



Factor of Marketing Mix on Purchase Intention: An Empirical Research in Fashion Industry, Mojokerto Regency, East Java, Indonesia

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Abstract. The marketing mix, an essential constituent of marketing strategy, is frequently employed by small and medium-sized enterprises to efficaciously engage their target market segments, consequently impacting purchase intentions. This scholarly investigation delves into the ramifications of marketing mix elements on the purchase intention of fashion products within the context of Mojokerto Regency, East Java. Utilizing a quantitative research paradigm, meticulously designed questionnaires were disseminated among 150 respondents, who were purposively sampled in accordance with specific criteria pertinent to the study. The amassed data was subsequently subjected to analysis employing Partial Least Squares Structural Equation Modeling (PLS-SEM), a robust statistical approach for hypothesis testing and analysis. The findings of this erudite inquiry divulge that, among the various marketing mix components, the element of place exerts an inconsequential influence on purchase intention. The factors of product, price, and promotion within the marketing mix significantly impact purchase intention. This discernment suggests that, although the location factor may need to be accorded significant weight by consumers in their purchasing decisions, the marketing mix remains relevant amidst the inexorable transition towards online shopping. This is substantiated by various literature sources, highlighting its continued importance in influencing consumer purchasing behavior. The results of this study offer valuable insights into the impact of the marketing mix on purchase intention and the significance of specific factors within the mix. As such, it serves as a valuable reference for businesses seeking to enhance their marketing strategies and effectively reach their target market. By considering the factors that have the greatest impact on purchase intention, businesses can better tailor their marketing efforts to achieve their desired outcomes. Ultimately, this study offers a creative and insightful contribution to understanding marketing mix elements' impact on purchase intention in the fashion industry, thus advancing the existing knowledge base in this field.

Keywords: Marketing Mix · Purchase Intention · Fashion Industry

1 Introduction

Marketing is a strategic process that investigates and understands consumer wants and needs [1]. By understanding the definition of marketing as a strategic and competitive plan supported by a series of functional activities and customer-based orientation, it can be practiced by business organizations aiming to gain profit [2]. Therefore, this consumer-centered marketing approach still needs to be debated because of the varied nature of a product. A product represents a bundle of tangible and intangible benefits - including brand value purchased by consumers [3]. Meanwhile, the application of marketing strategies in the context of companies with small and medium businesses is different [4], where small and medium businesses still apply a marketing mix that focuses on product, price, place, and promotion. This is the initial concept of the marketing mix proposed by Borden [5] and later redeveloped by McCarthy [6] known as the 4P's marketing mix specifically for the manufacturing industry. However, Abbas et al. [6] explained that the marketing mix is needed to create an effective strategy to meet customer needs profitably. Thus, in the context of small and medium business marketing mix is still considered effective from the perspective of marketing strategy. Several previous studies have linked elements of the marketing mix to market success to predict purchase intention [7–11]. Meanwhile, Chen's research [11] has empirically proven that the use of marketing mix can explore consumer behavior based on lifestyle.

Consumer behavior is not solely impacted by the quality of effective marketing design but is also shaped by the limitations of an individual's lifestyle, which is adapted to the perceived value of the product [11]. Customers can experience satisfaction and develop a desire to purchase a product due to well-crafted marketing strategies [12, 13]. In order to sway consumer purchasing decisions, marketers endeavor to mold customer perceived value by employing a range of controllable elements in the marketing mix. In industries focused on product manufacturing, understanding customer desires and needs has demonstrated the relevance of the marketing mix components [9]. Even though Kim and Park's research [9] centers on marketing mix as a determinant of purchase intention through brand attitude, it offers insights into crucial factors within the marketing mix. Additionally, purchase intention can be viewed as an indicator of consumer behavior [14] and is correlated with actual behavior [15, 16]. However, several past studies have connected the marketing mix to purchase intention within the realm of digital marketing [11, 12]. The combination of actions or variables at the core of a marketing system allows marketers to organize activities that can potentially influence consumer responses. Consumer buying interest represents a consumer's inclination to purchase or select a product based on their experiences in choosing, using, consuming, or even desiring the product [1]. This highlights the significance of examining the effect of the 4P's marketing quality on consumer behavior, which can subsequently impact purchase intention.

In Indonesia, prevailing fashion trends serve as a reflection of social and economic status, often signifying popularity. Kartajaya et al. [17], which posits that the fashion lifestyles of Indonesian consumers differ in terms of typology and showcase self-identity. Consequently, the fashion industry has emerged as a highly profitable sector in Indonesia, experiencing consistent growth. According to CNBC Indonesia 2019 data, the fashion industry contributed approximately 18.01% or IDR 116 trillion to the economy. The Creative Economy Agency (BEKRAF) continues to undertake efforts to reinforce the

ecosystem and stimulate growth within this subsector. Fashion has transcended being a mere basic necessity and has evolved into an artistic need, driving the industry's rapid expansion. Data from 2017 reveals that the fashion industry in Indonesia accounted for 3.76% of the nation's Gross Domestic Product, boasting an export value of 13.29 billion US dollars. In the previous year, 2016, the fashion sub-sector within the creative economy constituted the largest contribution, amounting to 54.54%. The escalating growth of the Indonesian fashion industry indicates a surge in market demand.

2 Literature Review

2.1 Marketing Mix

The marketing mix is a set of regulated marketing instruments that marketers use to achieve marketing objectives [18, 19]. Borden [5] popularised the marketing mix idea with his paper "The Concept of the Marketing Mix." Borden's [5] marketing mix initially had 12 factors, which were eventually streamlined by McCarthy [6] into four major components: product, pricing, location, and promotion, sometimes known as the 4Ps marketing mix. The 4Ps marketing mix was created primarily for manufacturing marketing tactics, emphasising how firms may successfully sell their products by integrating product, price, location, and promotion as ideal marketing aspects. As a result, the marketing mix may be defined as a collection of tactical marketing tools that can be controlled to elicit the desired reaction from the target market [8, 19]. A strategy for stimulating impulsive purchases may be designed by harmoniously integrating the marketing mix elements, which may have short-term or long-term effects on a firm.. Such stimuli can alter consumers' emotional states and subsequently transform them into an immediate desire to buy when the stimulus is unexpected [10]. The purchase impulse could result from a single stimulus or a combination of stimuli, both within and outside the realm of marketing control [20].

2.2 Product

Certain products tend to promote impulsive buying behavior due to their characteristics (e.g., health, freshness), which suggest an anticipated pleasurable experience that can trigger purchasing urges. Multiple studies have verified the connection between a product's attributes and the impetus for purchase intention, particularly when the product offers significant value to consumers [8, 20, 21]. Additionally, Kim and Park [9] associated product with brand in the South Korean fashion industry due to the presence of large-scale stores that enhance the consumer shopping experience and retail store operations. Ulker-Demirel et al. [10] explored the impact of marketing and consumption of art products on audience purchase intention, aiming to examine the relationship between preferences and attendance frequency at cultural events and purchase intentions. Kotler and Keller [1] suggest that a product encompasses everything available in the market for exchange or use that holds value in alignment with customer needs. The relationship between product and purchase intention is closely intertwined; Shah et al. [21] argue that purchase intention is a decision-making process that identifies why consumers choose to

buy various brands. Purchase intention represents the likelihood of a consumer acquiring a product or service in the future [22]. As more businesses produce high-quality products, consumers are increasingly inclined to purchase them [22–24]. Perceived quality assists the brand in numerous ways, such as facilitating brand extension, encouraging consumers to pay higher prices for a product, providing a differentiated brand position among competitors, and serving as the primary motivation behind product purchases [24]. In this study, the following hypotheses are designed:

H1: Product positively and significantly effect on purchase intention

2.3 Price

For small and medium-sized businesses, price plays a crucial role in determining sales and gaining a competitive edge. Bruce and Daly [25] highlight the significance of price in an intensely competitive landscape with high impulse buying tendencies, where products often have brief life cycles. From a consumer standpoint, there is a natural inclination towards products with lower prices [26, 27]. Consumers' attention is instantly captured by the sight of various affordable options. This relationship extends to purchase intention, a psychological variable that is considered an outcome of a high brand equity dimension. Numerous studies have found that purchase intention is significantly influenced by product prices, as they ultimately determine customer satisfaction [21, 22, 28, 29]. This suggests that product pricing is a major concern for consumers when deciding on purchases. When contemplating a purchase, consumers weigh the price of a product against the benefits they will receive from it [9]. The product's price is reflective of its utility and advantages, thereby becoming a factor that consumers take into account when forming purchase intentions. In fact, Singh's research [30] establishes a connection between product pricing and cognitive as well as affective experiences, suggesting that it can have a direct impact on purchase intention. Thus, based on various literatures that have explained the effect of price on purchase intention, this study designs the following hypothesis:

H2: Price positively and significantly effect on purchase intention

2.4 Place

Small and medium businesses in Indonesia are still thinking about the place factor as a determinant of business sustainability and one of the business strategies. In this regard, the place factor is one of the elements of the marketing mix which explains that such a strategic place of business attracts consumers' attention easily and stimulates customers to buy [31]. In addition, the findings of a systematic review study, Edgar et al. [32] show that almost half of the studies related to marketing describe the place strategy as a communication channel or other information delivery strategy. In line with the explanation from Gordon [33] mentions that place is a channel where behavior change is promoted and a place where change is encouraged and supported. The location where the store may be perceived for customers to more easily access for the purpose of viewing or checking the product to be purchased. Even though in the current e-retailer context, consumers can actually access stores more easily on e-commerce applications,

Singh's research [30] explains that the location of the store can be a consideration for the distance of customers to make product purchases. Furthermore, the location where the store is found to be closer to the customer allows them to buy directly from the store. Accessibility refers to delivering the promised solution at an acceptable cost by giving customers what they want in a location that suits them within a time frame that meets their needs [34]. Thus, the location of the store can be an influence on purchase intention.

H3: Place positively and significantly effect on purchase intention

2.5 Promotion

In marketing, promotion is often used which aims to create consumer interest in buying a product and for businesses to increase product sales. Meanwhile, according to Shen [35], promotion is part of a communication program that facilitates the attraction of customers and their actions related to purchases. Promotional strategies are directed in terms of changing product ideas and perceptions, emotions, and consumer experiences which are often discussed in various marketing literatures [36–38]. Thus, for the business sector promotion plays an important factor in creating product awareness to the target market segment, as research by Aziz and Chok [39] has proven the effect of promotion on purchase intention. In addition, several previous studies have also discussed and proven that promotion has a positive and significant effect on purchase intention [40–42]. In this case promotion also has implications for brands that are more attractive and understood by market segments [43], so it is often understood that promotion is the distribution of information about the value proposition to the market. The implications of implementing promotional strategies have a long-term impact on sales which has a cumulative impact on consumer perceptions and behavior [43]. Thus, promotion also directs the development and maintenance of strong brand relationships with consumers because it links certain brands in a series of consumer considerations and simplifies consumer brand choices because it makes it a habit to choose certain brands [44], of course this is correlated with purchase intention. Based on the various literatures, this study designed the following hypotheses:

H4: Promotion positively and significantly effect on purchase intention

3 Method

In this investigation, a quantitative approach was employed by disseminating questionnaires as research instruments to collect data from 150 respondents, who were selected as samples for the study. These respondents constituted consumers of fashion products in Mojokerto Regency, a prominent fashion industry hub in East Java. Given the indeterminate sampling frame, purposive sampling was utilized as a data collection technique, enabling the selection of specific criteria deemed suitable for inclusion as samples. As elucidated by Creswell and Creswell [45], purposive sampling serves as a sampling method that identifies particular criteria that align with research objectives and offer the most relevant information concerning the research problem formulation. Questionnaires were distributed directly to respondents to ensure that their responses were consistent with the researcher's objectives.

This study used Partial Least Squares Structural Equation Modelling (PLS-SEM) for statistical analysis and hypothesis testing. PLS-SEM, as proposed by Hair et al. [46], is a robust statistical instrument that is applicable to all data scales, requires few assumptions, and substantiates connections that lack a solid theoretical foundation. In terms of data processing, the PLS technique is a causal modelling strategy that seeks to maximise the explained variance of the dependent latent concept. PLS may also be used to create hypotheses and anticipate complicated events. Unlike SEM, PLS requires explicit parametric assumptions supported by theoretical evidence [46].

According to the guidelines provided by Hair et al. [46], the measurement of reliability in PLS-SEM should employ both Cronbach's alpha and composite reliability, with a suggested indicator loading of 0.70 as the standard. Validity, on the other hand, is determined through the average variance extracted (AVE) with a recommended value above 0.50. In this study, a five-point Likert scale was used to measure the variables, with 1 representing strong disagreement and 5 indicating strong agreement. The research constructs were evaluated through items adapted from instruments and definitions found in previous literature. The components of the marketing mix, such as products, were assessed using a set of four items, while price, place, and promotion were examined using three items each. These items were adopted and developed based on Al Badi's work [47]. The construct of purchase intention was evaluated using a quartet of items, which were derived and developed from the research conducted by Khan et al. [46].

4 Result and Analysis

The descriptive analysis results encompass various aspects, with the primary goal being to understand the demographic characteristics of the respondents who completed the distributed questionnaire. Table 1 indicates that the number of male respondents ($n = 71$; 47.33%) was slightly lower than their female counterparts ($n = 79$; 52.67%). As for age distribution, the majority of respondents in this study fell within the 26–30 years age group ($n = 73$; 48.67%). The remaining respondents were aged ≤ 25 years ($n = 28$; 18.67%), 31–35 years ($n = 23$; 15.33%), 36–40 years ($n = 19$; 12.67%), and ≥ 41 years ($n = 7$; 4.67%). When examining income, the respondents reported average monthly earnings of Rp. 500,000 to Rp. 1,900,000 ($n = 68$; 45.33%), Rp. 1,900,001 to Rp. 2,880,000 ($n = 42$; 28%), Rp. 2,890,001 to Rp. 3,870,000 ($n = 32$; 21.33%), and \geq Rp. 3,880,001 ($n = 8$; 5.33%). In terms of the frequency of purchasing fashion products, respondents reported buying them once ($n = 44$; 29.33%), twice ($n = 55$; 36.67%), three times ($n = 35$; 23.33%), and more than three times ($n = 16$) per month. These findings provide valuable insights into the demographic composition of the participants and help paint a vivid picture of the consumer behavior patterns related to the purchase of fashion products. By understanding these patterns, marketers can tailor their strategies to better engage and attract their target audience.

This study took a quantitative approach and subjected the data to a rigorous assessment of validity and reliability assumptions. The Partial Least Squares Structural Equation Modeling (PLS-SEM) method was deemed suitable for verifying these assumptions, following the recommendation of Hair et al. [48]. PLS-SEM plays a pivotal role in determining the reliability of the data through composite reliability and Cronbach's alpha. The

Table 1. Respondents' demography.

Demographic information		Frequency	Percentage
Gender	Male	71	47.33
	Female	79	52.67
Age	≤ 25	28	18.67
	26–30	73	48.67
	31–35	23	15.33
	36–40	19	12.67
	≥ 41	7	4.67
Household income	Rp. 500.000,- sd rp. 1.900.000,-	68	45.33
	Rp. 1.900.001,- sd rp. 2.880.000,-	42	28.00
	Rp. 2.890.001,- sd rp. 3.870.000,-	32	21.33
	≥ rp. 3.880.001,-	8	5.33
Purchase frequency	Once	44	29.33
	Twice	55	36.67
	Three times	35	23.33
	More than three times	16	10.67

method stipulates that all items must have a Cronbach's alpha value greater than 0.70. Upon analysis of the data from this study, all variables, namely product (0.833), price (0.787), place (0.920), promotion (0.838), and purchase intention (0.886), were found to exhibit Cronbach's alpha values exceeding the recommended threshold. To establish the discriminant validity of the variables, Hair et al. [46, 48] recommended calculating the average variance extracted (AVE) value and the correlation coefficient between variables. The research revealed that all variables, including product (0.669), price (0.872), place (0.950), promotion (0.903), and purchase intention (0.921), demonstrated AVE values above 0.6. Chin [49] explains that AVE serves as a measure of communality for each latent variable and is considered acceptable when all variants display values greater than 0.50. Therefore, the constructs measured in this study demonstrated strong validity, contributing to the robustness of the research findings and their implications for understanding the impact of marketing mix elements on purchase intention in a creative and insightful manner. Overall, this study's rigorous analysis of the data affirms the feasibility and validity of the findings and enhances the reliability of the study's implications (Table 2).

The following table (Table 3) displays the results obtained from the statistical analysis conducted using bootstrapping in conjunction with PLS-SEM. This analysis aimed to evaluate the model's fit and determine the path coefficients, which are essential for quantifying the influence of the overall relationships on the inner model, in line with the proposed hypothesis (Fig. 1). A partial sequential model was chosen for this statistical

Table 2. Reliability and validity construct

	Item	Mean	Standard deviation	Cronbach's alpha	Composite reliability	Average variance extracted
Product (X1)	X1.1	4.227	0.634			
	X1.2	4.220	0.587			
	X1.3	4.220	0.610			
	X1.4	4.193	0.640			
				0.833	0.848	0.669
Price (X2)	X2.1	4.000	0.622			
	X2.2	4.147	0.637			
	X2.3	4.113	0.584			
				0.787	0.857	0.872
Place (X3)	X3.1	4.133	0.629			
	X3.2	4.120	0.632			
	X3.3	4.113	0.628			
				0.920	0.922	0.950
Promotion (X4)	X4.1	4.207	0.656			
	X4.2	4.047	0.604			
	X4.3	4.147	0.657			
				0.838	0.844	0.903
Purchase intention (Y1)	Y1.1	4.107	0.579			
	Y1.2	4.207	0.581			
	Y1.3	4.147	0.626			
	Y1.4	4.227	0.634			
				0.886	0.894	0.921

analysis, which demonstrated that the relationships among the various variables produced coefficients of determination (R^2) values, including a value of 0.770 for purchase intention. Researchers can effectively assess the strength and significance of the associations between the examined variables and gain a deeper understanding of how these relationships contribute to the inner model. This method allows for a more complete assessment of the impact of marketing mix factors on purchase intention, providing useful information for the creation of effective marketing strategies.. Upon examining the bootstrapping outcomes, it was observed that among the marketing mix elements, only the 'place' component demonstrated a positive, albeit non-significant, effect ($\beta = 0.054$; p -value > 0.05); consequently, H3 was deemed rejected. In contrast, the influence of the product on purchase intention ($\beta = 0.145$; p -value < 0.05), the price on purchase intention ($\beta = 0.431$; p -value < 0.05), and the promotion on purchase intention ($\beta =$

Table 3. Hypotheses testing

	Direct effect (β)	T score	Probability	Conclusion
X1 → Y1	0.145	2.348	0.019	Accepted
X2 → Y1	0.431	3.692	0.000	Accepted
X3 → Y1	0.054	0.491	0.624	Rejected
X4 → Y1	0.345	3.302	0.001	Accepted

N = 150

R² = Y1 (0.770)

*Sig. p-value < 0.10; **Sig. p-value < 0.05; ***Sig. p-value < 0.01

0.345; p-value < 0.05) exhibited positive and significant effects. As a result, H1, H2, and H4 were accepted as valid hypotheses. These findings emphasize the importance of understanding the individual impact of each marketing mix element on purchase intention. The significant and positive effects of product, price, and promotion elements demonstrate their crucial role in influencing consumer decision-making, while the non-significant effect of the ‘place’ component suggests that further investigation is necessary to explore potential underlying factors contributing to this outcome.

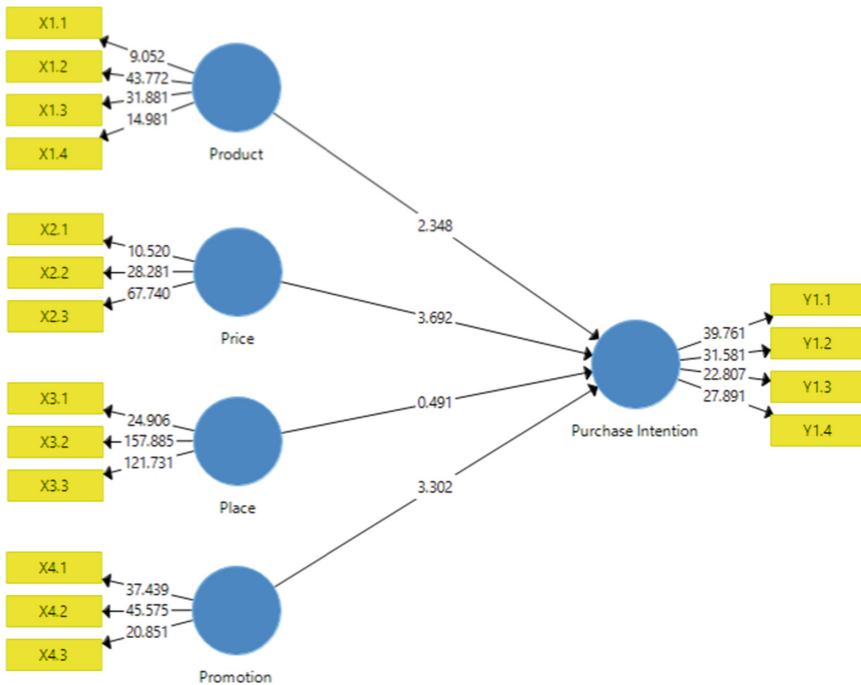


Fig. 1. Structural model.

5 Discussion

The results of the hypothesis test state that there is a positive and significant effect between the product variables on the purchase intention variable. This is because fashion products have a variety of quality and varied products so that consumers have high purchase intentions for fashion products. In line with the theory described by Kotler [18] that the factor that can influence interest is the product itself. A product is anything in the form of physical goods, services, experiences, events, places, people, organizations, information, and ideas offered by the market to customers to fulfill customer wants and needs. Products are also a factor that customers consider in order to fulfill their wants and needs. The results of this study are also in line with Al Badi's research [47] related to the impact of the marketing mix on the competitive advantage of SMEs in Oman, the thing that affects customer satisfaction and loyalty in order to survive in the SME business is the number of features and attributes of the products or services provided to consumers.. Product quality and high performance that are consistent with customer needs and desires are very influential in giving an impression to customers. Similar results also show the effect of price on purchase intention which may include discounts to consumers and prices that are easily accessible to consumers so that consumers have high buying interest. In line with research from Khan et al. [40] showed the results that the price partially affects the purchasing decision variables. The ability of market segments to make purchases is also a strong determining factor and indicates that consumers have experience and satisfaction with these fashion products [9, 13, 17].

Meanwhile, consumers are not too concerned with the aspect of the location of the store which is used as a determining factor in purchasing fashion products. This is possible with the existence of e-commerce as one of consumers' access to reach fashion products that are easier to use, reliable, and safer. E-commerce as a marketplace that is trusted and easy to reach for both SMEs to access the target market, meanwhile consumers access the products they are looking for [13, 29, 30]. In fact, the existence of e-commerce really helps SME product brands to be known more widely which has implications for brand image, brand awareness, and brand satisfaction [28, 35, 43, 44]. Consequently, the place component in the marketing mix exhibits a positive, albeit not significant, influence on purchase intention. Additionally, appealing and distinctive promotional factors can also impact purchase intention. Promotion encompasses a broad range of marketing activities aimed at informing, persuading, and reminding the target market about a company's products or services, with the ultimate goal of creating a favorable perception in the minds of consumers [1, 18]. These promotional efforts are crucial in capturing the attention of potential customers, generating interest in the company's offerings, and eventually leading to increased purchase intention and actual sales. By employing various promotional strategies, businesses can effectively communicate the value of their products or services and differentiate themselves from competitors, ultimately fostering stronger customer relationships and loyalty]. Increased mobile app customer engagement on social media platforms is positively related to customer equity in terms of value, relationships and brand development. Promotion also has implications for strengthening brand attitudes in accordance with the findings of Kim and Park's research [9] on SPA brands in South Korea. Although promotion is part of efforts to distribute information about products to target market segments, product quality is a top

priority for consumers. As stated by Kartajaya et al. [17] in his research on Islamic fashion and lifestyle in Indonesia, religiosity affects Muslim consumers as part of identity. This can also lead to promotions carried out by SMEs in the fashion sector that have shown the suitability of products to consumer identities.

6 Conclusion and Limitation

Discussions on marketing strategies have been studied and proven empirically, but in the context of small and medium businesses, marketing mix has been rare in the last decade. While some of the literature that examines the marketing mix relates it to purchase intention. The existence of e-commerce is one of the factors causing the marketing mix to be said to be no longer relevant. Consumers find it easier to access the products they are looking for and need so that consumer behavior is often associated with it. Indeed, the existence of e-commerce has shifted consumer behavior by no longer referring to the marketing mix as an indication of the determinants of purchase intention and customer behavior. Although some elements of the marketing mix are still considered relevant, such as product, price, and promotion, related to place is no longer a determining factor. Therefore, this study aims to investigate the factors of the marketing mix elements on purchase intention. Furthermore, this research focuses on consumers of fashion products in Mojokerto Regency as one of the largest fashion producers in East Java. The findings in this study indicate that product, price, and promotion which are elements of the marketing mix have a positive and significant impact on purchase intention. In addition, only place which is an element of the marketing mix shows an insignificant effect. Although the findings of this study indicate this, they cannot be used as a general benchmark for consumer behavior. But only as an illustration and trying to prove empirically to consumers in one area only. This of course is also a drawback in this study, so that for future research it can be further proven to strongly prove that the marketing mix is a determining factor for purchase intention.

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