

## The Effect of Attitude, Subjective Norms, and Perceived Behavioral Control on Purchasing Behavior with Purchase Intention as an Intervening Variable in the TikTok Shop Affiliate Program: Evidence from Nayasalia's Account

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### ABSTRACT

This study examines the effects of attitude, subjective norms, and perceived behavioral control on purchasing behavior, with purchase intention as an intervening variable, in the Nayasalia TikTok Shop affiliate context. A quantitative explanatory survey using purposive sampling was conducted with 120 respondents who had purchased through Nayasalia's TikTok Shop content or live sessions. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with WarpPLS 8.0. The results show that attitude ( $\beta = 0.262$ ;  $p = 0.001$ ), subjective norms ( $\beta = 0.212$ ;  $p = 0.008$ ), and perceived behavioral control ( $\beta = 0.325$ ;  $p < 0.001$ ) significantly and positively affect purchasing behavior. They also significantly affect purchase intention: attitude ( $\beta = 0.389$ ;  $p < 0.001$ ), subjective norms ( $\beta = 0.257$ ;  $p = 0.002$ ), and perceived behavioral control ( $\beta = 0.159$ ;  $p = 0.036$ ). However, purchase intention does not significantly affect purchasing behavior ( $\beta = 0.061$ ;  $p = 0.250$ ) and does not mediate the three relationships. The model explains 60.7% of purchase intention and 66.8% of purchasing behavior. The findings imply that direct product evaluation, social influence, and transaction control may be more important for actual purchases than stated intention. Practically, affiliates should emphasize credible product demonstrations, social proof, clear information, and frictionless transactions.

Keywords: Attitude; Subjective Norms; Perceived Behavioral Control; Purchase Intention;



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### INTRODUCTION

The evolution of social commerce has transformed how consumers discover, evaluate, and purchase products in the digital landscape. TikTok Shop exemplifies this form of social commerce by integrating short-form video content, live streaming, social interaction, product recommendations, and transaction capabilities into a single platform. This development indicates that TikTok Shop has transcended its role as a mere promotional medium to become an integral part of the digital

commerce ecosystem. Momentum Works reported that TikTok Shop's Gross Merchandise Value (GMV) in Southeast Asia surged from approximately US\$4.4 billion in 2022 to US\$16.3 billion in 2023, highlighting a significant rise in content-driven commerce activity across the region. In 2024, Southeast Asia's e-commerce GMV continued to grow, with content-driven commerce becoming an increasingly vital component of digital transactions in the area. Consequently, examining consumer behavior within the TikTok Shop environment is crucial, particularly given the integrated nature of promotion and transactions facilitated by content and affiliate marketing. This phenomenon is exemplified by the activities of the TikTok Shop affiliate account "Nayasalia," which promotes a range of products, primarily women's fashion, through short-form videos and live streams. In this context, consumers not only receive product information but also benefit from product demonstrations, recommendations, creator interactions, and direct access to the purchasing process.

Descriptive research data reveals that respondents rated the variables under study relatively highly. Mean scores for the indicators ranged from 4.30 to 4.40 for attitude, 4.23 to 4.38 for subjective norms, 4.21 to 4.40 for perceived behavioral control, and 4.05 to 4.34 for purchasing behavior on a five-point scale. These findings indicate a positive consumer perception of the purchasing experience with Nayasalia. However, this positive perception does not clarify whether purchases stem from pre-existing intent or if the TikTok Shop environment itself, through its combination of content, recommendations, social proof, and transaction features, enables immediate purchasing decisions upon exposure. To explain this relationship, this study employs the Theory of Planned Behavior (TPB) developed by Ajzen (1991). The TPB posits that attitude, subjective norms, and perceived behavioral control are the primary determinants of behavioral intention, while intention and perceived behavioral control are linked to actual behavior. This framework is relevant to understanding consumer behavior because purchasing decisions are influenced not only by an individual's evaluation of a product but also by social influences and perceptions of the ease or difficulty of making a purchase. Thus, the TPB provides a theoretical basis for examining how consumers' psychological and social factors relate to purchase intention and behavior within the social commerce environment.

Numerous prior studies support the use of the TPB to explain consumer behavior. Bhutto et al. (2022) demonstrated that TPB constructs could be used to explain consumer purchasing behavior. Witriyana et al. (2019) and Zahrati et al. (2022) also identified relationships between TPB components and purchase intention in the context of online shopping. Research on social commerce indicates that social factors, information, and trust can shape consumer purchase intention (Li, 2019), while studies on affiliate marketing in Vietnam show that attitude and perceived benefits are significant factors in shaping purchase intention (Pham & Truong, 2023). Findings from these various contexts demonstrate the TPB's relevance in explaining digital consumer behavior; however, the results cannot necessarily be generalized directly to the TikTok Shop environment, which integrates content, social interaction, affiliate recommendations, and transactions into a single process. The research gap lies primarily in the relationship between purchase intention and actual purchase behavior. While some prior studies position purchase intention as a primary outcome or a mechanism linking psychological factors to behavior, the TikTok Shop environment presents a unique scenario: the gap between content exposure and transaction is relatively short, as consumers can view products, obtain information and recommendations, interact with creators, and make purchases all within the same platform ecosystem. This raises the question of whether purchase intention remains a crucial mechanism that bridges attitudes, subjective norms, and perceived behavioral control to actual purchase behavior. This question is particularly relevant to the Nayasalia account, where affiliate content not only shapes consumer perceptions and intentions but also directly influences purchase decisions.

The selection of purchase intention as an intervening variable is based on its role within the Theory of Planned Behavior (TPB) as a psychological mechanism linking antecedent factors to behavior. By examining purchase intention as an intervening variable, this study assesses not only whether attitudes, subjective norms, and perceived behavioral control influence purchase behavior, but also

whether this influence operates through the process of intention formation. This approach is significant because the results can reveal whether the intention-behavior mechanism described in the TPB holds in a social commerce environment characterized by rapid, integrated transactions. Given this gap, the study's novelty lies not in developing new TPB constructs, but in simultaneously testing the direct and indirect effects of attitudes, subjective norms, and perceived behavioral control on purchase behavior with purchase intention as an intervening variable within the specific context of Nayasalia's TikTok Shop affiliate account. Thus, this study extends the application of the TPB from general online purchasing contexts to video-based social commerce and affiliate marketing environments. The findings may also offer implications for other countries experiencing similar growth in social commerce and affiliate marketing. However, cultural characteristics, consumer trust levels, and platform usage habits must be considered when generalizing the results. Theoretically, this study examines whether purchase intention serves as a linking mechanism between TPB constructs and purchase behavior in an integrated social commerce environment. From a practical standpoint, this study provides affiliate marketers and sellers with insights into the factors that need strengthening to drive actual purchases specifically, product information quality, recommendation credibility, social proof, transaction ease, and a simple purchasing experience. Based on this context, the study aims to: (1) analyze the influence of attitude, subjective norms, and perceived behavioral control on purchasing behavior; (2) analyze the influence of these three constructs on purchase intention; (3) analyze the influence of purchase intention on purchasing behavior; and (4) examine the role of purchase intention as an intervening variable in the relationship between attitude, subjective norms, and perceived behavioral control and purchasing behavior

## **THEORETICAL FRAMEWORK AND HYPOTHESES**

### **Theory of Planned Behavior**

TPB explains behavior through three proximal determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude reflects an individual's favorable or unfavorable evaluation of performing the behavior; subjective norms reflect perceived social expectations; and perceived behavioral control reflects the perceived ease or difficulty of performing the behavior (Ajzen, 1991). When purchasing on TikTok Shop, attitude can stem from evaluations of product quality, price, usefulness, and content credibility. Subjective norms can be reflected in recommendations, comments, viewer activity, reviews, and perceived approval from relevant social groups. Perceived behavioral control can involve ease of navigation, payment, access to product information, affordability, and confidence in completing the transaction.

### **Attitude and Purchase Behavior**

A positive attitude should make a consumer more likely to evaluate purchasing as desirable and worthwhile. In the Nayasalia context, favorable evaluations are closely linked to perceptions that products are high quality, fashionable, reasonably priced, and worth supporting through affiliate content. These evaluations can reduce hesitation at the point of purchase. The empirical results of the present study therefore support the following hypothesis.

H1: Attitude has a positive and significant effect on purchase behavior.

### **Subjective Norms and Purchase Behavior**

Social commerce differs from conventional e-commerce because product information is embedded in a social environment. View counts, comments, recommendations, testimonials, and live-session interactions can function as social cues. In Nayasalia's account, respondents reported high agreement with statements concerning recommendations and audience activity. Such social validation may increase confidence in a product and make purchasing socially acceptable or desirable. Accordingly:

H2: Subjective norms have a positive and significant effect on purchase behavior.

### **Perceived Behavioral Control and Purchase Behavior**

Perceived behavioral control is particularly relevant to mobile commerce because actual behavior requires the consumer to overcome practical barriers. If the purchasing process is simple, product information is clear, payment is accessible, and the consumer feels capable of completing the transaction, the probability of purchase increases. This mechanism is consistent with the strong role of perceived control in online consumer behavior.

H3: Perceived behavioral control has a positive and significant effect on purchase behavior.

### **TPB Antecedents and Purchase Intention**

TPB predicts that attitude, subjective norms, and perceived behavioral control positively influence behavioral intention. In social commerce, favorable product evaluations can create willingness to purchase; social endorsement can strengthen motivation; and perceived ease can increase confidence that the purchase is feasible. Prior studies in online shopping and affiliate marketing support these relationships (Witriyana et al., 2019; Zahrati et al., 2022; Pham & Truong, 2023). Thus:

H4: Attitude has a positive and significant effect on purchase intention.

H5: Subjective norms have a positive and significant effect on purchase intention.

H6: Perceived behavioral control has a positive and significant effect on purchase intention.

### **Purchase Intention and Purchase Behavior**

Within TPB, intention is normally treated as the most immediate motivational antecedent of behavior. However, the intention-behavior relationship may weaken when behavior is spontaneous, habitual, strongly situational, or facilitated by low-friction digital interfaces. TikTok Shop can compress the distance between product exposure and transaction, allowing consumers to purchase because of a flash promotion, social proof, limited availability, or an immediately convenient checkout. The study therefore tests whether intention actually predicts behavior in this specific setting.

H7: Purchase intention has a positive and significant effect on purchase behavior.

### **Mediating Role of Purchase Intention**

If attitude, subjective norms, and perceived behavioral control first increase purchase intention and that intention subsequently increases purchase behavior, intention should transmit part of the effects of the three antecedents. This is the conventional TPB-mediated mechanism. However, a non-significant indirect effect would indicate that consumers can act on their evaluations, social cues, or perceived control without passing through a measurable intention state.

H8: Purchase intention mediates the effect of attitude on purchase behavior.

H9: Purchase intention mediates the effect of subjective norms on purchase behavior.

H10: Purchase intention mediates the effect of perceived behavioral control on purchase behavior.

## **METHODS**

This study employed a quantitative explanatory survey design to examine the relationships among attitude, subjective norms, perceived behavioral control, purchase intention, and purchasing behavior in the context of the TikTok Shop affiliate account Nayasalia. The study did not involve experimental treatment, manipulation, or a control group. The population consisted of consumers who had purchased products through the Nayasalia TikTok Shop affiliate account. A purposive sampling technique was used to select respondents who met the research criteria. The final sample comprised 120 respondents who had made at least one purchase via Nayasalia's TikTok Shop content or live-streaming sessions. Data were collected using a structured questionnaire measured on a five-point Likert scale. The questionnaire measured five constructs: attitude, subjective norms, perceived behavioral control, purchase intention, and purchasing behavior. The measurement indicators were adapted from the Theory of Planned Behavior and previous studies on online purchasing and social commerce. Data analysis was conducted using Structural Equation Modeling Partial Least Squares (SEM-PLS) with WarpPLS 8.0. The measurement model was evaluated using indicator loadings,

Average Variance Extracted (AVE), composite reliability, Cronbach's alpha, and discriminant validity. The structural model was assessed using path coefficients, p-values,  $R^2$ , effect sizes, and model-fit indices. Direct effects were tested at a 5% significance level. Indirect effects were examined to determine whether purchase intention mediated the relationships between attitude, subjective norms, perceived behavioral control, and purchasing behavior

## RESULTS AND DISCUSSION

### Measurement Model

The measurement model demonstrates adequate convergent validity and internal consistency. All constructs have AVE values above 0.50, ranging from 0.572 to 0.592. Composite reliability ranges from 0.870 to 0.879, while Cronbach's alpha ranges from 0.812 to 0.827. These results indicate that the indicators consistently represent their respective constructs. The cross-loading assessment also supports construct distinctiveness.

**Table 1. Measurement Model Results**

| Construct                    | AVE   | Composite reliability | Cronbach's alpha |
|------------------------------|-------|-----------------------|------------------|
| Attitude                     | 0.592 | 0.879                 | 0.827            |
| Subjective norms             | 0.577 | 0.872                 | 0.816            |
| Perceived behavioral control | 0.587 | 0.876                 | 0.823            |
| Purchase intention           | 0.583 | 0.875                 | 0.820            |
| Purchase behavior            | 0.572 | 0.870                 | 0.812            |

### Structural Model and Hypothesis Testing

The structural results show a clear distinction between the predictors of purchase intention and the predictors of actual purchase behavior. All three TPB antecedents significantly predict purchase intention, and each also has a significant direct effect on purchase behavior. In contrast, purchase intention itself does not significantly predict purchase behavior.

**Table 2. Direct Effects and Hypothesis Testing**

| Path                                              | $\beta$ | p-value | Decision      | Interpretation        |
|---------------------------------------------------|---------|---------|---------------|-----------------------|
| Attitude → Purchase behavior                      | 0.262   | 0.001   | Supported     | Positive, significant |
| Subjective norms → Purchase behavior              | 0.212   | 0.008   | Supported     | Positive, significant |
| Perceived behavioral control → Purchase behavior  | 0.325   | <0.001  | Supported     | Positive, significant |
| Purchase intention → Purchase behavior            | 0.061   | 0.250   | Not supported | Not significant       |
| Attitude → Purchase intention                     | 0.389   | <0.001  | Supported     | Positive, significant |
| Subjective norms → Purchase intention             | 0.257   | 0.002   | Supported     | Positive, significant |
| Perceived behavioral control → Purchase intention | 0.159   | 0.036   | Supported     | Positive, significant |

### Explained Variance and Model Fit

The model explains 60.7% of the variance in purchase intention ( $R^2 = 0.607$ ) and 66.8% of the variance in purchase behavior ( $R^2 = 0.668$ ). The overall WarpPLS results show  $APC = 0.238$  ( $p = 0.002$ ),  $ARS = 0.637$  ( $p < 0.001$ ), and  $AARS = 0.626$  ( $p < 0.001$ ).  $AFVIF$  is 3.541, while  $AVIF$  is 6.181. These model-fit and collinearity statistics are reported to provide a transparent assessment of the structural model.

**Table 3. Coefficient of Determination**

| Endogenous construct | R <sup>2</sup> | Explained variance |
|----------------------|----------------|--------------------|
| Purchase intention   | 0.607          | 60.7%              |
| Purchase behavior    | 0.668          | 66.8%              |

### Mediation Analysis

The mediation results provide the most important contribution of the study. The indirect effect of attitude on purchase behavior through purchase intention is  $\beta = 0.024$  ( $p = 0.356$ ); the indirect effect of subjective norms is  $\beta = 0.016$  ( $p = 0.404$ ); and the indirect effect of perceived behavioral control is  $\beta = 0.010$  ( $p = 0.440$ ). None is statistically significant. Consequently, purchase intention does not mediate any of the three relationships.

**Table 4. Indirect Effects**

| Indirect Path                                       | $\beta$ | p-value | Conclusion   |
|-----------------------------------------------------|---------|---------|--------------|
| Attitude → Intention → Behavior                     | 0.024   | 0.356   | No mediation |
| Subjective norms → Intention → Behavior             | 0.016   | 0.404   | No mediation |
| Perceived behavioral control → Intention → Behavior | 0.010   | 0.440   | No mediation |

### Attitude and Purchase Behavior in Nayasalia

The significant direct effect of attitude on purchase behavior ( $\beta = 0.262$ ;  $p = 0.001$ ) is particularly meaningful in the Nayasalia setting. Respondents did not merely report an abstract positive attitude toward TikTok Shop; their evaluations were connected to concrete product attributes such as perceived quality, price–value congruence, fashionable design, and the credibility of promotional content. The average attitude scores above 4.30 indicate that these evaluations were broadly favorable. In this environment, a positive evaluation can translate directly into purchase because the product is displayed, demonstrated, discussed, and made immediately purchasable in the same digital environment. Thus, attitude appears to operate not only as a motivational antecedent of intention, as predicted by TPB, but also as a direct evaluative trigger of purchasing behavior. This result is consistent with the broader TPB literature, which generally finds that favorable attitudes are associated with stronger consumer intentions and behavior. It also extends prior social-commerce evidence by showing that the direct attitude–behavior path remains significant even when purchase intention is included in the model. For Nayasalia, the implication is that content should not only create desire; it should strengthen the consumer’s evaluation of the product itself. Demonstrations of material quality, fit, durability, price fairness, and actual use may therefore be more behaviorally relevant than generic promotional messages.

### Subjective Norms and Purchase Behavior

Subjective norms significantly affect purchase behavior ( $\beta = 0.212$ ;  $p = 0.008$ ) and purchase intention ( $\beta = 0.257$ ;  $p = 0.002$ ). This finding is plausible in TikTok’s social environment because consumers observe other viewers’ reactions and may use comments, testimonials, audience size, and live-session activity as social information. The result is consistent with previous research showing that social influence can shape online purchase intention. In Nayasalia’s account, the high descriptive scores for social recommendation indicators suggest that viewers do not evaluate products in isolation; they interpret others’ behavior and opinions as signals of product acceptability. The practical implication is that affiliate content should cultivate credible social proof rather than artificially inflate engagement. Reviews from actual buyers, transparent demonstrations, responsive comment sections, and informative live sessions can strengthen a product’s perceived social legitimacy. The finding may also generalize to other Southeast Asian social-commerce settings, as TikTok Shop operates through similar video, live, and community-based mechanisms across markets; however, the strength of social influence should be tested locally rather than assumed to be identical across countries.

### **Perceived Behavioral Control and Purchase Behavior**

Perceived behavioral control has the strongest direct effect on purchase behavior among the three antecedents ( $\beta = 0.325$ ;  $p < 0.001$ ). It also significantly predicts purchase intention ( $\beta = 0.159$ ;  $p = 0.036$ ). This result suggests that consumers are more likely to purchase when the transaction feels manageable: they can access the product, understand the information, navigate the platform, afford the product, and complete payment without major obstacles. The finding is especially relevant to TikTok Shop because social commerce reduces the number of steps between discovery and transaction. For Nayasalia, this means that product links, clear pricing, size information, shipping information, concise calls to action, and straightforward demonstrations can directly support purchase behavior. The relatively strong coefficient also suggests that improving transactional convenience may generate more immediate behavioral outcomes than relying on intention-building content alone.

### **Why Purchase Intention Does Not Predict Purchase Behavior**

The non-significant effect of purchase intention on purchase behavior ( $\beta = 0.061$ ;  $p = 0.250$ ) is the most theoretically important result. It differs from the conventional TPB expectation that intention is the closest motivational predictor of behavior. One explanation is that TikTok Shop purchases can be highly situational and low-friction. Consumers may express an intention to purchase a product but postpone the transaction. In contrast, another consumer may purchase immediately upon encountering a limited-time discount, a persuasive live demonstration, social proof, or an attractive product, without having formed a strong prior intention. A second explanation concerns the measurement context. The purchase-intention items emphasize evaluation and willingness to buy based on product quality, information, price, and durability. In contrast, purchase behavior includes experience, product preference, repurchase, product attributes, and delivery speed. These constructs therefore capture different stages and dimensions of the consumer journey. A consumer can have a positive intention toward a product category while the final purchase depends on specific product availability, delivery speed, price, or an alternative product encountered during browsing. This finding does not invalidate TPB. Rather, it indicates that the intention, behavior link is context-dependent. In a highly integrated social-commerce platform, actual behavior may be more directly affected by perceived control and immediate product evaluation than by a generalized intention measure. The result therefore adds nuance to TPB by showing that the mediating mechanism should not be assumed automatically in affiliate-commerce environments

### **Why Purchase Intention Does Not Mediate the Relationships**

Because purchase intention does not significantly predict purchase behavior, none of the indirect paths can become significant: attitude  $\rightarrow$  intention  $\rightarrow$  behavior ( $\beta = 0.024$ ;  $p = 0.356$ ), subjective norms  $\rightarrow$  intention  $\rightarrow$  behavior ( $\beta = 0.016$ ;  $p = 0.404$ ), and perceived behavioral control  $\rightarrow$  intention  $\rightarrow$  behavior ( $\beta = 0.010$ ;  $p = 0.440$ ). The direct paths from all three antecedents to behavior remain significant, indicating a pattern of direct rather than mediated influence. This pattern is important for interpreting the Nayasalia case. Consumers appear able to convert product evaluations, social cues, and perceived control into actual purchases without purchase intention acting as a necessary psychological bridge. For affiliate marketers, the implication is operational: optimizing the point of purchase may be more important than maximizing stated intention. For theory, the finding encourages future research to include variables that may better capture immediate conversion, such as trust, perceived value, urgency, promotional attractiveness, habit, impulse-buying tendency, product involvement, or platform convenience.

### **Practical and Theoretical Implications**

Theoretically, the study contributes to TPB research by demonstrating that the three antecedents remain significant for both intention and behavior, but intention itself fails to carry their effects to behavior. This suggests a partial departure from the conventional linear intention-based mechanism in social commerce. In practice, TikTok Shop affiliates should prioritize five areas: credible product demonstrations, social proof grounded in genuine user experiences, clear and complete product information, frictionless purchasing processes, and offers that reduce practical barriers to purchase.

These implications are relevant beyond Indonesia, as Southeast Asian e-commerce increasingly relies on content commerce and social discovery; however, cross-country differences in consumer culture, platform regulation, logistics, and payment systems mean the model should be tested separately in other markets.

## CONCLUSION

This study concludes that attitude, subjective norms, and perceived behavioral control have positive and significant direct effects on purchasing behavior in the context of the Nayasalia TikTok Shop affiliate. The three antecedents also significantly influence purchase intention. However, purchase intention does not significantly influence purchasing behavior and does not mediate the relationships between attitude, subjective norms, or perceived behavioral control and purchasing behavior. Importantly, attitude has a significant direct effect on purchasing behavior, whereas its indirect effect through purchase intention is not significant. Among the direct antecedents of purchasing behavior, perceived behavioral control has the strongest effect, while attitude has the strongest effect on purchase intention. The most important finding is therefore the absence of a significant intention–behavior pathway. Although consumers' attitudes, subjective norms, and perceived behavioral control significantly contribute to the formation of purchase intention, the intention itself does not translate significantly into actual purchasing behavior in this study. This finding suggests that, in the integrated social-commerce environment of TikTok Shop Nayasalia, purchasing behavior may occur more directly in response to product evaluations, social cues, and perceived ease of transaction than through a previously formed purchase intention. The finding contributes to the Theory of Planned Behavior by indicating that the strength of the intention–behavior relationship may depend on the characteristics of the behavioral context, particularly in digital environments where content exposure, social interaction, product information, and transactional facilities are integrated on a single platform.

The findings also provide practical implications for TikTok Shop affiliate marketing. Affiliates should not rely solely on content designed to generate purchase intention; they should also strengthen factors that directly facilitate purchasing behavior. Product credibility, clear, convincing product information, authentic demonstrations, social proof, interactive live streaming, and a simple purchasing process should be emphasized to reduce the gap between product evaluation and actual purchase. These strategies may be particularly relevant in social commerce environments where consumers can move rapidly from content exposure to a transaction. This study has several limitations. First, the sample consisted of 120 respondents purposively selected from a single affiliate account, which limits the generalizability of the findings to other TikTok Shop users, affiliate accounts, product categories, or countries. Second, the cross-sectional design limits causal interpretation. Third, the study did not include other potentially relevant variables, such as trust, perceived value, impulse buying, promotional intensity, habit, or product involvement, which may help explain direct conversion from content exposure to purchasing behavior. Future research should therefore test the proposed model using larger samples and multiple affiliate accounts, product categories, or countries. Comparative studies across Southeast Asian markets may also help determine whether cultural and platform-related differences influence the intention–behavior relationship. Future studies could further incorporate platform-specific and situational variables and provide more comprehensive assessments of effect sizes and discriminant validity, including HTMT where appropriate. Such extensions may clarify under what conditions purchase intention functions as a meaningful mediator and when direct situational mechanisms play a stronger role in converting consumer evaluations into actual purchasing behavior.

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