

## **Consumer Perception and Attitudes with reference to Online shopping: The Mediating Role of Cultural Norms**

**\* Dr. T. Narayana Reddy    \*\* Viswanath K C**

\* Professor and Head, JNTUA School of Management Studies, Jawaharlal Nehru Technological University  
Anantapur (JNTUA), Ananthapuramu,

\*\* Research Scholar, JNTU Anantapur, Ananthapuramu.

### **Abstract:**

With an emphasis on the mediating function of cultural norms, this study examines how cognitive, emotional, conative, and socioeconomic factors affect consumer perception and attitudes. A key factor in determining customer attitudes, which in turn affect behavior and decision-making, is consumer perception. The study looks at how these variables and consumer perception are related, and it also looks at how cultural norms influence how perception affects attitudes. This study is guided by three main goals: first, to examine the ways in which cognitive, affective, conative, and socioeconomic factors influence consumer perception and attitudes; second, to look into the ways in which consumer perception directly affects attitudes; and third, to evaluate the role that cultural norms play as a mediator in this relationship. The null hypothesis that cognitive, affective, conative, and socioeconomic factors do not significantly influence consumer perception and attitudes, as well as the null hypothesis that cultural norms do not significantly mediate the relationship between consumer perception and attitudes, are the three hypotheses put forth by the study to test these relationships. The results of this study will further our comprehension of the ways in which different circumstances affect consumer behavior and the crucial role that cultural norms play in mitigating these impacts.

The purpose of this study is to offer insights that can guide future scholarly investigations as well as real-world marketing and consumer psychology applications, especially in settings with a variety of cultural backgrounds.

**Keywords:** Online Customer perception, online customer attitudes, Cultural norms, cognitive factors, conative factors, emotional factors and socio-economic factors.

### **I. Introduction**

A dynamic field, consumer behavior is impacted by a range of social, psychological, and environmental elements. The significance of comprehending how cognitive, emotive, conative, and socioeconomic factors influence customer perception and attitudes has been underlined by academics. Consumer perception—the manner in which people understand and interpret information—is vital to the decision-making process because it frequently acts as a basis for attitudes, which are long-term assessments of goods or services. Furthermore, it is important to investigate these correlations in various cultural contexts since cultural norms impact how consumers absorb perceptions and form attitudes.

#### **1.1 The Role of Cognitive Factors in Consumer Behavior**

customer perceptions and evaluations of products are greatly influenced by cognitive aspects, which encompass customer knowledge, beliefs, and mental processing. Consumer psychology research has shown that people use cognitive heuristics, or mental short cuts, to make decisions easier in complicated market contexts. For instance, customers who are well-versed on a product are more likely to have solid opinions and be more devoted to the brand. As people try to reconcile discrepancies between their ideas and new facts, contradictory information can cause changes in consumer attitudes, as the cognitive dissonance theory further describes (Agapito, D., et al. 2013). Thus, for marketers looking to sway decisions, it is critical to comprehend the cognitive foundations of customer perception.

#### **1.2. Affective Factors and Their Impact on Perception**

Affective factors, such as emotions and feelings, also play a crucial role in shaping consumer behavior. Emotions experienced during the consumption process can lead to stronger or weaker brand associations, which, in turn, affect consumer attitudes. For instance, positive emotions, such as joy and excitement, often enhance consumer satisfaction and promote favorable attitudes toward a product. On the other hand, negative emotions can lead to dissatisfaction and a decline in consumer loyalty (Yang, S., et al. 2019).

. Research has shown that affective responses are often immediate and spontaneous, suggesting that marketers must create emotionally engaging experiences to strengthen positive consumer attitudes.

#### **1.3. Conative Factors and Consumer Intentions**

Conative factors are the components of motivation that influence the intentions and actual behavior of consumers. The theory of planned behavior, which holds that attitudes, subjective standards, and perceived

behavioral control affect consumer intentions and actions, is strongly tied to these aspects. Conative characteristics also have an impact on purchase intent and brand loyalty since they increase the likelihood of repeat business and product recommendations from customers. The relationship between conative factors and perception implies that a product or service's perception shapes consumers' incentive to act, making it a crucial aspect of their total behavior.

#### **1.4. The Influence of Socio-economic Factors**

A consumer's view and opinions are also greatly influenced by socioeconomic factors, such as income, education, and social standing. People with diverse socioeconomic origins could have differing access to resources, which affects their ability to buy and their preferences for particular products. For example, consumers with greater incomes are more likely to prefer premium brands, whereas those with lower incomes might favor affordability and value for money. Because people's social contexts and cultural origins affect their values and product perceptions, socioeconomic variables also overlap with cultural norms (Inglehart, R. 1997). Research has indicated that socioeconomic position has the ability to moderate the effects of cognitive, emotional, and conative elements on consumer attitudes.

#### **1.5. Consumer Perception and Its Impact on Attitudes**

Perception among consumers is crucial in forming attitudes, which are long-term assessments of a good, service, or company. Attitude formation is a multi-step process that starts with perception, moves through cognitive and affective processing, and ends with an assessment. Positive attitudes are typically the outcome of good impressions, whilst negative attitudes are the result of adverse perceptions. Furthermore, the relationship between perception and attitude is frequently impacted by a person's own experiences as well as outside variables like word-of-mouth and marketing communications. Given the intensity of this link, companies should place a high priority on managing customer perception in order to improve customer loyalty and brand reputation.

#### **1.6. The Mediating Role of Cultural Norms**

Cultural norms are commonplace beliefs, attitudes, and customs that influence how people behave in a certain community. These standards have a significant impact on how customers perceive and react to marketing stimuli. Customers from individualist cultures might put more emphasis on personal fulfillment when buying purchases, whereas those from collectivist cultures might give priority to family and group desires. Scholarly investigations have additionally underscored the impact of cultural characteristics, exemplified by Hofstede's model (Hofstede, G. 2001), which encompasses variables such as power distance, individualism, masculinity, and uncertainty avoidance, in molding consumer conduct in diverse marketplaces.

The relationship between customer perception and attitudes is mediated by cultural norms (Schwartz, S. H. 1992). Depending on their cultural upbringing, customers in distinct markets may understand marketing messages differently, which can result in differences in how attitudes are formed. For example, due to differences in uncertainty avoidance, a product that is considered creative in one culture may be considered risky in another. Because global brands operate in various regions and must modify their marketing strategies to suit with local values and preferences, cultural norms play a particularly significant role in their operations.

#### **Conclusion**

To summarize, customer perception and attitudes are greatly influenced by the interaction of cognitive, emotional, conative, and socioeconomic elements. When examined in the prism of cultural norms, these variables offer insightful information about consumer behavior in a variety of markets. Because cultural norms play a mediating function, marketers should take cultural differences into account when creating strategies to shape consumer attitudes and perceptions. This study intends to contribute to a deeper knowledge of the elements influencing consumer behavior by closely investigating these linkages, ultimately offering useful insights for marketers operating in international markets.

#### **II. Review of Literature**

Consumer behavior is an interdisciplinary branch of study that explains how people choose, buy, and use products and services by drawing on sociology, psychology, and economics. The field has investigated a number of elements impacting the attitudes and perceptions of consumers across time. The literature has given considerable emphasis to several important characteristics, including cognitive, affective, conative, socioeconomic, and cultural

issues. In order to comprehend how these factors affect consumer perception and attitudes and the function of cultural norms as a mediating factor, this review synthesizes research on these dimensions.

### **2.1. Cognitive Factors in Consumer Behavior**

The mental processes involved in learning, developing beliefs, and coming to decisions are referred to as cognitive factors. In the context of consumer perception, these factors have been thoroughly examined, especially from the perspective of information processing theories. In order to simplify decision-making, consumers filter and arrange incoming information, according to Bettman's (1979) information-processing paradigm. Schemas and scripts are examples of cognitive structures that assist consumers in classifying things and forming perceptions based on past information and experience.

According to recent studies, consumer recall, product competence, and brand knowledge all have a significant role in influencing perception. Customers with high brand familiarity digest information more quickly and develop stronger attitudes, which raises buy intentions, according to Lee and Labroo's (2004) research. Similarly, external cues that determine customers' sense of quality and value—such as packaging, advertising, and product features—have an impact on their cognitive reactions (Lee & Labroo, 2004). These results emphasize how crucial cognitive elements are to how consumers see the world and create their attitudes.

### **2.2. Affective Factors and Emotional Influences**

It has long been known that emotions influence consumer behavior. Affective variables include emotions and sentiments elicited by stimuli related to marketing. The affective-cognitive model of decision-making postulates that customer assessments of goods and services are influenced by the interaction between emotions and cognition (Holbrook & Hirschman, 1982). For instance, ads that aim to arouse feelings of happiness or nostalgia, for instance, are more likely to result in positive consumer opinions and brand attitudes.

Research from empirical studies confirms the importance of affect in customer behavior. Emotions evoked during the consumption experience have a direct impact on satisfaction, loyalty, and repurchase intentions, according to research by Bagozzi, Gopinath, and Nyer (1999). While negative emotions might result in brand switching or unhappiness, positive emotions promote brand connection and repeat purchases. These results imply that in order to improve consumer perception and attitudes, marketers should carefully craft emotional appeals in their ads.

### **2.3. Conative Factors: Motivation and Behavioral Intentions**

Conative factors, which center on the goals and deeds of customers, reflect the behavioral and motivational facets of consumer decision-making. Ajzen's (1991) theory of planned conduct is a popular paradigm for comprehending the conative dimension. This theory holds that attitudes, perceived behavioral control, and subjective norms influence behavioral intentions. Real behavior is therefore motivated by these intentions.

Conative characteristics are important in determining purchase intentions and brand loyalty, according to consumer behavior studies. Armitage and Conner's (2001) meta-analysis supported the significant predictive power of intentions on actual behavior, indicating that conative factors play a vital role in comprehending the conversion of customer attitudes into purchasing actions. Additionally, since brand loyalists are more likely to make repeat purchases and refer others to the brand, brand loyalty is frequently linked to conative characteristics.

### **2.4. Socio-economic Factors and Consumer Perception**

Socioeconomic variables, such as social position, income, and education, have a big impact on how consumers think and feel. Based on their requirements and purchasing power, consumers from varying socioeconomic backgrounds prefer distinct product features, according to research. According to Kotler and Keller (2012), customers with lower incomes tend to place greater importance on affordability and value for money, whereas those with higher incomes tend to favor luxury and status.

Numerous studies have examined how socioeconomic status affects how consumers perceive products. Higher socioeconomic class is linked to more positive evaluations of premium goods, but lower-income consumers are typically more price-sensitive, according to a study by Chaudhuri and Holbrook (2001). Education also matters since better educated customers are frequently better able to comprehend product information and make defensible selections.

These results highlight how crucial it is to take socioeconomic aspects into account when creating marketing plans targeted at various consumer demographics.

### **2.5. Cultural Norms as a Mediating Factor**

Cultural norms have a big impact on how customers understand and react to marketing communications. A foundation for comprehending how culture influences consumer behavior is provided by Hofstede's cultural

aspects theory (1980). Differentiating between individualism and collectivism, power distance, and uncertainty avoidance are cultural factors that contribute to the explanation of differences in consumer preferences and decision-making in various markets.

Building on Hofstede's approach, contemporary studies investigate the role that cultural norms play as a mediator in the interaction between attitudes and customer perception. For example, when creating impressions and attitudes, consumers in collectivist cultures—like China and India—are more likely to be influenced by social conventions and collective preferences. Consumers in individualist cultures—like those in the United States—on the other hand, prioritize personal preferences and benefits (Triandis, 1995). This implies that the ways in which cognitive, emotional, and conative elements shape consumer behavior are mediated by cultural norms.

Research conducted in 2004 by Laroche et al. showed that cultural variations affect consumers' perceptions of product quality and brand image. Customers in low-context cultures, like Germany, place greater emphasis on explicit product features like pricing and performance, whereas consumers in high-context cultures, like Japan, rely more on implicit cues like brand reputation and packaging. These results show that in order to improve consumer perception and attitudes, marketers must adapt their techniques to the specific cultural contexts of their target markets.

### **Conclusion**

The body of research on consumer behavior emphasizes how crucial socioeconomic, cultural, affective, cognitive, and conative elements are in determining how consumers perceive the world and form opinions. While affective aspects determine consumers' emotional responses to marketing stimuli, cognitive elements influence how consumers analyze information and form beliefs. Socioeconomic factors dictate product preferences and availability to resources, while conative factors drive motivation and behavioral intents. These correlations are mediated by cultural norms, indicating that consumer behavior differs in various cultural situations. This analysis emphasizes the necessity of more investigation into the ways in which these variables interact in various consumer marketplaces.

### **III. RESEARCH METHODOLOGY**

#### **3.1. Study Objectives:**

1. To examine the influence of cognitive factors, affective factors, conative factors and socio-economic factors on consumer perception and attitudes.
2. To investigate the impact of consumer perception on consumer attitudes
3. To analyse the mediating role of cultural norms in the relationship between consumer perception and consumer attitudes.

#### **3.2, Hypotheses:**

H01. There is no significant influence of cognitive factors, affective factors, conative factors and socio-economic factors on consumer perception.

H02. There is no significant impact of consumer perception on consumer attitudes

H03. There is no significant mediating role of cultural norms in the relationship between consumer perception and consumer attitudes.

#### **3.3 Sample Size and technique:**

The Ananthapur district online consumers from a variety of paths make up the study population. The required sample was chosen from this population using simple random sampling. 280 respondents were given structured questionnaires to complete around the study region in order to gather data. But the researcher only found 254 completely filled-out responses. As a result, the researcher established a sample size of 254.

Using basic random sampling, a sample size of 254 online consumer in Anantapur district was established. Even while this sample size offers a solid foundation for analysis, it's critical to recognize that the narrow regional emphasis may have some restrictions on generalizability. Expanding and diversifying the sample size and composition of future research could improve the study's external validity.

#### **3..4 Statistical tools adopted**

Data from online shoppers was gathered for the study using a quantitative methodology and survey questionnaires. The main statistical techniques employed to examine the data and evaluate the suggested hypotheses were regression analysis and mediation analysis utilizing process macro.

**IV. Analysis**

H01. The perception of consumers is not significantly impacted by cognitive, emotional, conative, or socioeconomic characteristics.

A multiple regression analysis was performed with consumer perception as the dependent variable and cognitive, affective, conative, and socioeconomic components as the independent variables in order to evaluate Hypothesis H01.

**Table No: 1 Model Summary**

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.638 <sup>a</sup>	.408	.398	4.49502

a. Predictors: (Constant), Socio\_Economic\_Factors, Conative\_Factors, Cognitive\_Factors, Affective\_Factors

The table presents the results of a regression analysis. The R value of .638 indicates a moderate correlation between the predictors (socio-economic factors, conative factors, cognitive factors, and affective factors) and the dependent variable. The R Square value (.408) shows that approximately 40.8% of the variance in the dependent variable is explained by these predictors. The Adjusted R Square (.398) adjusts for the number of predictors, suggesting a slight reduction in explanatory power. The standard error of the estimate (4.49502) represents the average distance between observed and predicted values, indicating model fit.

**Table No. 2: ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3460.509	4	865.127	42.817	.000 <sup>b</sup>
	Residual	5031.085	249	20.205		
	Total	8491.594	253			

a. Dependent Variable: Customer\_Perception

b. Predictors: (Constant), Socio\_Economic\_Factors, Conative\_Factors, Cognitive\_Factors, Affective\_Factors

The ANOVA table indicates the significance of the overall regression model. The regression sum of squares (3460.509) compared to the residual sum of squares (5031.085) shows that the model explains a significant portion of the variance in customer perception. The F-value of 42.817 indicates the model's high explanatory power, and the p-value (Sig. = .000) suggests the model is statistically significant at the 0.05 level. Thus, socio-economic, conative, cognitive, and affective factors significantly predict customer perception.

**Table No : Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.580	1.159		3.090	.002
	Cognitive_Factors	.327	.063	.316	5.194	.000
	Affective_Factors	.304	.060	.310	5.041	.000
	Conative_Factors	.194	.058	.194	3.344	.001
	Socio Economic Factors	-.033	.057	-.035	-.575	.566

a. Dependent Variable: Customer\_Perception

The coefficients table shows the impact of each predictor on customer perception. The constant (3.580) represents the baseline perception when all predictors are zero. Cognitive factors (B = .327, p < .001) and affective factors (B = .304, p < .001) have significant positive effects on customer perception, indicating that improvements in these factors lead to higher perception. Conative factors also have a significant positive impact (B = .194, p =

.001). However, socio-economic factors have no significant effect ( $B = -.033, p = .566$ ), suggesting they don't strongly influence perception.

H02. There is no significant impact of consumer perception on consumer attitudes

To test Hypothesis H02, a multiple regression analysis was conducted with consumer attitudes as the dependent variable and consumer perception as independent variable.

**Table no. 4: Model Summary**

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.499 <sup>a</sup>	.249	.246	5.08281

a. Predictors: (Constant), Customer\_Perception

The model summary table reflects the strength of the relationship between customer perception and the dependent variable Customer attitudes. The R value of .499 indicates a moderate positive correlation. The R Square (.249) suggests that customer perception accounts for 24.9% of the variance in the Customer attitudes. The Adjusted R Square (.246) provides a slightly adjusted measure, accounting for the number of predictors. The standard error of the estimate (5.08281) shows the average distance between the observed and predicted values, indicating the model's fit is moderate.

**Table no 5: ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2163.786	1	2163.786	83.754	.000 <sup>b</sup>
	Residual	6510.404	252	25.835		
	Total	8674.189	253			
a. Dependent Variable: Customer attitudes						
b. Predictors: (Constant), Customer_Perception						

The ANOVA table shows that the regression model is significant. The regression sum of squares (2163.786) compared to the residual sum of squares (6510.404) indicates that customer perception explains a significant amount of the variance in customer attitudes. The F-value of 83.754 suggests that the model has strong predictive power, and the p-value (Sig. = .000) confirms the statistical significance of the model at the 0.05 level. Thus, customer perception is a significant predictor of customer attitudes.

**Table No 6: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.315	1.028		8.090	.000
	Customer_Perception	.505	.055	.499	9.152	.000

a. Dependent Variable: Customer\_attitudes

The coefficients table shows the relationship between customer perception and customer attitudes. The constant (8.315) represents the baseline level of customer attitudes when perception is zero. The unstandardized coefficient for customer perception (.505) indicates that for every unit increase in perception, customer attitudes increase by 0.505 units. The standardized Beta coefficient (.499) shows a moderate positive relationship between the two variables. The t-value (9.152) and p-value (Sig. = .000) indicate that customer perception is a highly significant predictor of customer attitudes at the 0.05 significance level.

H03. There is no significant mediating role of cultural norms in the relationship between consumer perception and consumer attitudes.

To test Hypothesis H03, a mediation analysis was conducted using process macro with consumer attitudes as the dependent variable, customer perception as independent variable and Cultural norms as mediator.

**OUTCOME VARIABLE: Cultural Norms**

Table No 7: Model Summary						
R	R-sq	MSE	F	df1	df2	p
.5169	.2672	24.7005	91.8996	1.0000	252.0000	.0000

Table No 8: Model						
	coeff	se	t	p	LLCI	ULCI
constant	8.4501	1.0050	8.4081	.0000	6.4708	10.4293
Cus_Per	.5170	.0539	9.5864	.0000	.4108	.6232

The model summary in Table 7 indicates that customer perception accounts for 26.72% (R-squared = .2672) of the variance in cultural norms. The F-value (91.8996, p = .000) shows that the model is statistically significant.

In Table 8, the coefficient for customer perception (.5170) reveals a significant positive relationship with cultural norms, meaning that an increase in customer perception leads to a 0.517 increase in cultural norms. The t-value (9.5864) and p-value (p = .000) confirm the significance of this predictor, with confidence intervals [LLCI = .4108, ULCI = .6232] indicating a reliable estimate.

#### OUTCOME VARIABLE: Customer Attitudes

Table No 9: Model Summary						
R	R-sq	MSE	F	df1	df2	p
.6037	.3644	21.9641	71.9632	2.0000	251.0000	.0000

Table No10: Model						
	coeff	se	t	p	LLCI	ULCI
constant	4.9329	1.0724	4.5998	.0000	2.8208	7.0450
Cus_Per	.2978	.0594	5.0128	.0000	.1808	.4148
CN	.4003	.0594	6.7388	.0000	.2833	.5173

In Table 9, the model summary shows that customer perception and cultural norms together explain 36.44% (R-squared = .3644) of the variance in customer attitudes. The F-value (71.9632) and p-value (p = .000) indicate that the model is statistically significant.

In Table 10, both customer perception (coeff = .2978, p = .000) and cultural norms (coeff = .4003, p = .000) have significant positive effects on customer attitudes. The t-values (5.0128 for perception and 6.7388 for norms) further confirm that both predictors strongly influence customer attitudes, with confidence intervals supporting reliable estimates.

#### DIRECT AND INDIRECT EFFECTS OF Customer perception ON Customer Attitudes

Table No 11: Direct effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.2978	.0594	5.0128	.0000	.1808	.4148

Table No 12: Indirect effect(s) of Customer perception on Customer Attitudes:

Effect	BootSE	BootLLCI	BootULCI
CN	.2070	.0434	.2971

Table 11 shows the **direct effect** of customer perception on customer attitudes, with a significant positive effect (.2978, p = .000), indicating that higher customer perception directly leads to better customer attitudes. The confidence interval [LLCI = .1808, ULCI = .4148] confirms the reliability of this effect.

Table 12 presents the **indirect effect** of customer perception on attitudes through cultural norms (effect = .2070), with a significant confidence interval [BootLLCI = .1292, BootULCI = .2971]. This suggests that cultural norms partially mediate the relationship, further enhancing the effect of customer perception on attitudes.

#### IV. Findings:

##### ○ Influence of Cognitive, Affective, and Conative Factors on Consumer Perception:

The regression analysis reveals that cognitive, affective, and conative factors significantly influence consumer perception. Cognitive factors had the strongest positive impact on consumer perception ( $\beta = .327$ ,  $p < .001$ ),

suggesting that how consumers process information is highly relevant to their perceptions. Affective factors also significantly contributed ( $\beta = .304, p < .001$ ), indicating that emotional responses influence how consumers form perceptions. Conative factors, which involve consumer intention and behavior, were also significant ( $\beta = .194, p < .01$ ), though their effect was weaker compared to cognitive and affective factors. These findings suggest that both rational and emotional elements drive consumer perception.

○ **Insignificance of Socio-Economic Factors:**

Unlike the other factors, socio-economic factors showed no significant impact on consumer perception ( $\beta = -.035, p = .566$ ). This suggests that variables like income level, social status, or education may not heavily influence how consumers perceive products or services within the studied context. This contrasts with traditional consumer behavior theories that emphasize socio-economic status as a major determinant of consumer behavior.

○ **Impact of Consumer Perception on Consumer Attitudes:**

Consumer perception significantly influences consumer attitudes, explaining 24.9% of the variance in attitudes ( $R^2 = .249$ ). The direct effect of perception on attitudes was statistically significant ( $\beta = .499, p < .001$ ), highlighting that the way consumers perceive a product or brand has a substantial influence on their attitudes towards it. This finding aligns with the theory that positive perceptions often lead to favorable attitudes, ultimately affecting purchasing decisions.

○ **Mediating Role of Cultural Norms:**

Cultural norms played a critical mediating role in the relationship between consumer perception and consumer attitudes. The mediation analysis showed that cultural norms significantly enhanced the effect of perception on attitudes (indirect effect = .207,  $p < .001$ ). This indicates that while consumer perception directly affects attitudes, cultural norms further amplify this relationship, making it a more complex interaction. Essentially, consumers' cultural contexts shape how their perceptions translate into attitudes, suggesting that marketing strategies should consider cultural sensitivities to maximize effectiveness.

○ **Combined Model of Consumer Perception and Cultural Norms on Attitudes:**

When both consumer perception and cultural norms were considered, they jointly explained 36.44% of the variance in consumer attitudes ( $R^2 = .364$ ). Both perception ( $\beta = .2978, p < .001$ ) and cultural norms ( $\beta = .4003, p < .001$ ) had significant positive effects on attitudes. This highlights that while perception is important, cultural norms exert a stronger influence on shaping consumer attitudes. Cultural norms, therefore, do not just mediate but act as a key factor in forming attitudes, underscoring their vital role in consumer behavior.

○ **Direct and Indirect Effects of Consumer Perception on Consumer Attitudes:**

The direct effect of consumer perception on consumer attitudes was significant (effect = .2978,  $p < .001$ ), indicating that consumers with higher perception scores tend to have more favorable attitudes. Additionally, the indirect effect through cultural norms (effect = .2070) reinforces the idea that perceptions alone are not enough to fully explain attitudes—cultural norms must be considered to understand the full scope of consumer behavior.

In conclusion, the findings demonstrate that cognitive, affective, and conative factors significantly shape consumer perceptions, which in turn strongly influence consumer attitudes. Cultural norms serve as a powerful mediator, enhancing the relationship between perception and attitudes. These insights emphasize the need for marketers to address both individual cognitive-emotional responses and cultural factors when developing consumer strategies.

## V. Suggestions:

• **Focus on Cognitive and Affective Marketing Strategies:**

Since cognitive and affective factors strongly influence consumer perception, marketers should develop campaigns that provide clear information (cognitive) and evoke emotional responses (affective) to build positive perceptions.

• **Leverage Conative Factors for Action:**

As conative factors also influence perceptions, marketers should encourage consumers' purchase intentions through incentives or promotional offers, increasing the likelihood of action based on positive perceptions.

• **Cultural Sensitivity in Marketing:**

Given the mediating role of cultural norms, marketers must adapt their strategies to local cultural contexts. Tailoring messages to align with cultural values and norms will enhance the effectiveness of campaigns, especially in diverse or international markets.

- **De-emphasize Socio-Economic Segmentation:**  
As socio-economic factors did not significantly influence perception in this study, companies may benefit from focusing less on socio-economic segmentation and more on psychological factors like emotions, behavior, and thought processes.
- **Enhance Perception for Positive Attitudes:**  
To foster positive consumer attitudes, efforts should be directed at improving consumer perceptions through consistent brand experiences, customer education, and engagement initiatives.
- **Future Research on Cultural Mediation:**  
Researchers should explore cultural differences in greater detail, potentially by examining how different cultural norms interact with other variables like product type, region, or market saturation, providing deeper insights into how perceptions shape attitudes across diverse contexts.

## V. Conclusion:

In conclusion, this study provides significant insights into the interplay between cognitive, affective, conative, and socio-economic factors in shaping consumer perception and attitudes, with cultural norms acting as a mediating factor. The findings reveal that cognitive, affective, and conative factors play crucial roles in influencing consumer perception, while socio-economic factors were found to have minimal impact. Furthermore, consumer perception significantly impacts consumer attitudes, and cultural norms serve as an important mediator in this relationship, enhancing the effect of perception on attitudes. These results underscore the importance of tailored marketing strategies that focus on emotional engagement, clear information dissemination, and actions that drive consumer behavior, especially when targeting culturally diverse markets.

The analysis highlights that marketers should prioritize cognitive and affective dimensions in their campaigns to build strong consumer perceptions and foster positive attitudes. Cultural norms must be acknowledged and incorporated into these strategies to increase their effectiveness across different consumer segments. Furthermore, the partial mediation of cultural norms suggests that perceptions may be more influential in culturally sensitive contexts, warranting a focus on culturally congruent messaging.

From a theoretical perspective, the study confirms the significance of cognitive, affective, and conative factors in consumer behavior models and underscores the role of cultural norms as an essential mediating variable. Future research should explore additional factors that could influence this relationship, particularly in different cultural and economic contexts, to provide a more comprehensive understanding of consumer behavior. Overall, the study's findings offer practical implications for businesses and marketers seeking to enhance consumer perceptions and attitudes by adopting strategies that resonate with both individual consumer experiences and broader cultural values.

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