

## The Effect of Media Effect, Conformity, and Personality on Customers' Purchase Intention under the Influence of COVID-19 Pandemic

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**Abstract :** Consumer behavior and consumption patterns have changed in reacting to the threat of COVID-19 pandemic situations. In order to explore the factors affecting customers' purchase intention under the influence of the COVID-19 pandemic, this research uses structural equation modeling to explore the effect of media effect, conformity, and personality on customers' purchase intention. Four essential objectives are investigated: how does media affect the conformity and perceived value of customers; the effect of media effect, conformity, and personality on customers' purchase intention; the moderating effect of personality; and the mediating effect of perceived value toward purchase intention. By convenience sampling method, 428 questionnaires were collected, and the total number of valid samples was 406. Data analysis and results indicate that: (1) The media effect positively affects conformity. (2) The media effect positively affects perceived value. (3) Both conformity and perceived value positively affect purchase intention. (4) Consumer's personality of openness to experience moderates the relationship between conformity and purchase intention. (5) Media effect affects purchase intention through the mediating effect of perceived value. This study contributes to the research by providing the factors affecting customers' purchase intention and to the enterprises by maintaining incumbent customers and attracting potential customers.

**Keywords :** COVID-19, media effect, conformity, personality, purchase intention

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