

ABSTRACT

The ease of transportation, communication, economics, and social culture makes many companies start to position their brands as global brands in international market. The entrepreneurs consider that the international market is an opportunity for their companies' growth. The development of people's lifestyles today is inevitable. Modern lifestyles influenced by the development of current technologies make people more literate about global products that are increasingly developing and expanding their markets. Changes in lifestyle have an impact on their tendency to consume global brands. The development of consumption patterns on global products has an impact on the increase rate in production and sales of global clothing retail products, one of them is the Topshop company.

This research was conducted in order to determine the effect of each variables in the concept of Susceptibility to Global Consumer Culture on Purchase Intention in Topshop Products. The purpose of this research is to find out and analyze how conformity to social norms, quality perception, brand credibility, social prestige, and internet technology readiness on Topshop products, the magnitude of the effect of conformity to social norms, quality perception, brand credibility, social prestige, and the internet technology readiness simultaneously and partially on purchase intention Topshop products in Indonesia.

This research used quantitative methods with descriptive and causal research types. Sampling was conducted using a non-probability sampling method, purposive sampling type, with a total of 400 respondents. Data analysis techniques used descriptive analysis and multiple linear regression analysis.

Based on the overall results of descriptive analyzes of conformity to social norms, quality perception, brand credibility, social prestige, internet technology readiness and purchase intention were in the good category. The results of multiple linear regression analysis techniques showed conformity to social norms, quality perception, brand credibility, social prestige, and internet technology readiness simultaneously had a positive effect on purchase intention of Topshop products in Indonesia. The magnitude of the effect of conformity to social norms, quality perception, brand credibility, social prestige, and internet technology readiness together amounted to 54.1% on purchasing intention and the remaining 45.9% was influenced by other variables which are not examined in this study, such as social responsibility, perceived risk, and information cost saved. Partially, conformity to social norms, quality perception, brand credibility, social prestige, and internet technology readiness had a positive and significant effect on purchase intention. The highest influence was internet technology readiness and the lowest influence was conformity to social norms.

Keywords: *Conformity to Social Norms, Quality Perception, Brand Credibility, Social Prestige, Internet Technology Readiness, Purchase Intention*