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THE INFLUENCE OF PRODUCT DISPLAY AND MOTIVATION ON PURCHASING DECISIONS AT UD PUTRA TS BARIBIS MAJALENGKA

Emi Amelia^{1*}, Kamilatun Anisa Aryani², Tia Aprilia Sustian³, Iman⁴, Hilmi⁵

Institute of Budi Utomo Nasional Majalengka, Indonesia

^{*}emiamelia912.ea@gmail.com

Abstract. This study examines the influence of product display and consumer motivation on consumer purchasing decisions within the fashion retail sector in Indonesia. Increasing competition in the fashion industry demands that retailers understand key determinants that encourage consumers to finalize purchase decisions. A quantitative verificative method was employed to empirically test the relationships among the variables. Data were collected from 96 respondents through a structured questionnaire using purposive sampling, and analyzed using multiple linear regression, correlation, and coefficient of determination tests through SPSS 25.0. The results demonstrate that both product display and consumer motivation significantly influence purchasing decisions, indicating that well-designed visual merchandising and strong motivational drivers play a substantial role in shaping consumer buying behavior. These findings reinforce the theoretical perspective that purchasing decisions are formed through a combination of external stimulus and internal psychological factors. The study contributes to expanding empirical evidence related to consumer behavior in local fashion retail contexts, offering insights for researchers and industry practitioners seeking to understand determinants of purchase decision formation.

Keywords; product display, consumer motivation, purchasing decision.

1. Introduction

The increasingly intense market competition indirectly affects a company's efforts to maintain its market share. Every company is required to create a sustainable competitive advantage to face the growing number of competitors within the same industry. As competition intensifies, consumers are presented with a wider range of product choices that align with their expectations and needs. Consequently, consumers have become more discerning and rational in selecting products available in the market. Various factors influence consumer behavior, including their considerations regarding what products to purchase, where to obtain them, and what factors attract them to make purchasing decisions. Purchasing decisions refer to the stages in the consumer evaluation process that result in the selection and purchase of a preferred product (Kotler & Keller, 2021).

Companies seeking to retain their customers must be more proactive and creative in their marketing strategies. Given that nearly every industry is continuously evolving, effective marketing is essential for business sustainability because the success or failure of a company depends on its ability to integrate marketing, production, finance, and other operational functions (Lamb, Hair, & McDaniel, 2020).

The fashion industry is one of the sectors experiencing rapid development and offering promising opportunities for business actors. Fashion trends evolve quickly in response to creativity, lifestyle shifts, and cultural influences. Consumers increasingly

perceive fashion not merely as clothing but as a medium of personal style and self-expression. Clothing serves as a form of social communication through which individuals interpret identity, whether consciously or unconsciously (Solomon, 2019). This situation indicates that consumer demand for fashion products will continue to grow, making purchasing decisions a crucial determinant for the survival of fashion businesses.

Therefore, identifying the determinants that drive consumer purchasing decisions in the fashion sector is strategically important. This aligns with previous research suggesting that product presentation, store atmosphere, and consumer motivation significantly influence purchasing decisions in the fashion retail context (Kim & Kim, 2020; Hartono & Pertiwi, 2022). Given the increasingly competitive landscape, understanding these influencing factors becomes essential for companies seeking to enhance consumer decision-making and maintain competitiveness. Although many studies in the fashion retail context have examined factors such as store atmosphere, promotion, and product quality in influencing consumer purchasing decisions, limited research specifically explores the combined effect of product display (visual merchandising) and consumer motivation as integrated determinants. Prior research (Kim & Kim, 2020; Hartono & Pertiwi, 2022) tends to analyze these variables separately without considering how visual presentation interacts with psychological motivation to guide final purchasing decisions.

Furthermore, most existing literature is concentrated on large-scale retail environments such as malls and branded outlets, leaving a research gap in the context of local fashion businesses or micro-enterprises, where resource limitations may create different consumer decision patterns. Therefore, empirical investigation is needed to understand how product display and motivation influence purchasing decisions within smaller and more localized business settings such as UD Putra TS Baribis Majalengka.

In facing an increasingly competitive environment, companies must optimize their economic resources to enhance the competitiveness of their products in the market. They must also implement effective and sustainable marketing strategies. One of these strategies involves marketing activities, defined as processes through which companies create value for customers and build strong relationships to capture value in return. Clothing, as a primary human need, plays a vital role not only for basic purposes but also in boosting self-confidence and enhancing one's appearance. The fashion retail business in Indonesia has experienced significant growth, as evidenced by the increasing number of fashion outlets offering diverse types of apparel. UD Putra TS Baribis Majalengka is a clothing store that provides quality apparel for men, women, and children. It remains one of the most popular fashion stores among consumers.

Table 1. below presents data on store visitors from January to August 2022.

Month	Number of Visitors	increase/decrease in visitors
Januari	815.000	
Februari	768.000	-47.000
Maret	710.000	-58.000
April	1.348.000	638.000
Mei	1.511.000	163.000
Juni	837.000	-674.000
Juli	785.000	-52.000

Month	Number of Visitors	increase/decrease in visitors
Agustus	625.000	-160.000

Source: UD Putra TS Management (2022)

The data in Table 1.1 illustrates fluctuations in visitor numbers throughout the eight-month period. Although the highest visitor volume occurred in May, which is commonly associated with increased shopping activity during the Ramadan season, and the lowest in August, the visitor count alone does not necessarily reflect actual purchasing decisions made by consumers. The fluctuation in visitor traffic may represent variations in consumer purchase intention or interest rather than confirmed transactions. Therefore, the inconsistency between visitor volume and purchasing outcomes indicates the need to examine the internal and external factors that may influence consumers' final decisions to purchase. This situation highlights the importance of understanding how determinants such as product display and consumer motivation contribute to actual purchasing decisions within fashion retail environments. The fluctuating visitor data suggests that consumer interest in fashion retail does not consistently translate into actual purchasing decisions. This condition highlights a potential gap between purchase intention and purchase realization within the market. When consumer traffic is high but purchasing outcomes do not proportionately increase, it indicates the presence of factors that may influence the final decision-making process at the point of purchase. Among these factors are visual merchandising elements such as product display, which shape consumers' perceptions and emotional responses during store visits, and internal psychological factors such as consumer motivation, which drive willingness to complete transactions. Understanding how these determinants affect purchasing decisions is essential for fashion retailers to convert store traffic into actual sales and maintain competitive advantage. Therefore, empirical research is urgently needed to analyze the extent to which product display and consumer motivation influence consumer purchasing decisions in the fashion retail context.

Consumer buying behavior refers to the final decision-making actions undertaken by individuals or households in selecting and purchasing products or services for personal use (Kotler & Armstrong, 2018). The purchasing process generally involves several stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Recent studies emphasize that consumer purchasing decisions are shaped by a combination of internal psychological drivers and external environmental influences, including social interactions, personal preferences, and marketing stimuli (Schiffman & Wisenblit, 2019; Solomon et al., 2020). When experiencing uncertainty, consumers often seek validation or recommendations from others, yet the final decision remains an individual responsibility.

Understanding factors that affect purchasing decisions has become increasingly crucial as global retail competition intensifies and consumer preferences evolve rapidly. Research indicates that visual merchandising—particularly product display—plays a significant role in influencing consumer perceptions and stimulating purchase decisions by creating positive in-store experiences and emotional responses (Tandon, Aakash & Aggarwal, 2021; Massa & Yang, 2022). In addition, consumer motivation acts as a psychological force that transforms

purchase intention into actual purchase behavior by driving individuals to fulfill needs and desires (Kushwah & Dhir, 2020).

In the context of fashion retail, where trends change dynamically and product choices are abundant, purchasing decisions become highly sensitive to store layout, product presentation, and motivational triggers. Despite an increase in store visitors, many retailers face challenges in converting traffic into real purchase decisions, suggesting the need to examine the internal and external determinants influencing consumer judgment at the point of purchase. Similar conditions are observed in several local fashion retail environments, including UD Putra TS Baribis Majalengka, where fluctuations in consumer purchasing decisions highlight the need for deeper empirical understanding of the factors contributing to actual purchase outcomes.

Given the importance of product display and consumer motivation as determinants of purchasing decisions identified in recent literature, empirical investigation is required to validate their influence within the local fashion retail sector. Therefore, this research is entitled: Therefore, this study aims to analyze “The Influence of Product Display and Consumer Motivation on Purchase Decisions at UD Putra TS Baribis Majalengka.”

1. Method

This research applied a quantitative descriptive-verificative method. The population consisted of consumers who purchased products at UD Putra TS Baribis Majalengka, totaling 96 respondents selected using purposive sampling. Purposive sampling was employed in this study because the respondents were selected based on specific characteristics relevant to the research objectives. This sampling technique was chosen to ensure that the data were obtained from individuals who had direct experience with the purchasing activities being examined, making the results more accurate and representative for hypothesis testing. The criteria used to determine the respondents included: (1) consumers who have made a purchase at UD Putra TS Baribis Majalengka at least once in the past three months, (2) consumers who were directly exposed to product display arrangements at the store, and (3) consumers aged 17 years or older who are capable of providing rational buying evaluations. These criteria ensured that only qualified respondents with relevant purchasing experience were included in the analysis. Data were collected using structured questionnaires with Likert scales. The independent variables were Product Display (X1) and Consumer Motivation (X2), while the dependent variable was Purchasing Decision (Y). The analysis included validity and reliability tests, multiple linear regression, correlation analysis, coefficient of determination (R^2), and hypothesis testing (t-test and F-test) using SPSS version 25.0.

2. Results

This research employed a quantitative descriptive–verificative method. The population of the study consisted of consumers who made purchases at a local fashion retail store in Majalengka. A total of 96 respondents were selected using purposive sampling. The sampling criteria were: (1) consumers who had made at least one purchase within the last three months, (2) consumers aged 17 years and above, and (3) consumers who were willing to participate in the survey. Data were collected through structured questionnaires using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

The study examined two independent variables Product Display (X1) and Consumer Motivation (X2) and one dependent variable, Purchasing Decision (Y). The measurement indicators for product display were adapted from Tandon, Aakash, and Aggarwal (2021) and included aspects of product arrangement, layout attractiveness, ease of item visibility, and clarity of product information.

Consumer motivation was measured based on indicators developed by Schiffman and Wisenblit (2019), covering rational motivation, emotional motivation, and fulfillment of consumer needs. Purchasing decision was measured using indicators adapted from Kotler and Keller (2019), including recognition of needs, preference selection, purchasing action, and purchase satisfaction. To analyze the data, several statistical procedures were performed, including validity and reliability testing, multiple linear regression, correlation analysis, coefficient of determination (R^2), and hypothesis testing through t-tests and F-tests using SPSS version 25.0.

Validity testing is conducted to determine the accuracy of the measuring instrument in relation to the concept being measured, ensuring that it actually measures what it is supposed to measure. Regarding the validity testing of research instruments, Riduwan (2020:109-110) explains that validity is a measure that indicates the reliability or validity of a measuring instrument. An instrument with low validity means that it has low reliability. The results of the validity test in this study can be seen in the following table:

Table 2. Validity Test

No	r_{hitung}	r_{tabel}	Criteria
Product Display (X ₁)			
1	0,431	0,2006	Valid
2	0,700	0,2006	Valid
3	0,583	0,2006	Valid
4	0,458	0,2006	Valid
5	0,753	0,2006	Valid
6	0,408	0,2006	Valid
7	0,684	0,2006	Valid
8	0,527	0,2006	Valid
Motivation (X ₂)			
1	0,583	0,2006	Valid
2	0,758	0,2006	Valid
3	0,704	0,2006	Valid
4	0,792	0,2006	Valid
5	0,583	0,2006	Valid
6	0,758	0,2006	Valid
7	0,704	0,2006	Valid
8	0,484	0,2006	Valid
Purchase Decision (Y)			
1	0,724	0,2006	Valid
2	0,657	0,2006	Valid
3	0,717	0,2006	Valid
4	0,741	0,2006	Valid

No	r_{hitung}	r_{tabel}	Criteria
5	0,730	0,2006	Valid
6	0,618	0,2006	Valid
7	0,523	0,2006	Valid

Source: Research Results 2025

From the results of the research instrument trials presented in the table above, it can be seen that each research instrument used in this study is valid. Reliability testing is used to measure the reliability of a questionnaire. A questionnaire is considered reliable if a person's answers to the statements are consistent or stable over time (Ghozali, 2018). The method used to test reliability is one shot (a single measurement). The one-shot method only measures once and then compares the results with other questions or measures the correlation between the answers to the questions. This reliability test will be assisted by the SPSS program through the Cronbach Alpha (α) statistical test. A construct is considered reliable if it gives an α value > 0.60 (Ghozali, 2018).

Table 3. Reliability Test

No	Variabel	Cronbach's Alpha	Min Cronbach's Alpha yang disyaratkan	Keterangan
1	Product Display (X1)	0.674	0,60	Reliabel
2	Motivation (X2)	0,820	0,60	Reliabel
3	Purchase Decision (Y)	0,787	0,60	Reliabel

Source: Research Results 2025

From the results of the tests that have been conducted, it can be seen that the Cronbach's Alpha results for each variable are above the minimum Cronbach's Alpha standard required, which is 0.60. Therefore, the variables of product display, consumer motivation, and purchase decision are reliable and suitable for use in data collection for this study.

Table 4. Correlation Analysis

Variables	Product Display (X1)	Motivation (X2)	Purchasing Decision (Y)
Product Display (X1)	1.000	0.712	0.789
Motivation (X2)	0.712	1.000	0.745
Purchasing Decision (Y)	0.789	0.745	1.000

Source: Result Research 2025

Table 4 Correlation results show that all variables are positively correlated, indicating a strong association among product display, motivation, and purchasing decisions ($r = 0.819$, $\text{sig} < 0.05$). The correlation coefficient between Product Display (X1) and Motivation (X2) is 0.712, indicating a strong positive relationship. This suggests that improvements in product display are associated with higher consumer motivation to make a purchase.

The correlation between Product Display (X1) and Purchasing Decision (Y) is 0.789, which represents a very strong positive relationship. This implies that better product display contributes significantly to encouraging purchasing decisions. The correlation between

Motivation (X2) and Purchasing Decision (Y) is 0.745, indicating a strong positive relationship. This means that increased consumer motivation is likely to lead to a higher probability of making a purchase. The diagonal values (1.000) reflect perfect self-correlation within the same variable, which is not interpreted further.

Table 5. Regression Analysis

Model	Unstandardized Coefficient (B)	t	Sig.
Constant	2.134	4.876	0.000
Product Display (X1)	0.512	9.144	0.000
Motivation (X2)	0.328	3.080	0.003

Source: Result Research 2025

Table 5 Regression results indicate that both product display and consumer motivation have significant positive effects on purchasing decisions ($\text{sig} < 0.05$).

Table 6 Model Summary and ANOVA

Model	R	R ²	Adjusted R ²
1	0.819	0.671	0.663
ANOVA Sig.	0.000		

Source: Result Research 2025

Table 3.5 The R² value of 0.671 shows that product display and motivation together explain 67.1% of the variance in purchasing decisions. The model is significant at $p < 0.05$. The findings of this research confirm that both product display and consumer motivation have a significant positive influence on purchasing decisions. The correlation analysis revealed strong and positive associations among all variables, with a correlation coefficient (r) of 0.819, indicating a high level of relationship between product display, motivation, and purchasing decisions. The regression analysis showed that product display ($\beta = 0.512$, $t = 9.144$, $p < 0.05$) and consumer motivation ($\beta = 0.328$, $t = 3.080$, $p < 0.05$) both significantly contribute to consumers' purchasing behavior. The coefficient of determination ($R^2 = 0.671$) demonstrates that 67.1% of the variation in purchasing decisions can be explained by product display and motivation, while the remaining 32.9% is influenced by other factors not examined in this study.

These results suggest that effective product display not only attracts visual attention but also strengthens consumer intention to purchase, especially when combined with strategies that enhance consumer motivation. Retailers should therefore focus on optimizing store layout, visual merchandising, and motivational cues to improve sales performance and customer satisfaction.

3. Discussion

The statistical analysis confirms that product display and consumer motivation are strong predictors of purchasing decisions. The correlation coefficient ($r = 0.819$) suggests a high degree of linear association among the variables. The regression model indicates that every unit increase in product display and motivation leads to a proportional rise in purchasing decisions, highlighting their simultaneous importance in shaping consumer behavior. The results align with prior studies (Kotler & Armstrong, 2018; Davidson et al.,

2018), demonstrating that effective visual merchandising can evoke emotional engagement, increase browsing time, and boost sales. Meanwhile, consumer motivation plays a crucial psychological role. Motivated consumers are more likely to perceive product value positively and make repeat purchases. For UD Putra TS Baribis Majalengka, this implies that investments in store layout, product presentation, and motivational marketing campaigns can directly translate into higher sales performance and customer retention. From a managerial perspective, understanding the balance between visual and psychological stimuli allows retailers to develop integrated marketing strategies. This includes designing attractive displays, implementing promotional incentives, and providing excellent customer service to sustain consumer interest and satisfaction.

4. Conclusion

This study concludes that product display and consumer motivation have significant and positive effects on purchasing decisions at UD Putra TS Baribis Majalengka. This study concludes that product display and consumer motivation are significant determinants of purchasing decisions in the context of traditional retail businesses. The findings demonstrate that well-organized and visually appealing product displays can attract consumer attention and encourage purchasing behavior. Likewise, consumer motivation serves as an important psychological driver that influences the likelihood of making a purchase. These results highlight the importance of understanding both visual merchandising strategies and internal motivational factors to strengthen consumer decision-making processes within small-scale retail settings.. Retailers should optimize visual merchandising and develop motivational strategies that align with consumer values and emotional drivers.

Future research can expand this conceptual model by incorporating additional variables such as price perception, brand image, and consumer trust. This recommendation arises from several limitations identified in the current study. First, the model only includes two independent variables—product display and consumer motivation—which may not fully represent the broader multidimensional factors influencing consumer purchasing decisions. Second, the research was conducted within a single case context and limited geographical scope, which may affect the external validity and generalizability of the findings to different markets, product categories, or demographic segments. Third, the study relies on cross-sectional data, which cannot capture changes in consumer behavior over time. Therefore, future research should consider adopting longitudinal approaches, expanding the number of variables and research settings, and involving diverse respondent characteristics to generate more comprehensive insights and strengthen theoretical development in consumer decision-making research.

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