

# **SKRIPSI**

## **THE EFFECT OF BRAND CONSCIOUSNESS, MATERIALISM, SOCIAL COMPARISON, PRODUCT INNOVATIVENESS AND PRODUCT INVOLVEMENT ON ATTITUDE TOWARDS PURCHASING AND REPURCHASE INTENTION AT NATURE REPUBLIC MEDAN**

Written as a partial fulfillment of the academic requirements  
to obtain the degree of *Sarjana Manajemen*

**By:**

**NAME : GIOVANI WINARNI**

**ID NUMBER : 03011180127**



**MANAGEMENT STUDY PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS PELITA HARAPAN  
MEDAN  
2022**