
	N	141	141	141	141	141	141	141	141
BF2	Pearson Correlation	.202*	1	.156	.121	.239**	.040	.083	.446**
	Sig. (2-tailed)	.016		.065	.151	.004	.640	.326	.000
	N	141	141	141	141	141	141	141	141
BF3	Pearson Correlation	.250**	.156	1	.227**	.265**	.117	.258**	.553**
	Sig. (2-tailed)	.003	.065		.007	.002	.167	.002	.000
	N	141	141	141	141	141	141	141	141
BF4	Pearson Correlation	.228**	.121	.227**	1	.311**	.359**	.374**	.643**
	Sig. (2-tailed)	.006	.151	.007		.000	.000	.000	.000
	N	141	141	141	141	141	141	141	141
BF5	Pearson Correlation	.223**	.239**	.265**	.311**	1	.349**	.253**	.655**
	Sig. (2-tailed)	.008	.004	.002	.000		.000	.002	.000
	N	141	141	141	141	141	141	141	141
BF6	Pearson Correlation	.176*	.040	.117	.359**	.349**	1	.206*	.560**
	Sig. (2-tailed)	.037	.640	.167	.000	.000		.014	.000
	N	141	141	141	141	141	141	141	141
BF7	Pearson Correlation	.280**	.083	.258**	.374**	.253**	.206*	1	.619**
	Sig. (2-tailed)	.001	.326	.002	.000	.002	.014		.000
	N	141	141	141	141	141	141	141	141
Total_ BF	Pearson Correlation	.577**	.446**	.553**	.643**	.655**	.560**	.619**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	141	141	141	141	141	141	141	141

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		BRO1	BRO2	BRO3	BRO4	BRO5	BRO6	BRO7	BRO8	Total_B RO
BRO1	Pearson Correlation	1	.251**	.310**	.185*	.194*	.280**	.173*	.146	.587**
	Sig. (2-tailed)		.003	.000	.028	.021	.001	.040	.085	.000
	N	141	141	141	141	141	141	141	141	141
BRO2	Pearson Correlation	.251**	1	.278**	.149	.281**	.198*	.216*	-.004	.551**
	Sig. (2-tailed)	.003		.001	.078	.001	.018	.010	.966	.000
	N	141	141	141	141	141	141	141	141	141
BRO3	Pearson Correlation	.310**	.278**	1	.178*	.087	.159	.048	.092	.481**
	Sig. (2-tailed)	.000	.001		.034	.305	.060	.570	.276	.000
	N	141	141	141	141	141	141	141	141	141
BRO4	Pearson Correlation	.185*	.149	.178*	1	.214*	.221**	.272**	.256**	.581**
	Sig. (2-tailed)	.028	.078	.034		.011	.009	.001	.002	.000
	N	141	141	141	141	141	141	141	141	141
BRO5	Pearson Correlation	.194*	.281**	.087	.214*	1	.384**	.236**	.049	.562**
	Sig. (2-tailed)	.021	.001	.305	.011		.000	.005	.566	.000
	N	141	141	141	141	141	141	141	141	141
BRO6	Pearson Correlation	.280**	.198*	.159	.221**	.384**	1	.026	.111	.557**
	Sig. (2-tailed)	.001	.018	.060	.009	.000		.756	.189	.000
	N	141	141	141	141	141	141	141	141	141
BRO7	Pearson Correlation	.173*	.216*	.048	.272**	.236**	.026	1	.252**	.522**
	Sig. (2-tailed)	.040	.010	.570	.001	.005	.756		.003	.000
	N	141	141	141	141	141	141	141	141	141
BRO8	Pearson Correlation	.146	-.004	.092	.256**	.049	.111	.252**	1	.457**
	Sig. (2-tailed)	.085	.966	.276	.002	.566	.189	.003		.000
	N	141	141	141	141	141	141	141	141	141
Total_B RO	Pearson Correlation	.587**	.551**	.481**	.581**	.562**	.557**	.522**	.457**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	141	141	141	141	141	141	141	141	141

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		FOB1	FOB2	FOB3	FOB4	FOB5	FOB6	FOB7	FOB8	Total_F OB
FOB1	Pearson Correlation	1	.281**	.187*	.110	.237**	.417**	.278**	.201*	.549**
	Sig. (2-tailed)		.001	.026	.196	.005	.000	.001	.017	.000
	N	141	141	141	141	141	141	141	141	141
FOB2	Pearson Correlation	.281**	1	.215*	.100	.332**	.369**	.305**	.323**	.589**
	Sig. (2-tailed)	.001		.011	.238	.000	.000	.000	.000	.000
	N	141	141	141	141	141	141	141	141	141
FOB3	Pearson Correlation	.187*	.215*	1	.236**	.258**	.212*	.243**	.311**	.534**
	Sig. (2-tailed)	.026	.011		.005	.002	.012	.004	.000	.000
	N	141	141	141	141	141	141	141	141	141
FOB4	Pearson Correlation	.110	.100	.236**	1	.227**	.067	.166*	.098	.405**
	Sig. (2-tailed)	.196	.238	.005		.007	.429	.049	.247	.000
	N	141	141	141	141	141	141	141	141	141
FOB5	Pearson Correlation	.237**	.332**	.258**	.227**	1	.537**	.505**	.589**	.725**
	Sig. (2-tailed)	.005	.000	.002	.007		.000	.000	.000	.000
	N	141	141	141	141	141	141	141	141	141
FOB6	Pearson Correlation	.417**	.369**	.212*	.067	.537**	1	.560**	.636**	.748**
	Sig. (2-tailed)	.000	.000	.012	.429	.000		.000	.000	.000
	N	141	141	141	141	141	141	141	141	141
FOB7	Pearson Correlation	.278**	.305**	.243**	.166*	.505**	.560**	1	.600**	.724**
	Sig. (2-tailed)	.001	.000	.004	.049	.000	.000		.000	.000
	N	141	141	141	141	141	141	141	141	141
FOB8	Pearson Correlation	.201*	.323**	.311**	.098	.589**	.636**	.600**	1	.744**
	Sig. (2-tailed)	.017	.000	.000	.247	.000	.000	.000		.000
	N	141	141	141	141	141	141	141	141	141
Total_F OB	Pearson Correlation	.549**	.589**	.534**	.405**	.725**	.748**	.724**	.744**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	141	141	141	141	141	141	141	141	141

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		IOB1	IOB2	IOB3	IOB4	Total IOB
IOB1	Pearson Correlation	1	.500**	.464**	.474**	.755**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	141	141	141	141	141
IOB2	Pearson Correlation	.500**	1	.711**	.569**	.855**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	141	141	141	141	141
IOB3	Pearson Correlation	.464**	.711**	1	.500**	.823**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	141	141	141	141	141
IOB4	Pearson Correlation	.474**	.569**	.500**	1	.798**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	141	141	141	141	141
Total IOB	Pearson Correlation	.755**	.855**	.823**	.798**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	141	141	141	141	141

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's	
Alpha	N of Items
.670	7

Reliability Statistics

Cronbach's	
Alpha	N of Items
.647	8

Reliability Statistics

Cronbach's	
Alpha	N of Items
.775	8

Reliability Statistics

Cronbach's	
Alpha	N of Items
.820	4

Lampiran 5. Uji Regresi Linier Sederhana

X1 ke X3

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	13.108	2.294		5.714	.000
	Total_BF	.615	.085	.523	7.226	.000

a. Dependent Variable: Total_FOB

X2 ke X3

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.339	2.051		3.578	.000
	Total_BRO	.744	.068	.680	10.920	.000

a. Dependent Variable: Total_FOB

X3 ke Y

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.166	1.299		1.667	.098
	X3	.435	.043	.647	10.014	.000

a. Dependent Variable: Y

Lampiran 6. Artikel Utama

Development of a research model of Chinese jewellery e-commerce using the SOR model - The role of branding

Khairul Anuar Bin Mohammad Shah*

Universiti Sains Malaysia
Email: khairulms@usm.my

Zhang Linxue
Universiti Sains Malaysia
Email: xue_leo@student.usm.my

** Corresponding Author*

Abstract

Purpose: The purpose of this study is to explore the role of branding in jewellery e-commerce in China using a SOR (Stimulus-Organism-Response) model. It provides a theoretical basis for subsequent research by developing a research model that captures influence of brands on consumers in terms of stimuli, individual emotions and attitudes and purchase intentions in the jewellery e-commerce environment.

Design/methodology/approach: This study uses a literature review to construct a research framework as well as design a measurement scale to enable future empirical quantitative research.

Findings: This study constructs a conceptual framework to assess the role of branding in Chinese jewellery e-commerce using an SOR model. Subsequently, based on the conceptual framework developed, a scale containing multiple dimensions and items is designed. **Research limitations/implications:** The measurement scale remains in development and has not yet been validated, and therefore, issues of accuracy and reliability remain.

Practical implications: The scale developed in this study, if validated by research, will provide important insights for branded jewellery e-commerce in China.

Originality/value: This research offers an in-depth assessment of the function of branding in the e-commerce environment by applying the Stimulus-Organism-Response model to the field of jewellery e-commerce in China for the first time. The scale will enable methodical analysis of how branding affects perceptions of customers, and actions while also introducing new theoretical and practical assistance for branding and marketing in jewellery e-commerce platforms.

Keywords: Measurement scale, Chinese jewellery e-commerce, SOR model

1.1 Introduction

Aided by ongoing economic and technological advancements, strong consumer demand during the COVID-19 epidemic spurred e-commerce growth. The transition from traditional offline retail trade to *online* sales

platforms is today a crucial means for jewellery companies to enhance their competitiveness and will continue to play a significant role in the future of the Chinese jewellery industry. However, numerous issues confront Chinese jewellery e-commerce, including a late start, services unable to satisfy market demand, and customer uncertainty surrounding the hazards of e-commerce. The aim of this study is to build a framework using classical S-O-R theory, adopt a quantitative approach to operationalize the variables in the research model, and ultimately create a theoretical basis for future research.

1.2 Literature Review

1.2.1 Opportunities and challenges faced by Chinese jewellery e-commerce

Technology development engenders a greater willingness among customers to participate in e-commerce activities. Customers are more eager to engage in e-commerce activities due to technological advancements (Kshetri, 2018) and are also interested in learning more about the goods they purchase (Rathi, 2021). Amid growing internet usage and a surge in the number of netizens, the rising popularity of *online* shopping has fuelled the transformation of the jewellery industry into luxury consumption. Statistics show that the jewellery market of China is worth close to 700 billion yuan today and that retail sales of jewellery in 2018 reached nearly 700 billion yuan, with a compound growth rate of 4.4% over the past five years (Chyxx.com., 2020).

The onset of the COVID-19 pandemic in 2020 restricted offline shopping, yet demand among consumers remained strong. As a result, *online* shopping has developed globally (Davis & Toney, 2020; Bhatti et al., 2020). According to new research, jewellery is one of three categories with the largest share of total U.S. e-commerce retail sales (15.7%) (Mastercard Spending Pulse: April U.S. Retail Sales Grow 23.3% as Trends Point to a Recovering Economy, 2021). In China, the livestream model of e-commerce is eye-catching. For commodities with strong professional demand, such as jewellery and automobiles, on-screen anchors generate sales by conducting professional two-way communication with customers (Liu, 2020). This involves answering questions while introducing products to guide purchasing decisions. Due to the increased engagement of consumers, the transaction conversion rate has risen.

To date, there is limited research on Chinese customers' attitudes, preferences, and buying habits with respect to *online* jewellery purchases. Yet, the Chinese jewellery e-commerce business is full of possibilities. The lack of research may be a result of a dearth of reliable measuring instruments, making it challenging for researchers to evaluate certain concepts in this field

with accuracy. Simultaneously, it is possible that existing assessment instruments are not culturally and socially sensitive enough to accurately capture Chinese customers' attitudes and actions in the e-commerce jewellery sector.

Therefore, conducting further in-depth study is essential to better grasp the distinctive features of the Chinese e-commerce jewellery business. Measurement instruments that are effective must not only apply pre-existing research methodologies but also consider the attitudes and expectations of Chinese customers regarding *online* jewellery purchases. Measuring instruments must be adjusted to more precisely capture the distinctive features of China's market environment and the elements most valued by shoppers when making purchases, as they may differ dramatically from those in other areas.

Any assessment instrument should also be adaptable enough to adjust to changing customer demands and market trends since researchers must consider the dynamic changes and quick expansion of the Chinese e-commerce jewellery business. The scale developed in this study can provide a better understanding of Chinese consumers' preferences, decision-making processes, and brand perceptions through an in-depth study of their *online* jewellery shopping behaviours. In turn, this can provide the jewellery e-commerce industry with targeted recommendations for market strategies and service optimisation.

This study seeks to contribute to the sustainable growth of the Chinese jewellery industry by addressing gaps in the literature and offering the industry more precise and useful information going forward. ***Keakraban Merek***

From a wider range of information, consumers select just a limited handful of informational dimensions, with brand being one of the most favoured selections (Labrecque et al., 2020). When consumers are incompletely aware of the attributes of a given brand, they require information (Oh et al., 2020) and are expected by merchants to be able to recall enough information about the product category from memory to assimilate information and form an image of the brand (Rego et al., 2022). When consumers do not hold brand preferences, uncertainty about brands drives consumers to search for information (Ng et al., 2021). Brand image may be based on the information customers collect (Arslan & Zaman, 2015). The Internet makes recent information about brands easier for customers to obtain and allows them to become more familiar with companies by exposing customers to brand information (McClure & Seock, 2020). According to Miniard (2001), both

internal information (such as Keakraban Merek) and exterior information-seeking behaviour may boost the inclination of customers to shop or make repeat purchases *online*.

Businesses in conventional marketplaces have established a solid image through branding, customer recommendations, and media exposure (Kaur, 2016), but the internet is altering how they develop a reputation (Nakara et al., 2014; Brogan & Smith, 2020). Customers must rely on *online* resources to compare shopping services or customer reviews for details that enable them to determine the company's reputation (Gopinath et al., 2014; Mo et al., 2015). Consumers were shown to rely on a variety of internet-based resources before making purchase selections to evaluate and distinguish between new and, in other words, unfamiliar *online* brand sellers (Naylor, 2012), enabling customers to more clearly understand the image of brand (Gensler et al., 2015).

When people choose to purchase a product, brand recognition is a key motivating factor (Das, 2015). Holden and Vanhuele (1999) argue that Keakraban Merek grows with greater interaction with a brand and that brand names and logos help consumers perceive brand messages (MacInnis et al., 1999). Mikhailitchenko et al. (2009) further contend that Keakraban Merek is dependent on the potency of associations evoked by the brand name in consumers' minds and that for familiar brands, consumers may rely on features like the brand name or logo in the evaluation process.

Customers trust known brands more when browsing *online*, making them more inclined to make a purchase. As a result, *online* retailers that achieve Keakraban Merek among customers are expected to enjoy higher purchase intentions (Comegys et al., 2009). The findings of Park & Stoel (2005) suggest that in the case of *online* shopping, Keakraban Merek involves consumers' pre-accumulated knowledge of the brand, i.e., Keakraban Merek reflects the amount of knowledge about a brand that consumers develop after being exposed to and experiencing the brand *online*. For *online* customers, accessing brand information and the ensuing rise in Keakraban Merek serve as the main sources of internal brand knowledge (Ha & Perks, 2005). As a result, *online* merchants should aggressively market their brands and gain more customer awareness by using the strength of their brand image (Edwards et al., 2009). Global *online* retailers should emphasise brands across all channels of competition. By using pre-acquired brand reputation and familiarity, they can attract more *online* shoppers (Kwon & Lennon, 2009).

H1: Keakraban Merek will positively influence the “Feelings about a Brand” among Chinese *online* jewellery customers.

1.2.2 Design

Brand design is a crucial component of an *online* brand development approach (Rowley, 2004). Consequently, other crucial factors include design and brand image, which are sometimes regarded as the foundation of a luxury brand (Rodrigue & Rodrigues, 2019). As brands are developed, they become one of a company's most valuable assets. Finding new ways to build them and achieve a position of differentiation in the minds of customers is crucial. Design is brand orientated and can act as a cohesive factor in configuring all elements of the brand experience, representing a clear source of differentiation (Montaña et al., 2007). The value and awareness of a brand may be increased by excellent jewellery design, evidenced by well-designed jewellery items that communicate the principles of business, cultural implications, and innovation (Banks, 2010; Priskila & Darma, 2020; Brandão et al., 2021). Consumers have a high appreciation for unique and tasteful design, and the design of a brand is directly associated with the projection of consumer value (Ratakam & Petison, 2022). Above any other subjective or objective attribute, design/appearance is the most important factor for consumers who purchase precious jewellery products (Jamal & Goode, 2001). When a new product is launched by luxury brands or they conduct marketing, it is accepted by consumers as a signal to buy (Kapferer, 2012; Zhang & Kim, 2013).

Additionally, attractive jewellery design prioritises user experience as well as aesthetic appearance, luring buyers with user-friendly features (Rana et al., 2020). Designers who consider wearer comfort, durability, and functionality during the design process (Yap & Yeong, 2014; Vasan, 2018; Hashim et al., 2020) and provide consumers with an impression that the brand cares about the user experience (Singh et al., 2022) tend to be more successful. This, in turn, improves brand image and increases word-of-mouth appraisal (Jain, 2017). Luxury consumers may make more informed decisions when purchasing luxury products *online* thanks to product design and brand storytelling, which elevate luxury goods and distinguish one premium brand from another (Morley & McMahon, 2011; Hughes et al., 2016).

H2: Keakraban Merek will positively influence the “Feelings about a Brand” among Chinese *online* jewellery customers.

1.2.3 Feelings about a brand

The digital revolution has led to more sophisticated brand building, which requires luxury brands to adapt, engage strategically in brand image building, and use digital media as a tool for customer-brand interaction (Hennigs et al., 2012; Pentina et al., 2018). According to a study by Wahab et al. (2019), if customers hold positive brand views, there will be a strong correlation between the degree of luxury of the product and their purchase decisions, such that people become less concerned about purchasing luxury brands *online*.

Feelings about a brand are a significant factor affecting consumers' *online* jewellery shopping, so *online* fashion jewellery companies take brand-building strategy as the most influential means to achieve a competitive advantage (Daemi, 2018). Compared with physical stores, the existence of the website helps luxury brands achieve better success in a highly competitive global market today, enabling companies to reach more consumers in a more cost-effective way (eMarketer, 2016). There are, however, those who believe that the fundamental principles of luxury brands are incompatible with *online* retail (Thorslund & Herrström, 2020).

Consumer passion for brands is influenced favourably by luxury brand recognition (Rodrigues et al., 2018). In research by Taghipour (2021), jewellery brand reputation is shown to be key in the *online* environment. Large-scale production and mostly with standardized designs are considered as the characteristics of traditional production in the jewellery industry (Carnevali, 2003). With the passage of time and the progress of technology, the uniqueness of product design is inevitably imitated by competitors, and this trend is especially evident in the ecommerce industry (Zuccaro, 2016). E-jewellery tends to suffer more infringement and plagiarism, and this phenomenon is not uncommon among Chinese e-commerce sites (Hunter et al., 2021). Jewellery knockoffs have the potential to harm the prominent reputations of brands, erode their intellectual property rights, deplete brand capital, and lower business sales (Slocum & Collen, 2011).

The globalization trend of recent years has shifted the focus of jewellery production from traditional mass production to customization. Italian jewellery companies are committed to product innovation, including design and technology. Each jewellery item may be unique, and even the same design will have differences in characteristics (Yau, 2002; Viotto, 2017). Style and design are important for Chinese jewellery consumers (Guo & Chen, 2007). Jewellery brands should not only resonate with customers and increase their repeat purchases and brand loyalty but also differentiate themselves from competitors. Thus, innovative design is a priority

(Kanakachandran & Saji.,2013). Excellent product strategy can accelerate the differentiation of brand jewellery, where the superior quality or unique attribute of a product is key. This means that jewellers should focus on quality and performance-conscious buyers through exquisite craftsmanship, excellent quality and frequent product innovation (Strategic Management, 2008). Both perceived quality and brand association can increase customer satisfaction (Johansson & Andersson, 2014), as well as the perception that a brand on consumers is evident in luxury brands (Ahn et al., 2018; Ehbauer & Gresel, 2013).

According to Batey (2008) in the book *Brand Meaning*, consumers' perception of luxury brands is ultimately determined by consumers themselves, not by the positioning of the company. While marketers are allowed to add meaning to luxury brands, it is the consumer who is at the centre of brand perception. When people are engaged in luxury consumption activities such as jewellery, they will nonetheless pay attention to the coordination and consistency of all aspects of brand marketing plans to ensure that they obtain high-quality products and services and a pleasant purchasing and consumption experience (Seo & Buchanan-Oliver, 2015). As one of the luxuries of the jewellery industry, branding is a powerful force. It is vital in creating consumer choice and bringing new consumers into the market. Those retailers who really understand how to transform consumer demand will occupy the market. The CEO of a jewellery e-commerce company summed up the challenges of the future jewellery industry: "Manufacturers must make today what customers will need tomorrow." (Yau, 2002). **H3:** There is a positive relationship between Perasaan terhadap merek and Intention to Buy Jewellery *Online* from Chinese jewellery e-commerce consumers.

1.2.4 S-O-R Model (Stimulus - Organism - Respond)

The Stimulus-Organism-Response (S-O-R) model/theory is on the basis of the S-R (stimulusresponse) model of the theoretical system collected by Hull (1966) and refined by Mehrabian and Russell in a paper entitled: *An Approach to Environmental Psychology* (Mehrabian & Russell, 1974). The theory proposes that human information processing begins with a physical stimulus, followed by the receipt of external stimulus via the senses, which leads the neurological system to make a decision and concludes with the

output of an action response (Buxbaum, 2016). Contemporary cognitive psychology is predicated on the study of S-O-R models, which may be summarised as the study of the affective reaction and subsequent intentional behaviour that follows the stimulation of a target by an external environment (Yang et al., 2021).

The model consists of three components: stimulus, organism and behavioural response, and the following is an overview of each element as outlined by scholars:

Table 1. Overview of S-O-R Model

	Shopping environment, user evaluation, information quality and other
Stimulus	external environmental factors (Ali et al.,2021; Guo et al.,2022). The stimulus in the retail sector can be defined as all physical and nonphysical elements of the shop that are within the retailer's control to enhance the customer's shopping experience (Kumar & Kim, 2014).
Organism	Represents changes in individual mental states, such as perceived emotions or cognitive responses, as a mediating variable (Sultan et al.,2021).
Response	As an outcome variable, it represents the attitude or behaviour of individuals, usually manifested as approaching or avoiding something (Eroglu, 2003; Pandita et al., 2021).
Approach and Avoidance	These are the two most intuitive reactions of an individual to external environmental stimuli (Tang & Zhang, 2020). In the S-O-R Model of consumption, the approach is the willingness of the consumer to stay, explore, and interact in the environment and to identify with the environment, increasing his or her willingness to return to the environment again to purchase the goods; the avoidance is the lack of willingness or avoidance of the stimulus and have no willingness to consume the goods again (Lin et al., 2022).

Current research on the application of S-O-R theory focuses on consumer behaviour, customer persistent use behaviour and the information domain (Sherman et al., 1997; Cao & Sun, 2018) and is generally applicable to the study of consumer purchase behaviour in the *online* shopping environment. Research focuses on the stimuli that motivate consumers to make purchases, and currently, the most well-recognised stimuli for *online* purchasing include promotional information, the quality and amount of information listed on a website, the ambience of the *online* store, the quality and value of the

product, and the brand image (Park & Lennon, 2009; Zimmerman, 2012; Peng & Kim, 2014; Ilijevski, 2016; Aggarwal & Rahul, 2017; Zhu et al., 2020).

Consumer behaviour is a view of a customer, a group of customers or organizations who choose, obtain, operate, and incline intention, goods and services to fascinate the needs and wants of the customers. Researchers determine which products are needed in the market by examining what motivates consumers to purchase specific goods and services (Chopra et al., 2020). According to Blackwell et al. (2006), 'consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption'. In the consumer domain, the model implies that buying behaviour is not just physically stimulated by the exterior environment but also guided by psychological factors (Buckley, 1991; Chang et al., 2011). The model considers these factors together as a complete consumer purchase decision process: the consumer is driven by the stimulus, makes a purchase decision, implements the purchase, and then may finally evaluate the product, the relevant channel, or the whole purchase process.

The model is applicable to the *online* consumer environment, where the stimulus (S) refers to the driving forces in the *online* shopping environment that influence the cognitive awareness of consumers and affective or emotional processes (Zhu et al., 2019). All the information to which the consumer is exposed when browsing *online* may be regarded as environmental stimuli (Sohaib & Kang, 2015; Gatautis et al., 2016). The organism (O) is the process that occurs within an individual that lies between the stimulus and the final response behaviour; the process and structure consist of perceptual, mental, sensory, and thinking activities and specifically refers to a person's feelings and perceptions of the website. Reaction (R) refers to the final behaviour of the consumer (Eroglu et al., 2001; Hewei & Youngsook, 2022). In the research of Chandra (2018), information is shown to be the most prominent stimulant in an ecommerce environment. Lee & Min (2021) corroborate this finding and show that the quality of the information is crucial. In the study of Moon et al. (2017) on the fashion apparel industry, the authors note that research into *online* shopping using the S-O-R Model tends to focus on attitudes towards the shopping outlet's website (Hung, 2011; Nam et al., 2021). Yet attitudes towards the website do not necessarily drive the behaviour of customers. Accordingly, the authors chose instead to focus on *online* purchase intentions. This study, to some extent, echoes the findings of the studies above, which focus on luxury jewellery as its subject topic and share similarities.

In conclusion, consumer behaviour is induced by a certain psychological motivation to purchase. Stimuli originating from various sources may alter the psychology of a consumer, generate purchase motivation and ultimately induce a purchase decision. The model can better explain the psychological changes and purchase behaviour of consumers because it incorporates stimuli of different shopping environment factors as independent variables, as well as the psychological motivation of consumers (e.g., emotion and cognition) as a mediating variable and the behavioural state of convergence or avoidance as the dependent variable.

1.2.5 Competing theories

Finding the best theoretical framework for the study requires consideration of various theories and models. Several theories, including DeLone and McLean's information systems success model, E-S-QUAL, and WEBQUAL, have been utilised in past research on the topic of *online* purchase intention, and each of these ideas has merit and shortcomings.

The major focus of DeLone and McLean's information systems success model is the effectiveness of information systems and how they affect user satisfaction and use intentions (Wang, 2008). The correlations between the qualities of system, information, service, user satisfaction, and usage intention are examined by this model (McGill et al., 2003; Al-Ghazali et al., 2015). Even though the model offers a thorough framework for studying user behaviour on e-commerce websites, it does not capture all elements that impact user intention to purchase goods *online*.

Theoretical frameworks entitled E-S-QUAL and WEBQUAL evaluate the quality of *online* services and websites, respectively (Akinci et al., 2010). They investigate dimensions such as reliability, responsiveness, security, ease of use, and privacy (Zavareh et al., 2012; Akkucuk & Teuman, 2016). These theories are beneficial for assessing the number of digital platforms, but they fail to directly measure the variables affecting the likelihood of an *online* purchase intention.

In the case of studying *online* purchase intention, the S-O-R (Stimulus-Organism-Response) model has been chosen as the theoretical framework in this study. The model takes the effects of external stimuli (S), psychological processes on the inside (O), and behavioural reactions (R) into account. A stimulus is interpreted and perceived by a person and goes on to influence behavioural reactions. Using the S-O-R model, it is possible to examine both internal and external elements that influence *online* purchase intention (Kawaf & Tagg, 2012).

The S-O-R model offers several advantages for this study in terms of examining the intention to purchase jewellery *online*. First, it offers a thorough framework that considers both internal and external elements, enabling a more holistic understanding of customer behaviour. The second is that this model acknowledges the significance of individual perceptions and interpretations and the subjectivity of *online* purchasing decision-making. Finally, the S-O-R model has been employed frequently in research on consumer behaviour and has been used to effectively predict and explain behavioural reactions.

While other theories like DeLone and McLean's information systems success model, E-SQUAL, and WEBQUAL have their own strengths, the S-O-R model aligns more closely with this research focus on understanding *online* jewellery purchase intention. It provides a robust framework for examining variables that affect *online* purchase intention by placing emphasis on the interplay between stimuli, individual processes, and behavioural responses.

To sum up, the selection of the S-O-R model for this study is based on its comprehensive nature, consideration of subjective interpretations, and its established effectiveness in consumer intention research.

1.2.6 S-O-R model and luxury

In a study by Schil & Godefroit-Winkel (2021), the authors applied a theory that suggests that retailing should consider the environmental expectations of consumers (Baker et al., 2020). The study centred on research into the luxury goods sector and confirmed environmental information as a stimulus in the S-O-R framework of intentions among consumers to purchase luxury goods. Previous studies focused on the impact of the atmosphere as a stimulus on luxury purchases in the S-O-R model, including lighting, cleanliness, odour, design, layout, music and staff interaction (Nunthiphatprueksa, 2019; Yang et al., 2022).

Li et al. (2014), who applied the results of previous research to the *online* luxury sector, confirmed the applicability of the S-O-R model in the *online* luxury industry and found that consumer purchase intentions are influenced by the environment in their study. Further, the study of Jain (2022) is a rare example in which the S-O-R model is applied to *online* luxury consumption. This study confirms the significance of informational stimuli by showing that informational content generated by luxury brands acts as a stimulus in the S-O-R model to influence consumer behaviour (Rao & Ko, 2021). Luxury brands with websites that are both informative and simple to use may lead to an increase in the amount of traffic on *online* store websites (Dauriz et al.,

2014), which is directly correlated to the willingness of customers to buy luxury items *online*.

1.2.7 Mediating Effect of Perasaan terhadap merek between the Keakraban Merek and Intention to Buy Jewellery *Online*

Customers tend to be more inclined to trust a brand and desire to purchase items when they are familiar with it (Arani & Shafiizadeh, 2019). Consumers may have a more positive opinion of a brand and be more likely to choose its products if they are familiar with it as part of an emotional connection, according to Keller (2003). Several studies have shown that Keakraban Merek is an essential requirement for consumers to assess a brand and will influence perceptions (Chinomona & Maziriri, 2017). Laroche et al. (1996) also validated this idea in their study and further confirmed that consumers who are familiar with a brand are encouraged to form brand attitudes, and these brand attitudes result in intent to buy branded goods.

Consumers require trust and recognition of brands and products when buying jewellery products through *online* channels (Haridasan & Fernando, 2018). By evoking strong and distinctive brand associations as well as emotional resonance in the memories of customers, Keakraban Merek helps consumers recognise and trust a brand (Benediktus et al., 2010; Kakati & Choudhury, 2013; Jain, 2017). As a result of their familiarity with a brand, consumers form more lasting impressions (Lowry et al., 2008), which boosts brand sentiment and helps to develop a reputation of the brand for quality, dependability, and trustworthiness, which all increase purchase propensity (Deli-Gray et al., 2012; Liu et al., 2021). Keakraban Merek also helps to foster Perasaan terhadap merek loyalty, which in turn increases the likelihood that customers choose the brand's goods and develop enduring purchasing patterns (Latif et al., 2014). **H4:** Perasaan terhadap merek positively mediate the relationship between Keakraban Merek and Intention to Buy Jewellery *Online*.

1.2.8 Mediating Effect of Perasaan terhadap merek between the Design and Intention to Buy Jewellery *Online*

To establish an emotional connection with a brand, brand designers seek to trigger internal processing reactions, such as subjective sensations (Brakus et al., 2009), as consumers' preferences for product design concepts and styles influence brand identity (Kim & Sullivan, 2019). In turn, this stimulates an aesthetic resonance between consumers and the product (Ranscombe et al., 2012). Joseph (2014) notes that consumers tend to prefer branded jewellers when choosing to purchase jewellery products, and this preference is mostly

attributable to the brand's design. Visual identity increases consumers' likelihood of being attracted to and identifying with the jewellery made by that brand.

Consumers who buy jewellery *online* are unable to physically handle or test the product (Noronha, 2015). Therefore, they rely more heavily on the reputation of the brand and design style when choosing what to buy (Bhat & Bowonder, 2001; Lather & Khatri, 2011; Guercini et al., 2020). Excellent luxury brand design can showcase individuality and originality, thus creating a brand image in the minds of consumers (Monfared et al., 2020). Brand design is crucial in the context of *online* purchasing. By creating items that are distinctively and aesthetically pleasing, brands may win over reputation and trust in the minds of consumers (Einwiller, 2001).

Cho & Lau (2014) found that brand design is an important influence in China in the decisionmaking process of *online* jewellery purchases, with consumers assessing the quality and trustworthiness of products through the design style, reputation and uniqueness of the jewellery brand (Hashim et al., 2018). Chinese jewellery sellers should concentrate on creative and appealing designs to pique consumers' attention and garner recognition, increasing the competitiveness of their brands in the *online* jewellery industry (Yuan, 2010).

H5: Perasaan terhadap merekpositively mediate the relationship between the Design and Intention to Buy Jewellery *Online*.

1.2.7 Hypothesis Development

Based on the literature review, the hypotheses of this study are summarised, and the research framework is depicted.

Table 2. Hypotheses summary

No.	Hypotheses
H1	Keakraban Merek will positively influence the Perasaan terhadap merekof Chinese <i>online</i> jewellery customers.
H2	Design will positively influence the Perasaan terhadap merekof Chinese <i>online</i> jewellery customers.
H3	There is a positive relationship between Perasaan terhadap merekand Intention to Buy Jewellery <i>Online</i> of Chinese jewellery e-commerce consumers.
H4	Perasaan terhadap merekpositively mediates the relationship between Keakraban Merek and Intention to Buy Jewellery <i>Online</i> .
H5	Perasaan terhadap merekpositively mediates the relationship between the Design and Intention to Buy Jewellery <i>Online</i> .



Figure 1. Research Framework

1.3 Methods

The utilization of the SOR (Stimulus-Organism-Response) model employed in this study underscores the interplay and impact of stimuli, organisms, and responses. This model posits that human behaviour emerges from a confluence of external stimuli, individual attributes, and internal cognitive processes. Fundamentally, the model posits that stimuli are perceived and processed by the organism, leading to a response, with individual attributes and psychological processes governing this dynamic. Accordingly, the pertinent stimulus is presented to the respondent prior to the administration of the questionnaire, ensuring its contextual relevance and alignment with the theoretical framework.

Numerous studies employing the SOR model have investigated *online* consumer behaviour, often utilizing web pages or websites as stimuli sources (Changhyun et al., 2021; Peña-García et al., 2022). In China, *online* sales of jewellery primarily occur through brand-owned *online* shops or official flagship shops established by brands on popular e-commerce platforms such as JD.com and Taobao. Chow Tai Fook Jewellery, a globally recognized Chinese jewellery brand, stands out as an early adopter of *online* sales, surpassing its counterparts in recent years (Tian et al., 2021; Nobile & Cantoni, 2021; Chen, 2023). This study contributes significantly to the existing literature on e-commerce brand jewellery in China, where Chow Tai Fook Jewellery is outstanding among the e-commerce brand jewellery companies. Consequently, the study selects consumer stimuli from the web pages of Chow Tai Fook Jewellery's official selfoperated shop and *online* shop on the Taobao platform, offering valuable insights into ecommerce jewellery consumption.

1.4 Findings

Based on the literature review and methodology, this study develops modified scales to test the hypotheses.

1.4.1 Keakraban Merek

Keakraban Merek is considered a significant factor in influencing consumers' perceptions and attitudes towards a brand (Ha & Perks, 2005; Yunpeng & Khan, 2021). The scales utilized in this study were adapted from the works

of Ha and Perks (2005) and Yunpeng & Khan (2021), which have been subjected to rigorous testing to ensure reliability and validity.

Table 3. Measurement for Keakraban Merek

Keakraban Merek			
No.	Adapted Items	Original Items	Source
1	"I have a feeling of goodwill towards this <i>online</i> jewellery brand."	The brand gives me a feeling of goodwill.	(Ha & Perks, 2005)
2	"I am always aware of this <i>online</i> jewellery brand on the web."	I am always aware of the brand on the web.	
3	"The <i>online</i> jewellery site has a good reputation."	The site has a good reputation.	
4	"Navigation at the <i>online</i> jewellery site makes me feel comfortable."	Navigation at the site makes me feel comfortable.	
5	"I am quite familiar with the products offered by this website."	I am quite familiar with the products offered by this website.	(Yunpeng & Khan, 2021)
6	"I am quite familiar with other websites which offer similar products. "	I am quite familiar with other websites which offer similar products.	
7	"I usually consume products offered by websites like this. "	I usually consume products offered by websites like this.	

Ha & Perks' study with *online* brands is like this study, while Yunpeng & Khan's (2021) study is set within a Chinese context. To ensure semantic consistency and contextual appropriateness, slight modifications were made to specific sections of the scales to better align with the objectives of the research. In addition to providing for a more thorough examination of the phenomena of branding in a specific context, convergence under a high degree of similarity indicates that this study is congruent with earlier research, which enhances the generalizability and credibility of the results. The research scales of Yunpeng & Khan and Ha & Perks are combined and drawn upon to provide a more thorough and in-depth investigation of the phenomena and affecting elements in the field of concern.

1.4.2 Design

Design serves as a significant stimulus for eliciting brand-related emotions, and its impact can be measured through the variable of product design (Bettels & Wiedmann, 2019).

Table 4. Measurement for eliciting brand-related emotions

Design			
No.	Adapted Items	Original Items	Source
1	"I think an <i>online</i> jewellery product from this brand is goodlooking."	I expect a product from this brand to be good-looking.	(Bettels & Wiedmann, 2019)
2	"I think an <i>online</i> jewellery product from this brand is visually striking."	I expect a product from this brand to be visually striking.	
3	"I think an <i>online</i> jewellery product from this brand will look appealing."	I expect a product from this brand to look appealing.	
4	"I think an <i>online</i> jewellery product from this brand will perform well."	I expect a product from this brand to perform well.	
5	"I think an <i>online</i> jewellery product from this brand is capable of doing its job."	I expect a product from this brand to be capable of doing its job.	
6	"I think an <i>online</i> jewellery product from this brand would be functional."	I expect a product from this brand to be functional.	
7	"I think an <i>online</i> jewellery product from this brand will help me establish a distinctive image."	I expect a product from this brand to help me establish a distinctive image.	
8	"I think an <i>online</i> jewellery product from this brand would be helpful to distinguish myself from the masses."	I expect a product from this brand to be helpful to distinguish myself from the masses.	

9	“I think an <i>online</i> jewellery product from this brand accurately symbolizes or expresses my achievements. ”	I expect a product from this brand to accurately symbolize or express my achievements	
---	---	---	--

Given that the original study measured this variable as a dependent variable, certain semantic adjustments have been made in this research to align with the measurement framework, accompanied by the inclusion of modifiers to elucidate the study's scope. The existing scale uses the expression "I expect" to measure consumer intention. However, in the proposed scales presented in this study, the expression "I think" was changed to capture the perceptions and thoughts of consumers more precisely, further clarifying the scope of the study to make the results more accurate and convincing.

1.4.3 Perasaan terhadap merek

Existing studies on Perasaan terhadap merek focus on the brand preferences and brand loyalty of consumers (Yigi & Tıgli, 2018; van der Westhuizen, 2018) or the perception of a brand shopping website encompassing dimensions such as visual design, emotional interaction, and ease of use of the website (Chen, 2012; Kalia et al., 2014). In contrast, this study investigates intangible aspects of branding on consumer *online* jewellery shopping behaviour. This study will adapt the scales described in Aslam et al. (2018) and Beig & Nika (2022).

Table 5. Measurement for Perasaan terhadap merek

Perasaan terhadap merek			
No.	Modified Items	Original Items	Source
1	“I can be certain that I will save money and time when purchasing <i>online</i> jewellery products of the brand. ”	I can be certain that I will save money and time when purchasing <i>online</i> apparel products of the selected brand.	(Aslam et al., 2018)
2	“I trust the quality of the <i>online</i> jewellery products provided by the brand. ”	I trust the quality of the products provided by my ‘favourite ecommerce brand’.	(Beig & Nika, 2022)

3	“ <i>Online</i> products provided by brand jewellery are of good quality.”	Products provided by my ‘favourite e-commerce brand’ are of good quality.
4	“Brand jewellery provides excellent services <i>online</i> .”	My ‘favourite e-commerce brand’ provides excellent services.
5	“ <i>Online</i> services offered by brand jewellery are reliable.”	Services offered by my ‘favourite e-commerce brand’ are reliable.
6	“Brand jewellery would be my first choice when shopping <i>online</i> .”	‘My favourite e-commerce brand’ would be my first choice when shopping <i>online</i> .
7	“I will keep buying brand jewellery <i>online</i> as long as it provides me with good products and excellent services.”	I will keep buying from my ‘favourite e-commerce brand’ as long as it provides me with good products and excellent services.
8	“I am still willing to buy from <i>online</i> brand jewellery even if the price of products provided by it is a little higher than of other e-commerce nonbrand jewellery.”	I am still willing to buy from my ‘favourite e-commerce brand’ even if the price of products provided by it is a little higher than that of other e-commerce brands.

The scales developed by Aslam et al. (2018) and Beig & Nika (2022) were chosen as these scales allow measurement of *online* purchasing behaviour of branded goods. In the present study, the term "*online* jewellery" is added, and the primary modification to existing scales is the removal of the phrases "selected" and "my favourite" in order to render the results more objective.

1.4.4 Intention to Buy Jewellery *Online*

Following an extensive literature review, the scale of Bian & Forsythe (2012) is chosen to measure intentions for luxury goods purchases.

Table 6 Measurement for intention to buy jewellery *online*

Intention to Buy Jewellery <i>Online</i>			
No.	Modified Items	Original Items	Source
1	“If I were going to purchase a jewellery product, I would consider buying it <i>online</i> . ”	If I were going to purchase a luxury product, I would consider buying this brand.	(Bian & Forsythe,
2	“If I were shopping for jewellery, the likelihood I would purchase <i>online</i> is high. ”	If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high.	
3	“My willingness to buy jewellery would be high if I were using <i>online</i> shopping platforms. ”	My willingness to buy this luxury brand would be high if I were shopping for a luxury brand.	2012)
4	“The probability I would consider buying jewellery <i>online</i> is higher than offline.”	The probability I would consider buying this luxury brand is high.	

The scale developed by Bian & Forsythe (2012) is chosen because luxury goods and jewellery belong to the same domain. To reflect the fact that the study focuses on *online* jewellery products, the "brand" in the existing scale is modified to "*online*". The term "brand" in Bian & Forsythe's (2012) study refers to the general perception of a luxury brand, as the study focuses mainly on certain categories of *online* jewellery products. Therefore, the adapted scale is more relevant to our research question. Other minor scale adjustments are made to maintain the measure's original consistency and increase the study's dependability.

1.5 Discussion and Conclusion

The aim of this study is to investigate the effect of branding on consumer perception, satisfaction, and purchase intention in an e-commerce environment. A comprehensive scale is constructed using insights from

Stimulus, Organism and Response theory to investigate the key role of brands in Chinese jewellery e-commerce.

This study finds that brand has a significant impact on Chinese jewellery e-commerce. First, as a stimulus, brands create psychological brand perceptions through their familiarity as well as their design, which leads to the formation of purchase intention. In addition, brands convey product characteristics and values within the e-commerce environment, thereby influencing consumers' purchase intentions. This stimulus-individual-response process highlights the important role of brands in motivating consumer purchase behaviour.

The development of a Chinese jewellery e-commerce scale based on the SOR model emphasises the influence of brands on consumer purchasing behaviour. The findings provide valuable insights for e-commerce platforms and jewellery brands. If the scale is confirmed after launch, e-commerce platforms can enhance consumers' familiarity with the brand by strengthening brand publicity and promotion, which in turn will promote purchase behaviour. In addition, jewellery brands can enhance consumers' purchase intention and satisfaction by conveying the design features and artistic value of certain products.

1.5.1 Theoretical Implications

A review of the literature on Chinese jewellery e-commerce reveals that most existing studies concentrate on development and countermeasures (Wang et al., 2012; Yue & Chai; Mo, 2013; Zhao & Huang, 2008), and within both the English and Chinese literature there is a lack of empirical case studies and related scales (Armano, 2020). The consumption of luxury products in China, a growing market, is rising yearly (Chevalier et al., 2009; Jin et al., 2017; Wang, 2012). Multiple research efforts have provided insight into the *online* strategies of luxury brand companies, yet few of these studies have specifically examined how customers perceive the luxury *online* experience (Halwani, 2020). In the Chinese literature, empirical research exists on luxury items and luxury e-commerce (Zhu, 2006; Guo & Su, 2007; Du, 2021). However, for the category of jewellery, and especially that which is sold *online*, we suggest that a new experiment will help to fill a gap in the literature (Greenberg et al., 2019).

A study by Srikrisanapol (2017) discovered that Thai jewellery consumers frequently search for information both offline and *online* and that their sources of information reliability also include marketers who provide comprehensive product information and product guarantees to get the best jewellery products at the best price. At the information search stage, they pay close attention to brand image, word-of-mouth recommendations, and

personalised design. Empirical research on Chinese *online* luxury platforms can also clarify the impact of branding on customer behaviour (Gao, 2020). Luxury goods branding depends heavily on distinctive design to achieve marketable differences. Therefore, the development of relevant measurement scales is necessary for the study.

In China, on the other hand, there are a rising number of *online* jewellery stores, very few of which have been studied. Furthermore, the underlying theory should be further strengthened through the development of additional frameworks and scales.

1.5.2 Practical and Social Implications

E-commerce is a new *online* transaction mode, while jewellery is a traditional, valuable, and personal consumer good. How to combine the two organically to create a new development model is worthy of study (Bian, 2020).

The results of this study can be applied to the study of brand perception among Chinese jewellery e-commerce consumers to explore consumer psychology. Also, this study can assist Chinese traditional jewellery businesses in accelerating their digital transformation. It may also help those who are already active *online* in better adapting to the market and developing digital marketing strategies to increase revenue, profitability, as well as customer satisfaction and loyalty to ultimately fuel growth. It can also drive purchases of jewellery while making a broader contribution to management practices within the jewellery industry.

The findings of the study will have a significant influence on management and research practices. For instance, this study enables jewellery brand owners to take proactive measures. These results will also benefit jewellery e-commerce businesses in creating brand identities.

1.5.3 Limitations and Suggestions for Future Research

Brand influence is a complex and diverse process influenced by the interaction of many factors. Although the SOR model enables analysis of brand role from the perspective of stimulus, organism to response, it is difficult to comprehensively consider and control all the possible influencing factors in the actual research. For example, factors such as consumers' personal traits, psychological state, and socio-cultural background may also have an impact on brand role, and the influence of these factors cannot be completely excluded from the study. Second, the dynamic nature of the e-commerce environment may lead to limitations in the applicability of the

scale. Technology, platforms, and user behaviours in the e-commerce domain are constantly changing and evolving, and the developed scales may not be able to adapt to such changes in a timely manner. Over time, the validity and accuracy of the scales may fade, and they may need to be revised and updated periodically.

In addition, the role of branding itself may be affected by individual differences and attitudes and reactions to brands may vary between consumers. Therefore, the characteristics of different populations should also be considered to develop a more comprehensive understanding of the brand's role in jewellery e-commerce.

Finally, the scale is still in the development stage, and it is unknown whether it has high reliability and can be used in research.

The following points should be noted for any future use of the questionnaire: In the development of the scale, the differences in e-commerce consumers of jewellery in different regions and cultures of China should be taken into account, and cross-cultural research should be carried out in order to obtain more comprehensive information.

Long-term studies: The role of e-commerce and branding may change over time. It is recommended that a long-term tracking study be conducted to understand the ongoing impact of branding on jewellery e-commerce consumer behaviour.

Multi-dimensional Measurement: When studying the role of a brand, multi-dimensional measurement should be performed, incorporating brand awareness, brand perception, brand loyalty, etc., in order to obtain more comprehensive information about the brand effect.

Qualitative research: In addition to quantitative research, qualitative research can be conducted to gain a deeper understanding of the reasons and motives behind consumers' attitudes, perceptions, and behaviour towards brands so as to better understand the mechanism of branding.

1.6 References

- Aggarwal, A., & Rahul, M. (2017). Impact of perceived usability and perceived information quality on Indian consumer purchase intentions in

- online shopping: implication of TAM and SOR theory. International Journal of Technology Transfer and Commercialisation*, 15(2), 160-183.
- Ahn, J., Park, J. K., & Hyun, H. (2018). Luxury product to service brand extension and brand equity transfer. *Journal of Retailing and Consumer Services*, 42, 22–28. <https://doi.org/10.1016/j.jretconser.2018.01.009>
- Akinci, S., Atilgan-Inan, E., & Aksoy, S. (2010). Re-assessment of E-S-Qual and E-RecS-Qual in a pure service setting. *Journal of Business Research*, 63(3), 232–240. <https://doi.org/10.1016/j.jbusres.2009.02.018>
- Akkucuk, U., & Teuman, B. (2016). Assessing service quality in *online* banking services.
- Problems and Perspectives in Management, 14(2), 183–191. [https://doi.org/10.21511/ppm.14\(2-1\).2016.07](https://doi.org/10.21511/ppm.14(2-1).2016.07)
- Al-Ghazali, B. M., Rasli, A., & Yusoff, R. M. (2015). A review of theories on technology acceptance: The case of mobile banking user retention in Saudi Arabia. *Jurnal Teknologi*. <https://doi.org/10.11113/jt.v72.3934>
- Ali, F., Terrah, A., Wu, C., Ali, L., & Wu, H. (2021). Antecedents and consequences of user engagement in smartphone travel apps. *Journal of Hospitality and Tourism Technology*.
- Arani, M. A., & Shafiizadeh, H. (2019). Investigation of Keakraban Merek and brand recognition and their relationship with loyalty, repurchase intention, and brand recommendation with mediating role of brand reputation (Case Study: Esteghlal Hotel).
- Revista Gestão & Tecnologia, 19(5), 7–29 <https://doi.org/10.20397/21776652/2019.v19i5.1780>
- Armano, G. (2020). Luxury Jewellery in the Chinese Digital Age. *Online strategies for selling high-end jewellery in the Chinese market*.
- Arslan, M., & Zaman, R. (2015). *Impact of Brand Image and Service Quality on Consumer Purchase Intentions. A Study of Retail Stores in Pakistan*. GRIN Verlag.
- Aslam, W., Ham, M., & Farhat, K. (2018). Influencing factors of brand perception on consumers' repurchase intention: An examination of *online* apparel shopping. *Management: journal of contemporary management issues*, 23(2), 87-102.
- Baker, J., Bentley, K., & Lamb Jr, C. (2020). Service environment research opportunities. *Journal of Services Marketing*, 34(3), 335-346.
- Banks, M. (2010). Craft labour and creative industries. *International Journal of Cultural Policy*, 16(3), 305–321. <https://doi.org/10.1080/10286630903055885>
- Batey, M. (2008). Brand meaning. CRC Press.

- Beig, F. A., & Nika, F. A. (2022). Impact of brand experience on brand equity of *online* shopping portals: A study of select e-commerce sites in the state of Jammu and Kashmir. *Global business review*, 23(1), 156-175.
- Bettels, J., & Wiedmann, K. (2019). Brand logo symmetry and product design: The spillover effects on consumer inferences. *Journal of Business Research*, 97, 1–9. <https://doi.org/10.1016/j.jbusres.2018.12.039>
- Benedicktus, R. L., Brady, M. E., Darke, P. R., & Voorhees, C. M. (2010). Conveying Trustworthiness to *Online* Consumers: Reactions to Consensus, Physical Store Presence, Keakraban Merek, and Generalized Suspicion. *Journal of Retailing*, 86(4), 322–335.
<https://doi.org/10.1016/j.jretai.2010.04.002>
- Bhat, B., & Bowonder, B. (2001). Innovation as an Enhancer of Brand Personality: Globalization Experience of Titan Industries. *Creativity and Innovation Management*, 10(1), 26–39. <https://doi.org/10.1111/1467-8691.00188>
- Bhatti, A., Akram, H., Basit, H. M., Khan, A. U., Raza, S. M., & Naqvi, M. B. (2020). Ecommerce trends during COVID-19 Pandemic. *International Journal of Future Generation Communication and Networking*, 13(2), 1449-1452.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer behavior*.
- Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research*, 65(10), 1443-1451.
- Bian, S. (2020). Research on Jewelry Product Conceptual Design Modeling Based on Big Data Technology. *Journal of Physics: Conference Series*, 1648, 042051. <https://doi.org/10.1088/1742-6596/1648/4/042051>
- Brandão, A., Ramos, S., & Gadekar, M. (2021). Artist jewelry designer entrepreneurship: does it only glitter or is it also gold? *Journal of Research in Marketing and Entrepreneurship*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/jrme-03-2020-0031>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Brogan, C., & Smith, J. (2020, July 21). *Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust* (1st ed.). Wiley.
- Buckley, P. G. (1991). An SOR model of the purchase of an item in a store. *ACR North American Advances*.
- Buxbaum, O. (2016). The sor-model. In *Key insights into basic mechanisms of mental activity* (pp. 7-9). Springer, Cham.

- Carnevali, F. (2003). Golden opportunities: jewelry making in Birmingham between mass production and specialty. *Enterprise & Society*, 4(2), 272-298.
- Cao, X., & Sun, J. (2018). Exploring the effect of overload on the discontinuous intention of social media users: An SOR perspective. *Computers in human behavior*, 81, 10-18.
- Chandra, Y. U. (2018, October). Analysis of higher education student's behavior factors to posting a comment on E-commerce with stimulus organism response (SOR) model. In *2018 International Conference on Advanced Computer Science and Information Systems (ICACSIS)* (pp. 171-176). IEEE.
- Chang, H. J., Eckman, M., & Yan, R. N. (2011). Application of the Stimulus-OrganismResponse model to the retail environment: the role of hedonic motivation in impulse buying behavior. *The International Review of Retail, Distribution and Consumer Research*, 21(3), 233-249.
- Changhyun, N., Kyunghwa, C., & Young, K. J. (2021). Cross-cultural examination of apparel *online* purchase intention: S-O-R paradigm. *Journal of Global Fashion Marketing*, 12(1), 62-76. <https://doi.org/10.1080/20932685.2020.1845766>
- Chen, L. S. L. (2012). What Drives Cyber Shop Brand Equity? An Empirical Evaluation of *Online* Shopping System Benefit with Brand Experience. *International Journal of Business & Information*, 7(1).
- Chen, Y. (2023). When Should the Platform adopt Blockchain Technology under the Transparency Awareness and Privacy Concerns?. *Journal of Humanities and Social Sciences Studies*, 5(1), 16-25.
- Chinomona, E., & Maziriri, E. T. (2017). The Influence of Brand Trust, Keakraban Merek and Brand Experience on Brand Attachment: A Case of Consumers in the Gauteng Province of South Africa. *Journal of Economics and Behavioral Studies*, 9(1), 69. <https://doi.org/10.22610/jeb.v9i1.1558>
- Cho, V., & Lau, C. (2014). An Integrative Framework for Customizations on Satisfaction: The Case of an *Online* Jewellery Business in China. *Journal of Service Science and Management*, 07(02), 165-181. <https://doi.org/10.4236/jssm.2014.72013>
- Chopra, A., Avhad, V., & Jaju, A. S. (2020). Influencer Marketing: An exploratory study to identify antecedents of consumer behavior of millennial. *Business Perspectives and Research*, 9(1), 77-91. <https://doi.org/10.1177/2278533720923486>
- Chevalier, M., Lu, P. X., & Toledano, S. (2009). *Luxury China: Market Opportunities and Potential* (1st ed.). Wiley.
- Daemi, Z. (2018). *Effective Internet Marketing Strategies for Online Fashion Jewelry Businesses* (Doctoral dissertation, Walden University).

- Das, G. (2015). Linkages between self-congruity, Keakraban Merek, perceived quality and purchase intention: A study of fashion retail brands. *Journal of Global Fashion Marketing*, 6(3), 180–193. <https://doi.org/10.1080/20932685.2015.1032316>
- Dauriz, L., Remy, N., & Sandri, N. (2014). Luxury shopping in the digital age. *Perspectives on retail and Consumers Goods. McKinsey*, 3-4.
- Davis, S., & Toney, L. (2020). How Coronavirus is Impacting Ecommerce. June 2020, <https://www.roirevolution.com/blog/2020/06/coronavirus-and-ecommerce>.
- Deli-Gray, Z., Haefner, J. W., & Rosenbloom, A. (2012). The role of global Keakraban Merek, trust and liking in predicting global brand purchase intent: a Hungarianâ American comparison. *International Journal of Business and Emerging Markets*, 4(1), 4. <https://doi.org/10.1504/ijbem.2012.044316>
- Du, Y.C. (2021). Operation strategy of second-hand luxury goods e-commerce based on user experience. *Market Weekly Theory Edition* (44), 2.
- Ecommerce Imperative for Today's Luxury Brands.* (2016). EMarketer. <https://www.emarketer.com/Article/Ecommerce-Imperative-Todays-LuxuryBrands/1013882>
- Edwards, S. W., Lee, J., & La Ferle, C. (2009). Does Place Matter When Shopping Online? Perceptions of Similarity and Familiarity as Indicators of Psychological Distance. *Journal of Interactive Advertising*, 10(1), 35–50. <https://doi.org/10.1080/15252019.2009.10722161>
- Ehbauer, M., & Gresel, R. (2013). Measuring and managing service performance of luxury stores: development of a balanced scorecard. *The Service Industries Journal*, 33(3–4), 337–351. <https://doi.org/10.1080/02642069.2013.747517>
- Gensler, S., Völckner, F., Egger, M., Fischbach, K., & Schoder, D. (2015). Listen to your customers: Insights into brand image using *online* consumer-generated product reviews. *International Journal of Electronic Commerce*, 20(1), 112-141.
- Einwiller, S. (2001). The significance of reputation and brand for creating trust in the different stages of a relationship between an *online* vendor and its customers. Proceedings of the
- 8th Research Symposium on Emerging Electronic Markets, 16, 18. <https://www.alexandria.unisg.ch/12929/>
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of *online* retailing: A conceptual model and implications. *Journal of Business research*, 54(2), 177-184.

- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of *online* store atmospherics and shopper responses. *Psychology & marketing*, 20(2), 139-150.
- Gatautis, R., Vitkauskaite, E., Gadeikiene, A., & Piligrimiene, Z. (2016). Gamification as a mean of driving *online* consumer behaviour: SOR model perspective. *Engineering Economics*, 27(1), 90-97.
- Gao, S. (2020). There is no change in the trend of China's development into the world's largest consumer market - Four Thoughts on COVID-19. *China Economic and Trade Guide*, No.969(10), 11-13.
- Guercini, S., Milanesi, M., Bernal, P. M., & Runfola, A. (2020). Surfing the Waves of New Marketing in Luxury Fashion: The Case of *Online* Multi-brand Retailers. In Springer proceedings in business and economics (pp. 203-210). Springer International Publishing. https://doi.org/10.1007/978-3-030-47595-6_25
- Guo L., & Chen B.H. (2007). Research on jewelry consumer behavior in Guangzhou. *Journal of Gemology and gemology*, 9 (1), 34-38
- Guo, P.J., & Su, Y. (2007). An Empirical Study of Luxury Consumption Behavior in China. *Management Review*, 19(9), 8-15.
- Guo, Z., Yao, Y., & Chang, Y. C. (2022). Research on customer behavioral intention of hot spring resorts based on SOR model: The multiple mediation effects of service climate and employee engagement. *Sustainability*, 14(14), 8869.
- Gopinath, S., Thomas, J. S., & Krishnamurthi, L. (2014). Investigating the relationship between the content of *online* word of mouth, advertising, and brand performance. *Marketing Science*, 33(2), 241-258.
- Greenberg, D., Ehrensperger, E., Schulte-Mecklenbeck, M., Hoyer, W. D., Zhang, Z. J., & Krohmer, H. (2019, October 15). The role of brand prominence and extravagance of product design in luxury brand building: What drives consumers' preferences for loud versus quiet luxury? *Journal of Brand Management*, 27(2), 195-210. <https://doi.org/10.1057/s41262-019-00175-5>
- Ha, H. Y., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Keakraban Merek, satisfaction and brand trust. *Journal of consumer behaviour: An international research review*, 4(6), 438-452.
- Halwani, L. (2020, October 22). The *Online* Experience of Luxury Consumers: Insight into Motives and Reservations. *International Journal of Business and Management*, 15(11), 157. <https://doi.org/10.5539/ijbm.v15n11p157>
- Hashim, H. Z., Rahman, K. A. A., Alli, H., & Effendi, R. A. A. R. (2018). Design economic evolution in the jewellery industry through design process. *Journal of Fundamental and Applied Sciences*, 10(4S), 773-782.

- Hashim, H. Z., Rahman, K. A. A., & Khairi, H. (2020). Jewelry Design Process Directs on the Idea of Purchasing a Jewelry Piece. In Proceedings of the 4th International Symposium of Arts, Crafts & Design in South East Asia (ARCADESA).
- Haridasan, A. C., & Fernando, A. G. (2018). *Online* or in-store: unravelling consumer's channel choice motives. *Journal of Research in Interactive Marketing*.
- Hennigs, N., Wiedmann, K., & Klarmann, C. (2012). Luxury Brands in the Digital Age – Exclusivity versus Ubiquity. *Marketing Review* St. Gallen, 29(1), 30–35. <https://doi.org/10.1007/s11621-012-0108-7>
- Hewei, T., & Youngsook, L. (2022). Factors affecting continuous purchase intention of fashion products on social E-commerce: SOR model and the mediating effect. *Entertainment Computing*, 41, 100474.
- Holden, S., & Vanhuele, M. (1999). Know the name, forget the exposure: Keakraban Merek versus memory of exposure context. *Psychology & Marketing*, 16(6), 479–496. [https://doi.org/10.1002/\(sici\)1520-6793\(199909\)16:6](https://doi.org/10.1002/(sici)1520-6793(199909)16:6)
- Hughes, M. Ü., Bandoni, W. K., & Pehlivan, E. (2016). Storygiving as a co-creation tool for luxury brands in the age of the internet: A love story by Tiffany and thousands of lovers. *Journal of Product & Brand Management*.
- Hull, C. L. (1943). *Principles of Behavior;: An introduction to Behavior Theory* (The Century Psychology Series). Appleton-Century-Crofts.
- Hung, T. T. (2011). The effect of website quality on consumer emotional states and repurchases intention. *African journal of business management*, 5(15), 6194-6199.
- Hunter, R., Shannon, J., Lozada, H., & Rivolta, B. (2021). The Dilemma of Basia's Pendant: European Community Design and the Protection of an Artist's Creations and Intellectual Property. *International Journal of Business and Social Science Research*, 2(1), 1-12.
- Ilijevski, L. (2016). The Effects of Hotel Website Stimuli on Customer's Cognition, Emotion and Intention: Based on Extended SOR Model. In *Sinteza 2016-International Scientific Conference on ICT and E-Business Related Research* (pp. 492-496). Singidunum University.
- Jain, N. (2017). The Effectiveness of Exhibition and Trade Shows in Jewellery Business. *International Journal of Multidisciplinary Educational Research*, 6(7), 13.
- Jain, S. (2022). Factors influencing *online* luxury purchase intentions: the moderating role of bandwagon luxury consumption behavior. *South Asian Journal of Business Studies*, (ahead-of-print).
- Jamal, A., & Goode, M. M. (2001). Consumers' product evaluation: a study of the primary evaluative criteria in the precious jewellery market in the UK.

- Journal of Consumer Behaviour*, 1(2), 140–155.
<https://doi.org/10.1002/cb.61>
- Jin, X.T., Wang, H.f., & Wang, T.X. (2017). An empirical study on conspicuous consumption behavior of Chinese consumers based on symbolic meaning.
- Johansson, L., & Andersson, P. W. (2014). Developing successful marketplaces for 2025 (Master's thesis).
- Joseph, J. K. (2014). Consumer behaviour in the gold jewellery market of Kerala. *International Journal of Business and Administration Research Review*. <http://ijbarr.com/downloads/0909201414.pdf>
- Kakati, R. P., & Choudhury, S. (2013). Measuring Customer-Based Brand Equity through Brand Building Blocks for Durables. *IUP Journal of Brand Management*, 10(2), 24. <https://www.questia.com/library/journal/1P3-3077185481/measuring-customer-basedbrand-equity-through-brand>
- Kalia, P., Kaur, N., & Singh, T. (2014). Importance of website quality in online shopping. In *Proceedings of the 1st International Conference on Issues and Perspectives in Brand Management*.
- Kapferer, J-N. (2012). Abundant rarity: The key to luxury growth. *Business Horizons*, 55(5), 453-462.
- Kanakachandran, C. R., & Saji, T. G. Buying Behavior in Branded Jewellery Market: A Case Study of Kerala. *Indian Journal*.
- Kaur, S. (2016). Social media marketing. *Asian Journal of Multidimensional Research (AJMR)*, 5(4), 6-12.
- Kawaf, F., & Tagg, S. (2012). Online shopping environments in fashion shopping: An SOR based review. *The marketing review*, 12(2), 161-180.
- Keller, K. L. (2003). Brand Synthesis: The Multidimensionality of Brand Knowledge. *Journal of Consumer Research*, 29(4), 595–600.
<https://doi.org/10.1086/346254>
- Kshetri, N. (2018). 5G in E-Commerce Activities. *IT Professional*, 20(4), 73–77.
<https://doi.org/10.1109/mitp.2018.043141672>
- Kim, Y., & Sullivan, P. (2019). Emotional branding speaks to consumers' heart: the case of fashion brands. *Fashion and Textiles*, 6(1).
<https://doi.org/10.1186/s40691-018-0164-y>
- Kumar, A., & Kim, Y. K. (2014). The store-as-a-brand strategy: The effect of store environment on customer responses. *Journal of Retailing and Consumer services*, 21(5), 685-695.

- Kwon, W. S., & Lennon, S. J. (2009). Reciprocal effects between multichannel retailers' offline and *online* brand images. *Journal of retailing*, 85(3), 376-390.
- Labrecque, L. I., Swani, K., & Stephen, A. T. (2020). The impact of pronoun choices on consumer engagement actions: Exploring top global brands' social media communications. *Psychology & Marketing*, 37(6), 796-814. <https://doi.org/10.1002/mar.21341>
- Lather, A. S., & Khatri, P. (2011). Tata GoldPlus: The Success Story of the 'Nano' of the Jewellery Market. *Vikalpa*, 36(3), 119-130. <https://doi.org/10.1177/0256090920110306>
- Latif, W. B., Islam, A., & Noor, I. B. M. (2014). A Conceptual Framework to Build Brand Loyalty in the Modern Marketing Environment. *Journal of Asian Scientific Research*, 4(10), 547-557. [http://www.aessweb.com/pdf-files/JASR-4-2014-4\(10\)-547-557.pdf](http://www.aessweb.com/pdf-files/JASR-4-2014-4(10)-547-557.pdf)
- Lantos, G. P. (2001). The boundaries of strategic corporate social responsibility. *Journal of consumer marketing*.
- Laroche, M., Kim, C., & Zhou, L. (1996). Keakraban Merek and confidence as determinants of purchase intention: An empirical test in a multiple brand context. *Journal of Business Research*, 37(2), 115-120. [https://doi.org/10.1016/0148-2963\(96\)00056-2](https://doi.org/10.1016/0148-2963(96)00056-2)
- Lee, S. K., & Min, S. R. (2021). Effects of information quality of *online* travel agencies on trust and continuous usage intention: an application of the SOR model. *The Journal of Asian Finance, Economics and Business*, 8(4), 971-982.
- Li, E. Y., Chao, K., & Liu, Y. C. (2014). The Effects of Sensory Stimuli on The Purchase of *Online* Luxury Product.
- Lin, S. C., Tseng, H. T., Shirazi, F., Hajli, N., & Tsai, P. T. (2022). Exploring factors influencing impulse buying in live streaming shopping: a stimulus-organism-response (SOR) perspective. *Asia Pacific Journal of Marketing and Logistics*, (ahead-of-print).
- Liu, Z. (2020). Research on the current situation and future trend of web celebrity e-commerce live streaming industry. In *ACM Int. Conf. Proc. Ser.* (pp. 133-137).
- Liu, T., Wang, W., Xu, J., Ding, D., & Deng, H. (2021). Interactive effects of advising strength and Keakraban Merek on users' trust and distrust in *online* recommendation agents. *Information Technology & People*, 34(7), 1920-1948. <https://doi.org/10.1108/itp-082019-0448>
- Lowry, P. B., Vance, A., Moody, G., Beckman, B., & Read, A. (2008). Explaining and predicting the impact of branding alliances and web site quality on initial consumer trust of E-Commerce web sites. *Journal of*

- Management Information Systems, 24(4), 199–224.
<https://doi.org/10.2753/mis0742-1222240408>
- MacInnis, D. J., Shapiro, S., & Mani, G. (1999). Enhancing Brand Awareness Through Brand Symbols. *ACR North American Advances*.
<https://www.acrwebsite.org/volumes/8328> *Mastercard SpendingPulse: April U.S. Retail Sales Grow 23.3%* as Trends Point to a Recovering Economy*. (2021). Mastercard.
- McClure, C. S., & Seock, Y. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53, 101975.
<https://doi.org/10.1016/j.jretconser.2019.101975>
- McGill, T., Hobbs, V., & Klobas, J. (2003). User developed applications and information systems success. *Information Resources Management Journal* (IRMJ).
<https://researchrepository.murdoch.edu.au/id/eprint/49225/>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. the MIT Press.
- Mikhailitchenko, A., Javalgi, R. G., Mikhailitchenko, G. N., & Laroche, M. (2009). Crosscultural advertising communication: Visual imagery, Keakraban Merek, and brand recall.
Journal of Business Research, 62(10), 931–938.
<https://doi.org/10.1016/j.jbusres.2007.11.019>
- Miniard, P. W. (2001). *Consumer Behavior*, (7th).
- Mo, Z., Li, Y. F., & Fan, P. (2015). Effect of *online* reviews on consumer purchase behavior. *Journal of Service Science and Management*, 8(03), 419.
- Monfared, A. R. K., Mansouri, A., & Jalilian, N. (2020). The influence of personality and social traits on the importance of brand design of luxury brands and brand loyalty. *American Journal of Business*, 36(2), 128–149.
<https://doi.org/10.1108/ajb-03-2020-0033>
- Montaña, J., Guzmán, F., & Moll, I. (2007). Branding and design management: a brand design management model. *Journal of Marketing Management*, 23(9–10), 829–840. <https://doi.org/10.1362/026725707x250340>
- Mo, Z. (2013). The dilemma of jewelry e-commerce from the perspective of experiential marketing. *Management and Technology of Small and Medium Enterprises* (6), 2.
- Moon, M. A., Khalid, M. J., Awan, H. M., Attiq, S., Rasool, H., & Kiran, M. (2017). Consumer's perceptions of website's utilitarian and hedonic attributes and *online* purchase intentions: A cognitive–affective attitude approach. *Spanish Journal of Marketing ESIC*, 21(2), 73–88.

- Morley, J., & McMahon, K. (2011). Innovation, interaction, and inclusion: heritage luxury brands in collusion with the consumer. In *Fashion & Luxury: Between Heritage & Innovation: the 13th Annual Conference for the International Foundation of Fashion Technology Institutes*.
- Nakara, W. A., Benmoussa, F. Z., & Jaouen, A. (2012). Entrepreneurship and social media marketing: evidence from French small business. *International Journal of Entrepreneurship and Small Business*, 16(4), 386-405.
- Nam, C., Cho, K., & Kim, Y. D. (2021). Cross-cultural examination of apparel online purchase intention: SOR paradigm. *Journal of Global Fashion Marketing*, 12(1), 62-76.
- Naylor, R. W., Lamberton, C. P., & West, P. M. (2012). Beyond the “like” button: The impact of mere virtual presence on brand evaluations and purchase intentions in social media settings. *Journal of marketing*, 76(6), 105-120.
- Ng, S., Faraji-Rad, A., & Batra, R. (2021). Uncertainty Evokes Consumers’ Preference for Brands Incongruent with their Global–Local Citizenship Identity. *Journal of Marketing Research*, 58(2), 400–415. <https://doi.org/10.1177/0022243720972956>
- Nobile, T. H., & Cantoni, L. (2021). Digital Fashion Communication: An Explorative Study of Fashion Newsletters. In *Springer eBooks* (pp. 326–339). https://doi.org/10.1007/978-3030-78227-6_24
- Noronha, M. (2015). E Retailing of Jewellery in India: A Substitute of Brick & Mortar-An Analysis. *Asian Journal of Research in Marketing*, 4(6), 34-46.
- Nunthiphatprueksa, A. (2019). The an influential role of luxury fashion store environment. *Journal of Community Development Research (Humanities and Social Sciences)*, 12(1), 1-14.
- Oh, T. T., Keller, K. L., Neslin, S. A., Reibstein, D. J., & Lehmann, D. R. (2020). The past, present, and future of brand research. *Marketing Letters*, 31(2–3), 151–162. <https://doi.org/10.1007/s11002-020-09524-w>
- Park, J., & Stoel, L. (2005). Effect of Keakraban Merek, experience and information on online apparel purchase. *International Journal of Retail & Distribution Management*.
- Park, M., & Lennon, S. J. (2009). Brand name and promotion in online shopping contexts. *Journal of Fashion Marketing and Management: An International Journal*.
- Pandita, S., Mishra, H. G., & Chib, S. (2021). Psychological impact of covid-19 crises on students through the lens of Stimulus-Organism-Response (SOR) model. *Children and Youth Services Review*, 120, 105783.

- Peng, C., & Kim, Y. G. (2014). Application of the stimuli-organism-response (SOR) framework to *online* shopping behavior. *Journal of Internet Commerce*, 13(3-4), 159-176.
- Peña-García, N., Van Der Woude, D., & Orejuela, A. R. (2022). Recommend or Not: Is Generation the Key? A Perspective from the SOR Paradigm for *Online* Stores in Colombia. *Sustainability*, 14(23), 16104. <https://doi.org/10.3390/su142316104>
- Pentina, I., Guilloux, V., & Micu, A. C. (2018). Exploring Social Media Engagement Behaviors in the Context of Luxury Brands. *Journal of Advertising*, 47(1), 55–69. <https://doi.org/10.1080/00913367.2017.1405756>
- Priskila, S., & Darma, G. S. (2020). Employee Perception of Brand Value in the Jewelry Industry. *Journal of Economics, Business, and Accountancy | Ventura*, 23(2). <https://doi.org/10.14414/jebav.v23i2.2281>
- Rana, A., Singh, R. K., & Chauhan, H. (2020). Jewellery Market: Latest Marketing Trends. *Unlocking Management Research A Road Map to Future Business*, 249-258.
- Ranscombe, C., Hicks, B., Mullineux, G., & Singh, B. (2012). Visually decomposing vehicle images: Exploring the influence of different aesthetic features on consumer perception of brand. *Design Studies*, 33(4), 319–341. <https://doi.org/10.1016/j.destud.2011.06.006>
- Rao, Q., & Ko, E. (2021). Impulsive purchasing and luxury brand loyalty in WeChat Mini Program. *Asia Pacific Journal of Marketing and Logistics*.
- Ratakam, P., & Petison, P. (2022). From means to end: Understanding the millennial mind when buying luxury jewelry brands. *Journal of Global Fashion Marketing*, 1-13.
- Rathi, K. L. (2021). Consumer Behavior towards business to consumer e-commerce between Raipur and Bilaspur City: A comparative study. *Ilkogretim Online*, 20(4).
- Rego, L. L., Brady, M. K., Leone, R. P., Roberts, J., Srivastava, C., & Srivastava, R. K. (2022). Brand response to environmental turbulence: A framework and propositions for resistance, recovery and reinvention. *International Journal of Research in Marketing*, 39(2), 583–602. <https://doi.org/10.1016/j.ijresmar.2021.10.006>
- Rodrigues, C., & Rodrigues, P. (2019). Brand love matters to Millennials: the relevance of mystery, sensuality and intimacy to neo-luxury brands. *Journal of Product & Brand Management*.
- Rodrigues, P., Brandão, A., & Rodrigues, C. (2018). The importance of self in brand love in consumer-luxury brand relationships. *Journal of Customer Behaviour*, 17(3), 189–210. <https://doi.org/10.1362/147539218x15434304746036>

- Rowley, J. (2004). *Online branding*. *Online information review*, 28(2), 131-138.
- Sales analysis of jewellery industry of China, market demand analysis and forecast of China's jewellery industry in 2019*. (2022). Chyxx.com.
<https://www.chyxx.com/industry/201909/778695.html>
- Schill, M., & Godefroit-Winkel, D. (2021). Consumer responses to environmental corporate social responsibility and luxury. *Journal of Services Marketing*.
- Seo, Y., & Buchanan-Oliver, M. (2015). Luxury branding: the industry, trends, and future conceptualisations. *Asia Pacific Journal of Marketing and Logistics*.
- Singh, G. N., Nim, D., & Jaggi, S. (2022). Role of brand experience, brand trust and brand love in assessing brand loyalty: a study of fashion jewellery brands among women. *International Journal of Internet Marketing and Advertising*, 17(1/2), 200. <https://doi.org/10.1504/ijima.2022.10050168>
- Sherman, E., Mathur, A., & Smith, R. B. (1997). Store environment and consumer purchase behavior: mediating role of consumer emotions. *Psychology & Marketing*, 14(4), 361-378.
- Slocum, J. T., & Collen, J. M. (2011). The evolving threat and enforcement of replica goods. *W. New Eng. L. Rev.*, 33, 789.
- Sohaib, O., & Kang, K. (2015). Individual level culture influence on *online* consumer iTrust aspects towards purchase intention across cultures: A SOR model. *International Journal of Electronic Business*.
- Srikrisanapol, M. T. (2017). *How Thai Consumers Choose a Retailer for Fine Jewellery in Bangkok* (Doctoral dissertation, Thammasat University).
- Strategic Management* (16th Edition). (2008). The McGraw–Hill Companies.
- Sultan, P., Wong, H. Y., & Azam, M. S. (2021). How perceived communication source and food value stimulate purchase intention of organic food: An examination of the stimulusorganism-response (SOR) model. *Journal of Cleaner Production*, 312, 127807.
- Taghipour, A. (2021). Product Image Influence of Thailand Jewelry Enterprises on Expatriate's Purchase Intention on Gold Jewelry in Thailand. *SSRN Electronic Journal*. Published.
<https://doi.org/10.2139/ssrn.3824057>
- Tang, J., & Zhang, P. (2020). The impact of atmospheric cues on consumers' approach and avoidance behavioral intentions in social commerce websites. *Computers in Human Behavior*, 108, 105729.
- Thorslund, D., & Herrström, A. (2020). E-commerce in the Luxury Apparel Industry: Maintaining Competitive Advantage in an *Online* Context.

- Tian, C., Xiao, T., & Shang, J. (2021). Channel differentiation strategy in a dual-channel supply chain considering free riding behavior. *European Journal of Operational Research*, 301(2), 473–485. <https://doi.org/10.1016/j.ejor.2021.10.034>
- van der Westhuizen, L. M. (2018). Brand loyalty: exploring self-brand connection and brand experience. *Journal of Product & Brand Management*.
- Vasan, M. (2018). Attitude of Customers towards Branded and Non-Branded Gold Jewellers- A Study. *International Journal of Reviews and Research in Social Science*, 6(3), 155-160.
- Viotto, J. (2017). Digital transformation and innovative business models in the jewelry industry (Bachelor's thesis, Università Ca'Foscari Venezia).
- Wahab, F. Z. A., Mokhtar, N. F., & Set, K. (2019). Investigating the factors of trust and risk on career women in luxury brand purchasing intention through *online* in Malaysia. *Int J Account Financ Bus*, 4(19), 108-122.
- Wang, B., Yuan, X. Q., & Kong, J. (2012). *On the current situation and trend of domestic jewellery e-commerce development* (Doctoral dissertation).
- Wang, F. (2012). *Luxury Consumer Behavior*. University of International Business and Economics Press.
- Wang, L.S. (2018). Cultural Communication in Luxury Advertising Messages from the Perspective of Cross-Cultural Communication. *TV Guide*.
- Yang, J., Peng, M. Y. P., Wong, S., & Chong, W. (2021). How E-learning environmental stimuli influence determinates of learning engagement in the context of COVID-19? SOR model perspective. *Frontiers in psychology*, 12, 584976.
- Yang, S., Isa, S. M., Wu, H., Thurasamy, R., Fang, X., Fan, Y., & Liu, D. (2022). Effects of stores' environmental components on Chinese consumers' emotions and intentions to purchase luxury brands: Integrating PLS-SEM and fsQCA approaches. *Frontiers in Psychology*.
- Yap, Y. C., & Yeong, W. Y. (2014). Additive manufacture of fashion and jewellery products: a mini review. *Virtual and Physical Prototyping*, 9(3), 195–201. <https://doi.org/10.1080/17452759.2014.938993>
- Yau, O. B. (2002). Adopting B2B e-commerce: Noble Jewelry Limited (Hong Kong). *Management Case Study Journal*, The, 2(2), 98-108.
- Yigit, M. K., & Tıgli, M. (2018). The moderator role of brand awareness and brand loyalty on consumers' *online* impulse buying behavior. *International Journal of Research in Business and Social Science* (2147-4478), 7(1), 35-48.

Yuan, M. (2010). Flying sketchbooks : presenting your talent and building your new link. An on-line service system for international jewelry design collaboration. Tesi Di Laurea Magistrale.

https://www.politesi.polimi.it/bitstream/10589/3721/1/2010_10_YUAN_M_ENGNI.PDF

Yue, L., & Chai, M. (2022). Development and application of e-commerce in the jewelry industry. *China Gems* (1), 5.

Yunpeng, S., & Khan, Y. (2021). Understanding the effect of *online* brand experience on customer satisfaction in China: a mediating role of Keakraban Merek. *Current Psychology*, 42(5), 3888–3903. <https://doi.org/10.1007/s12144-021-01706-7>

Zavareh, F. B., Ariff, M. S. M., Jusoh, A., Zakuan, N., Bahari, A. Z., & Ashourian, M. (2012). E-service quality dimensions and their effects on e-customer satisfaction in internet banking services. *Procedia - Social and Behavioral Sciences*, 40, 441–445. <https://doi.org/10.1016/j.sbspro.2012.03.213>

Zhang, B., & Kim, J. H. (2013). Luxury fashion consumption in China: Factors affecting attitude and purchase intent. *Journal of retailing and consumer services*, 20(1), 68-79.

Zhao, Y., & Huang, C. (2008). A Preliminary Study on the Development Strategy of Ecommerce in my country's Jewelry Industry. *China Business* (10), 1.

Zhu, B., Kowatthanakul, S., & Satanasavapak, P. (2019). Generation Y consumer *online* repurchase intention in Bangkok: Based on Stimulus-Organism-Response (SOR) model. *International Journal of Retail & Distribution Management*.

Zhu, L., Li, H., Wang, F. K., He, W., & Tian, Z. (2020). How *online* reviews affect purchase intention: a new model based on the stimulus-organism-response (SOR) framework. *Aslib Journal of Information Management*, 72(4), 463-488.

Zhu, X.H. (2006). An Empirical Study of Chinese Consumers' Luxury Consumption Motivation. *Business Economics and Management*, (7), 42-48.

Zimmerman, J. (2012). *Using the SOR model to understand the impact of website attributes on the online shopping experience*. University of North Texas.

Zuccaro, E. A. (2016). Gucci v. Alibaba: A Balanced Approach to Secondary Liability for ECommerce Platforms. *North Carolina Journal of Law & Technology*, 17(5). <https://scholarship.law.unc.edu/cgi/viewcontent.cgi?article=1312&context=ncjolt>

Reproduced with permission of copyright owner. Further reproduction prohibited without permission.