

Factors Affecting Purchase Intention of Electronic House wares in Indonesia

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ABSTRACT: *Consumer attitude has been identified as main factor used by customer when they need to evaluate a product and determine its value to bring out purchase intention. Aiming for same goal, this study aims to determine the factors that influence consumer purchase intentions in Indonesia especially for electronics housewares. This study investigated the respondents in one household electronics retailer in Indonesia, distributing questionnaires and involving 300 respondents, and finally checked the result using Structural Equation Modeling (SEM) method. There are two frameworks studied, the first one is about influence of demographics (age, gender, marital status, education level, and income level) towards purchase intention while the second studied the effect of brand image, the country of origin of products, product attributes, subjective norm, perceived behavioral control, attitude and atmosphere of the shop to purchase intention. The results of this study indicate that the demographics have an impact on purchase intentions for age and income levels indicator. While the second research models found that all variables in this study have an influence on consumer purchase intentions for household electronic equipment in Indonesia.*

Keywords: *Brand Image, Country of Origin, Store Atmosphere, Attitude, Purchase Intention.*

I. INTRODUCTION

Doing daily activities at home, people always require some electronic equipment to make the task become easier. Nowadays, technology development in household electronic equipment evolve electronic equipment which initially act as complementary become a fundamental requirement in every household. Aligning with current technology, people develop new electronic household not only with enhancement in its function but also a brand new equipment that will helps people to easily do their activities.

Consumer's purchase intentions is developed through harmonically integration between all factors from products and consumer itself. Selection process and purchasing a product is done when someone needs a tools intended to help to fulfill their demand for home electronics. Consumers with a positive attitude toward a product will tend to look for products that they prefer when they need it and ignore the products that they do not like (Zhang & Kim, 2013). While selecting the products, consumers tend to search information about the product and view the product from its brand as first point of view. Because each brand may have many kinds of products, the brand looked at will act as the brand image for overall product of the brand. This brand image will influence the attitude to products (Hameed, Saleem, & Rashid, 2014). Product attributes may includes price, quality, model, advertising, promotions, packaging, warranty, and other things (Opoku & Akorli, 2009). After reviewing the product, consumers mostly will look for information about the product that relates to the product attributes, this will lead consumer to review based on factor such as country of origin of the particular household electronics. This may act as consideration for selection of products as these factor attached to the product as its image (Tran & Fabrize, 2013).

In addition to the above factors, demographic factors also influence purchase intention as consumers with different demographic will show different purchase intention (Yang, Huang, & Feng, 2011). There are also perceived behavioral control and subjective norm; these two variables are variables that describe how a person feels the benefits after having a product that later will affect their purchase intention (Azzam & Mahmoud, 2014). While considerations that comes from family, friends, groups referred by a person's subjective norms will affect his purchase intention (Byon, Lee, & Baker, 2014). This study conducted in Indonesia as one of the countries with rapid population growth and a decrease in poverty levels. These leads to increased number of a new family that eventually also increase the need of electronic household equipment in Indonesia. This study was located at one retailer focused on electronic equipment, Electronic City in Lippomall Puri, Jakarta, Indonesia. This research has two objective, first found the affect of demographic on purchase intention and the second is the affect brand image, country of origin, product attribute on consumer attitude and affect subjective norm, perceived behavioral control, consumer attitude and store atmosphere on purchase intention.

II. CONCEPTUAL FRAMEWORK, CONSTRUCTS AND HYPOTHESES

Inter-Variable Relationship and Hypothesis Development

Demographic

Demographic can be described as consumers' characteristics which include age, gender, marital status, education level, and income level. Age and gender are factors that are naturally inherited and the other three other factors are built due to consumer choice itself. The demographic characteristics of a person would directly affect his intention in using a product. Sumarwan (2002) also suggested some other demographic characteristics, such as income, gender, age, education, size, density, location, occupation, race, and other statistics (Kotler & Armstrong, 2008). Kotler and Keller (2009) suggests that men and women have different set of attitudes and behaviors. Alam (2006) suggested that a person who has a high level of income tend to be more concerned with self-image so it will show more interest to something that shows the consuming ability. Some research found the influence of demographic variables, such as age, gender, income, consumer behavior, and education may impact when they checking out the product that leads to purchase intention on the retail products (Lee, 2010). Some also found that income level can indirectly affect one's intention in the use of a product (Hyun, Cho, Xu, & Fairhurst, 2010). The following indicators in the first demographic variables are: (i)age; (ii)education; (iii)income; (iv)gender; (v)marital status.

Madahi & Sukati (2012) shows demographic has a positive impact on purchase intention either of age, gender, and also on location of residence. Beneke (2013) also revealed that it is critical for marketers to understand the demographics ranging from age, gender, and racial backgrounds as it affects the purchase intention. Irianto (2015) states that the gender will impact different purchase intention, mentioning female consumers has a better attention to health and the environment. Based on the above, the literature we hypothesize:

H₁: Differences in age, gender, marital status, education level, and income level have an influence on purchase intentions.

Perceived Behavioral Control

Ajzen (2002) suggests that perceived behavioral control is someone's perception of the barriers to a behavior. Behavioral control developed based on two factors: control belief or conviction of control, defined as the probability of the factors supporting the action and power of control factor or it also can be defined as the strength of the factors that control access to the subject. In perceived behavioral control, there are two important aspects, the first aspect is related to how much the person has a behavioral control (controllability) while the second one is how confident the person feels able to perform a behavior (self-efficacy). Both of these two are the factors that become dimensions in this study. Ajzen (2002) suggested that behavior control has affect with assumption that the behavior control that become individual perception will have implications thus motivating the person. Terry & O'Leary (1995) found that self-efficacy influences one's intention to behave but not the behavior itself. They also found that self-efficacy has an influence on the intention but not on behavior while perceived behavior control have no effect to intention but have an influence on behavior.

Huda, Rini, Mardoni, & Putra (2012) showed that perceived behavioral control have an impact on one's intention to pay zakat. Wang (2014) found that perceived behavioral control has an impact on consumer purchase intentions for women's shoes. Other researchers like Ketabi, Ranjabrian, & Ansari (2014) also states that the perceived behavioral control has an impact on the online purchase intention. In this study, perceived behavioral control value consists of two indicators; the first one is self-efficacy and the second one is self-control ability. Based on the results of studies above, we propose the following hypothesis:

H₂: Higher perceived behavior control means more positive its influences on consumer purchase intentions.

Subjective Norms

Ajzen (2005) describes subjective norm as a function that based on the normative belief, by means belief is agree or disagree derived from the referent. Referent may include people and groups who have an influence on the particular individual as a parent, spouse, child, friend, friends, co-workers, and others on consumer behavior. Subjective norm as an individual's perception also includes social pressure to do or not do something (Ajzen, 2005). Subjective norm is a combination of two factors: normative belief and motivation to comply. Ajzen (2005) describe subjective norm as the extent to which a person has the motivation to follow people's views toward behaviors that they do (normative belief). If they feel that it is a personal right to perform a behavior they would ignore the views of others on their behavior and use motivation to comply to explain this phenomenon, namely whether people consider to adhere to the views of others does affect them or not.

Consumers has expectation that when they consider suggestions from family or others then they also can realize the hopes of the people because it is very important to them. In terms of role of the subjective norm to purchase intention, Ketabi, Ranjabrian, & Ansari (2014) states that the subjective norm has an impact on

online purchase intention. Another researcher Wang (2014) also found that subjective norms have an impact on consumer purchase intentions for the product of women's shoes. Based on the results of the above study, we propose a hypothesis:

H₃: The higher subjective norm, the higher its influence on consumer purchase intentions.

Country of Origin

Watson & Wright (2000) examines the ethnocentrism of the local products in New Zealand and put forward the result that people with high ethnocentrism likely to prefer products that originate from the same area. Cai, Cude, & Swagler (2004) also conducted research on the influence of the country of origin of products to the consumer purchase intention on imported products and the results suggested that the country of origin of a product affects consumer attitudes. Country of origin has an important role in consumers' perceptions of products and brands from certain countries that eventually would affect their purchase intention (Roth & Romeo, 1992; Papadopoulos & Heslop, 1993). Hong & Wyer (1989) also found that the countries of origin could also be a direct positive impact on the evaluation of the quality of consumer products. Measurement indicators of the country of origin is as follows: (i)country belief; (ii)people affect; and (iii)desired interaction.

According to Chiou (2003) more positive consumer attitudes towards digital cameras from Japan compared with digital camera from Taiwan and this result indicates that the country of origin of products has an impact on consumer attitudes. Kamwendo, Corbishley, & Mason (2014) also found that the country of origin of products has an impact on the attitudes of consumers because consumers prefer to consume local products rather than imported products. When consumers assess a product then consumers will also judge the country of origin of the product and it will affect their view. Zhukov, Ahmed, & Ullah (2015) had conducted a study that the country of origin of the product has an impact on consumer attitudes. Based on some of the above results, we propose a hypothesis:

H₄: The better the image of the country of origin of the product, the more positive influence on consumer attitudes.

Brand Image

Brand image is a collection of perceptions about a brand that interrelated each other in the human mind (Ouwersloot & Tudirca, 2001). Brand image also described as a brand association which reflects on the brand in the minds of consumers (Keller, 2003). Abideen & Latif (2011) on their research on successful and unsuccessful brand extension argued that considering product brand should be done prior doing brand extension as it may impact consumer attitude. Upamanyu & Mathur (2012) results that product brand image influence on consumer attitudes. According to Keller (2003), factors that build the brand image are; (i)the strength of brand association; (ii)favourability of brand association; and (iii)uniqueness of brand association.

According to research by Anwar, Gulzar, Sohail, & Akram (2011), a positive brand image will enhance the positive attitude of consumers. Torlak, Tiltay, Dogan & Ozkara (2013) states that the religious brand image has impact on religious consumer attitude. Another study by Mazloomi, Satari, & Ebrahimpour (2015) also found that image brand and consumer attitudes are interconnected. Based on the results of several studies mentioned before, then we hypothesize:

H₅: The better the image brand, the better their influence on consumer attitudes.

Product Attributes

Tjiptono (2008) describe product attributes as the elements of product that seems important for the consumer and may act as their base in making purchase decisions. Kotler & Armstrong (2008) describe product attributes as components of the product which ensure that the product can meet the consumers' need. Tjiptono (2008) suggests the product attributes include: (i)brand, which includes name, term, symbol, design, color, and other product attribute combinations that can identify and differentiate a product with other products; (ii)packaging; (iii)labeling; (iv)supplementary services; and (v)warranty. Product attributes generally include: (i)product design; (ii)productncolor; (iii)brand; (iv)packing; (v)the provision of label; (vi)price; (vii)product quality; (viii) supplementary service; and (ix)guarantees.

Grunert, Bredahl, & Scholderer (2003) suggests that the good product attributes have a good impact on the consumer attitude of consumers for genetically modified products. Ramdani, Alamanda, & Sudrajat (2012) also states that the good attributes of a motor vehicle forms of positive consumer attitudes towards a particular brand of motor vehicles. Haryanto (2014) also found that product attributes that make environmentally friendly products also have positive impact to consumer attitudes towards environmentally friendly products. Considering research above, we propose a hypothesis:

H₆: The more positive confidence in the product's attributes, the more positive influence on consumer attitudes.

Attitude

Kotler & Armstrong (2008) describes attitude as judgments, feelings, and trends that relatively consistent from someone on an object or idea. Ajzen (2005) describes attitude as the disposition to respond in favorable or unfavorable options towards an object, person, institution, or event. Hogg & Vauhan (2005) also suggests that attitude can be described as the product of individual beliefs about behavior that is becoming a target and also how beliefs turned into evaluation. Engel, Blackwell, & Miniard (1994) describe attitude as a comprehensive evaluation which can range from extremely positive to extremely negative which also could mean that attitude is a tendency which forms the basis of behaving in ways that has opposite directions as favorable or unfavorable towards a particular object that done in consistent continuously.

Attitudes affect toward purchase intention has been described by some other researchers; Haryanto (2014) reported similar results that positive attitude of consumers towards environmentally-friendly products also has good influence on consumer purchase intentions for the environmentally friendly products. Hidayat & Diwasasri (2013) also stated that positive consumer attitudes towards fake luxury goods has positive influence on purchase intention of consumers to buy fake luxury goods. Other studies done by Nahdi, Habib, Grill, Bahklah, Ghazzawi, & Attas (2015) showed that positive consumer attitudes will have a positive impact on the intention to buy luxury housing in Saudi Arabia. This study shows that attitude has two indicators attitudes; (i)evaluation and (ii)behavior beliefs. From the above researches, we put our hypothesis as below:

H₇: The more positive consumer attitudes, the higher its influence on consumer purchase intentions.

Store Atmosphere

Store atmosphere is the environment design through visual communication, lighting, colors, music and fragrances that is designed for emotional response and customer perceptions to affect customers to purchase the product (Utami, 2010). Chen & Hsieh (2011) suggested that the store atmosphere influence consumer purchase intention at a supermarket in Taiwan. Kotler & Keller (2009) suggests that the store atmosphere is another element in the armory stores, each store has a physical layout that make it difficult or easier for shoppers to walk around and every store has the appearance and shop proficiency level should also have the atmosphere planned according to the target market and entice consumers to buy. Levy & Weitz (2001) describe store atmosphere as designing an environment through visual communication, lighting, color, music, and smell to stimulate the perceptions and emotions of customers and ultimately to influence the behavior of their spending. Arranging or decorating should also consider the following three things, (i)the atmosphere should be consistent with the image of the store; (ii)help customers in the decision making and also; (iii)consider cost efficient and effective decoration.

Grewal, Baker, Levy, & Voss (2002) states that store atmosphere has a significant impact on consumer purchase intention. In research done by Liao, Huang, Huang, & Deesentham (2012), it shows that that stores social cues, atmospheric cues, and design cues have a significant impact on consumer purchase intention. Hussain & Ali (2015) also stated that store atmosphere has a good impact on consumers' purchase intentions, especially hygiene, aroma, lighting, and order while for music and coloring have less impact and they also found that temperature has no impact at all. From all the above description, the store atmosphere have an impact on purchase intentions, and therefore we proposed a hypothesis:

H₈: The better the atmosphere of a store setting, the better the effect towards consumer purchase intentions.

Purchase Intention

Corsini (2002) suggested the intention is the decision to act in a specific way or urge to perform an action, whether conscious or not. Ajzen (2005) defines the intensity as the disposition behavior until it meet the right time and the right opportunity, then it will manifest in action; while Sudarsono (1993) describes that the intention is desire to do something, and have a purpose. Schiffman & Kanuk (2009) suggested that the motivation as impetus forces from within the individual that force them to take action. When a person has a high interest towards the product then they will do a search for very detailed information while on the contrary if the interest is low, the information will be ignored. This means that people will do something only if they want to do it and that's why attention is formed.

III. RESEARCH METHOD

Population and Sampling

In this study, the population is the visitor of Electronic City in Lippomall Puri that consist of 350 respondents. As we use Structural Equation Model (SEM) for second hypothesis to the eighth hypothesis, it has been decided that the minimum number for representative sample is 300 respondents as this number is the condition for fulfillment of SEM. While this research's questionnaire contained 51 statements, thus the

minimum number of samples that must be 255 respondents, this study took 300 respondents and use Analysis Of Variance (ANOVA) to test the first hypothesis.

Measurement

In this study, there are eight independent variables (exogenous) includes brand image, country of origin, product attributes, subjective norm, demographic, perceived behavioral control, store atmosphere, and attitude. This study also has one dependent variable (endogenous) which is purchase intention. We measure these variables by adopting indicators from Xie (2012) for indicators for brand image, country of origin, subjective norm, and perceived behavioral control which includes 4 indicators, while product attributes has 10 indicators and attitude has 8 indicators, intentions has 3 indicators. Store atmosphere indicators were adopted from Hussan & Ali (2015) as many as 14 indicators. Furthermore, the measurement for each dimensions shown in the questionnaire has also through test for its validity and reliability.

Validity Test was conducted using the Confirmatory Factor Analysis is to see the value of Kaiser-Meyer-Olkin Measure of Sampling (KMO) and Measures of Sampling Adequacy (MSA). In this test the value achieved must be greater than 0.5, which means that the factor analysis is appropriate, thus the research can be continued. Test for this study shows all has valid values. Reliability test was using Cronbach's Alpha that should be greater than > 0.6, which means reliable. In analysis phase, the data is analyzed using SEM (Structural Equation Modelling) method. SEM is chosen because it able to explain the relevance of variables in a complex as well as direct and indirect effects of one or more variable against another (Hair, Black, & Babin, 2013).

IV. RESULT AND DISCUSSION

This research focused on the effect of brand image, country of, and product attributes on consumer attitude and influence of demographics, subjective norm, perceived behavior control, store atmosphere, and attitudes towards purchase intentions. The analysis result shows that all hypothesis is accepted.

Analysis result for demographic influence on consumer purchase intentions can be seen in analysis as the table below:

Table 1: Respondent Analysis – One Way Anova

Purchase Intention			
Factor	<i>Homogeneity</i>	<i>ANOVA</i>	Remarks
Age	0.651	0.004	Difference
Gender	0.042	0.260	No Difference
Marital Status	0.033	0.015	No Difference
Education Level	0.003	0.000	No Difference
Income Level	0.500	0.000	Difference

Source: Data Analysis

Table 2: Analysis Result

Hypothesis	Hypothesis Description	T-Value	Remarks
H2	High level of self-control ability will increase purchase intention	13.10	Accepted
H3	High level of subjective norm will increase purchase intention.	11.51	Accepted
H4	Better image of country of origin will have positive impact on consumer attitude.	12.08	Accepted
H5	Better level of brand image will improve consumer attitude.	10.29	Accepted
H6	Positive trust on product attribute will improve consumer attitude.	10.78	Accepted
H7	Positive consumer attitudes will increase consumer purchase intention.	17.22	Accepted
H8	Better store atmosphere will improve consumer purchase intention.	10.80	Accepted

Source: Data Analysis

Discussion

Based on the analysis above, it can be seen that the analysis results support the indicators ages which is respondent with age 40 until 49 years is the respondent who have highest level difference between the other respondent and levels of income for respondent who have the highest income (above 15 million rupiahs) in this research is the respondent who more considerate on purchase intention. It shows that there are differences in the response rate of respondents by age, which means that the different levels of age affect the purchase intention, it means mature age consumers shows more purchase intention on household electronic equipment. This is caused by the growth rate of the maturity in Indonesia slower than other Asian countries, as an example in the life of the people of Indonesia, especially Jakarta, when a person aged more than 17 years it does not mean that the person can determine their own decisions but still under responsibility of parents and families whom assist to determine their decision for the household electronics.

Indicator of the level of income has difference level of response from respondents, which means that the difference in income levels have an influence on the purchase intention as the higher a person's income tend to effect higher purchase intention for household electronic equipment. This is due to the behavior of people and the culture of consumption is still very strong in Indonesia than other Asian countries. Indonesia, especially Jakarta, has consumerist behavior that so high thus consumer consumption patterns can be determined by the level of consumer income. For the perceived behavioral control, it found that the analysis results support the hypothesis means there are significant impact from perceived behavioral control towards purchase intention of consumers, it also means that perceived behavioral control is one of the determinants of purchase intention of consumers. This is aligned with previous studies of Wang (2014) and Huda, et al. (2012) that showed perceived behavioral control have influence to purchase intention. Analysis result for the subjective norm, found that there is influence between subjective norm against the purchase intentions of consumers so that it shows that the subjective norm as well determining consumer purchasing intentions. The results are consistent with research from Ketabi, et al. (2014) and Huda, et al. (2012) that the subjective norm has influence towards purchase intention.

For country of origin, analysis found that there is influence between country of origin of products to consumer attitude, which means that the country of origin of products of influence consumer attitudes toward the product. The results of this study further support the research of Zhukov, et al. (2015) and Kamwendo, et al. (2014) as they also found that country of origin of products has influence to consumer attitudes. Analysis for brand image also found that the brand image has influence on consumer attitude and this means that the brand image is also an important factor in the building consumer attitudes toward the product of household electronics. It is aligned with research done by Anwar, et al. (2011) and Mazloomi, et al. (2015) which stated that brand image and consumer attitudes are interconnected. For product attributes, this research found that there is influence between product attributes on consumer attitude. This indicates that the product attributes affect consumer attitudes to home electronics. The results of this study support the research from Grunert, et al. (2003) and Haryanto (2014) that stated positive product attributes improve to positive consumer attitudes. For consumer attitudes it found that the analysis supports the hypothesis that there is an influence of consumer attitudes on the purchase intention. It showed that consumer attitudes determines the consumers' purchase intention of household electronic product which also support research of Nahdi , et al. (2015) and Hidayat and Diwasasri (2013) who also found that the attitude of consumers has positive impact on the purchase intention. This analysis also shows that store atmosphere is very influencing towards purchase intention of consumers of household electronic equipment. It means the better setting of store atmosphere leads to better influence on consumers' purchase intentions thus it support research result of Hussain and Ali (2015) and Liao , et al. (2012) who suggest that the store atmosphere affects intentions of consumer to spend on electronic equipment household

V. CONCLUSION AND SUGGESTION

This study can be concluded as follow: (i)demographic factors of age, gender, marital status, education level, and income level have an influence on purchase intentions; (ii)high perceived behavioral control means more positive influence on consumer purchase intentions; (iii)higher subjective norm affect higher influence on consumer purchase intentions; (iv)positive image of the country of origin of the product lead to positive influence on consumer attitudes; (v)positive brand image means the better effect on consumer attitude; (vi)positive confidence in the product's attributes means more positive influence on consumer attitudes; (vii)positive attitude of consumers leads to positive influence on consumer purchase intention; (viii)better setting on store atmosphere improve better effect on consumer purchase intentions.

This study aims to determine the influencing factors on purchase intention of consumers for household electronics. In the analysis result, it can be seen that variable demographics has impact on purchase intentions, especially on indicators of age and income level thus with this result, it is suggested to the producers of household electronic equipment to introduce more products that targeted based on age and income level to increase purchase intention of consumers. This study also has results that perceived behavior control has an influence on purchase intentions. Through this research, the producers could see that the ease role in the use of electronic household appliances is very important for consumers and it is most in need of continuous technology development in home electronics.

Subjective norm extremely influential in building consumers' purchase intentions. This shows that people close to the respondents in the study, which may include their elder relatives, people nearby, and friends of respondents, strongly affect in building purchase intention while country of origin also have an influence on improving consumer attitudes. This indicates that a product is strongly associated with the country of origin of the product and this affects consumers in shaping attitudes, means it is very important for producers to pay attention to the country of origin of a product. Brand image of a household electronic equipment was also very influential on consumer attitudes towards products equipment household electronics. The results of this study

indicate that a brand must have a positive image and to achieve a positive brand image, a brand should have their advantages and reliability exceeds other brands. It is suggested that the brands should either highlight the long-lasting quality and also in accordance with its function. Product attribute also has effect in building consumer attitudes; means it is very recommended if the manufacturer can combine the product with supporting factors as well as a very strategic price that still matches the quality and vice versa. Store atmosphere also has an influence on purchase intention, means that it is very important for retailers to involve the atmosphere they created for the store as their consideration. Indicators in store atmosphere that included in this study were cleanliness, lighting, and layout due to all home electronics retailers in Indonesia rely on these three aspects. Based on the three indicators above, the retailers can do strategy in setting the atmosphere of their stores ranging from hygiene as it is an important factor in a shop.

Based on the research results, some suggestions have been described in order to help to increase purchase intention of consumers of household electronic equipment. The manufacturer is expected to pay attention, develop and implement all variables in this study into their product and corporate strategy in order to achieve the company's main goal which is to improve the intention of purchasing that eventually will increase the company's revenues. All the variables that were measured in this study may act as a benchmark in evaluating a product consumers thus all variables can be utilized as a basic consideration for manufacturers when they create marketing strategies for products and new product development.

This study also has limitations, the first limitation is its place due to the respondents are only in the Greater Jakarta area, also the respondents were limited to the visitor at Electronic City in Lippo Mall Puri, Jakarta. It means that the results of this study may not represent respondents who visit other retailers. The second limitation is in terms of variables; there are other variables that have not been included as measuring tools such as demographic background details like where you live, work background, and other factors. As well as cultural variables in shopping, hobbies, and other variables that might have an influence on consumer purchase intentions. This study is limited because it only examines the brand image, country of origin of products, product attributes, attitude, subjective norm, demographics, perceived behavior control, store atmosphere. More development of research may add variables such as ethnocentrism to determine the level of ethnocentrism in Indonesian society considering current government programs that invite people to use domestic products. Further research may also extend to assess the influence of purchase intention on purchase decisions and also repeat purchases so they can determine whether the purchase intention also affects repeat purchases. This has implications for the seller strategy not only on consumer purchase intentions but also on maintaining customer loyalty to the product.

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