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Assessing the Impact of Quality and Marketing on Men's Apparel Purchase Choices for Product Brand Image at a National Fashion Retail Firm in Bandung

ABSTRACT

In today's globalized world, fashion stands as an appealing and profitable business option. As the economy evolves, the fashion industry grows more expansive, complex, and diverse, supported by various models offered by producers. Fashion represents the daily clothing styles individuals adopt, whether for everyday life or special occasions, with the intent of enhancing personal appearance. This research investigates factors influencing consumer purchasing decisions in the fashion sector, particularly regarding Brand Image in the National Fashion Retail Company in Bandung. The study employs a quantitative approach, utilizing surveys to collect data from consumers. A diverse sample of respondents provides insights into their decision-making processes when selecting clothing. Findings reveal key factors that significantly influence consumer choices, including perceived product quality and emotional connections to brands. This research adds to existing knowledge by identifying specific elements that shape consumer behavior in fashion. Results indicate that a deeper understanding of consumer behavior can assist companies in maintaining competitive advantages in a crowded market. Moreover, the study offers recommendations for brands to tailor marketing strategies based on consumer insights, underscoring the importance of aligning product offerings with consumer needs and preferences.

Keywords: Fashion, Consumer Behavior, Purchasing Decisions, Product Quality, Brand Engagement.

INTRODUCTION

In the current era of globalization, fashion has emerged as an attractive and profitable business venture. The evolving economy has expanded the fashion industry, making it increasingly intricate and diverse, with various styles offered by producers (Sinha, Sharma, & Agrawal, 2023). Fashion reflects daily clothing choices, whether for everyday settings or special occasions, and serves to enhance individual appearance. Defined as the popular clothing styles within a culture, fashion not only influences personal presentation but also signifies social status and lifestyle choices (Adeola, Moradeyo, Muogboh, & Adisa, 2024).

Clothing, made from textiles and fibers, remains a fundamental human need, crucial for personal protection and covering the body. This necessity solidifies clothing as a primary requirement, alongside food and shelter. To meet these needs, the government ensures consumer protection through laws concerning trade, which mandates quality assurance for market products. While many people engage in fashion, their shopping habits can differ, particularly between genders. Brands in the national fashion retail company in Bandung have significant market presence, yet maintaining competitive advantage necessitates understanding consumer dimensions that differentiate their products from competitors.

Understanding consumer behavior becomes essential in influencing purchasing decisions, which involve recognizing problems, seeking information about products, and evaluating alternatives. This research highlights the importance of studying purchasing decisions, given the multitude of offerings in the market, and aims to explore these dynamics within the context of a retail fashion environment.

Sales data indicates that men's clothing experienced a decline of 16 units in October 2022, failing to meet sales targets, followed by a drastic drop of 25 units in January 2023, further distancing from those targets. However, sales rose in March 2023 by 41 units, yet still did not reach the sales goals. This pattern suggests that sales performance for product brand image men's clothing at the National Fashion Retail Company remains inconsistent and below expectations. Continuous improvements in product quality increase customer satisfaction and encourage repeat purchases. Thus, product quality plays a crucial role in consumer purchasing decisions, as customers prefer high-quality items. Promotion also significantly influences purchasing decisions. As Monoarfa, Juliana, Setiawan & Abu Karim (2023) explains, promotion involves communication between sellers and buyers aimed at changing buyer attitudes and behaviors, transforming awareness into purchasing actions.

Strategic promotional activities aim to persuade consumers to buy products, helping to achieve sales objectives. Promotional effectiveness is critical in driving customer engagement and decision-making in the retail sector (Srivastava, Sharma, & Kaur, 2022). Furthermore, Grewal, Guha, Beccacece Satornino & Becker (2025) assert that marketing encompasses creating, distributing, promoting, and pricing goods and services to facilitate satisfying exchanges with customers while maintaining positive relationships with stakeholders in a dynamic environment. A systematic understanding of customer behavior is vital for companies, as it informs businesses on how to adapt their strategies effectively (Bilro, Loureiro, & Souto, 2023). In this context, product brand image recognizes the importance of enhancing both product quality and promotional efforts to effectively influence purchasing decisions and, ultimately, improve sales performance.

The objective of this research is to collect, process, and analyze data regarding the influence of product quality and promotion on purchasing decisions for product brand image men's clothing at the national fashion retail company in Bandung. This study aims to comprehensively investigate several critical areas, including the quality of product brand image, the promotional strategies employed at the retail company, and the subsequent purchasing decisions made by consumers. The research also seeks to evaluate the impact of product quality on purchasing decisions and the role of promotions in influencing these choices at the retail location. Understanding these dynamics is essential, as effective promotions can significantly enhance product visibility and customer engagement, ultimately affecting purchasing behavior (Srivastava, Sharma, & Kaur, 2022). Additionally, the study examines how various factors, such as consumer religiosity, can further influence purchasing decisions in specific market segments (Rafiki, Hidayat, & Nasution, 2024). This comprehensive analysis aims to provide insights into how improving both product quality and promotional efforts can lead to better business outcomes for product brand image.

METHOD

The research methodology employed in this study utilizes a descriptive verifiable approach with a quantitative framework. This method enables a thorough examination of the effects of product quality and promotion on purchasing decisions. The objects of this research include X1 Product Quality, this refers to the characteristics of a product in terms of its ability to meet predefined needs and possesses latent attributes. X2 Promotion, this constitutes a form of marketing communication designed to disseminate information, influence, persuade, and remind the target market about the company and its products, encouraging them to accept, purchase, and remain loyal to the offered products. Y (Purchasing Decision), this encompasses consumer behavior, focusing on how individuals, groups, and organizations select, buy, and use goods, services, ideas, or experiences to satisfy their needs and wants.

To assess data quality, the study will use item analysis for validity testing, correlating each item score with the total score derived from all if the correlation coefficient (r) is equal to or greater than 0.3. If an item does not meet this criterion, it will be excluded from further investigation.

The study will also employ the Person Product Moment formula for validity assessment and utilize Cronbach's alpha for reliability testing. A minimum acceptable coefficient of 0.700 will be established to ensure consistent measurement across the constructs.

For data analysis, the research will implement path analysis, which helps illustrate the relationships between variables, focusing on the extent to which one variable directly or indirectly influences another. This technique aims to develop a model showcasing the cause-and-effect relationships among X1 (Product Quality), X2 (Promotion), and Y (Purchasing Decisions).

RESULT AND DISCUSSION

This study aims to investigate the validity and reliability of the data obtained from respondents to assure the integrity of the findings. By systematically evaluating the measurement tools utilized in the research, we will gain a comprehensive understanding of how well the data represents the intended concepts. The summarizes the assessment of measurement instruments used in this study, detailing how well these instruments accurately measure the constructs of interest assess validity and reliability to ensure that the results are consistent across various uses of the instruments.

Table 1 The calculations for validity and reliability

No Item	X1 Product Quality	X2 Promotion	Y Purchasing Decisions
1	0.794	0.731	0.643
2	0.761	0.825	0.870
3	0.792	0.770	0.852
4	0.797	0.870	0.789
5	0.658	0.618	0.835
6	0.794	0.770	0.728
7	0.794	0.866	0.702
8	0.803	0.728	0.832
9	0.794	0.862	0.850
10	0.797	0.800	0.841
11	0.658	0.857	0.830
12	0.835	0.890	0.791
13	0.703	0.883	0.703

14	0.811	0.861	0.647
15	0.782	0.829	0.433
R2	0.961	0.969	0.955

The results of the data quality testing at table 1 show that all the variables meet the important criteria, with scores higher than 0.300. For instance, Product Quality (X1) has scores that range between 0.658 and 0.835. Promotion (X2) scores range from 0.618 to 0.890, while Purchasing Decisions (Y) go from 0.433 to 0.870. This indicates a strong connection between these variables, meaning they are reliable and valid.

In terms of reliability, each variable impressively scores above 0.700, which classifies them as trustworthy. Specifically, X1 scores 0.961, X2 scores 0.969, and Y stands at 0.955. Such high reliability scores suggest that the measurements for these factors remain consistent over time, so we can trust the results.

Furthermore, the research highlights a significant impact of both product quality and promotion on purchasing decisions. Previous studies, including those from Rehman & Elahi (2024) and Chen, Lan & Chang (2023) reinforce this result. They found that high product quality usually leads to happier customers, which increases the chances of making a purchase. Effective promotional strategies also significantly affect how consumers behave and make decisions. In essence, focusing on improving product quality and implementing strong promotions can enhance customer satisfaction and ultimately boost sales. This understanding is vital for businesses aiming to thrive in competitive markets. By prioritizing these factors, companies can create better experiences for their customers, which will likely encourage purchasing and loyalty.

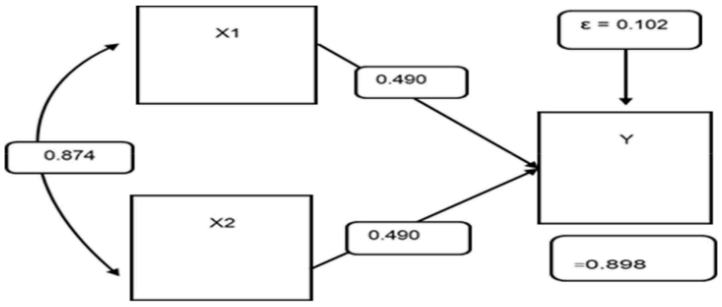

Figure 1. The results of the calculations regarding the impact of product quality and promotion on purchasing decisions.

The figure visually represents the relationships and correlations identified in the data, showcasing how various elements of product quality and promotional strategies influence consumer behavior. It highlights key metrics and trends, effectively summarizing the findings of the study. This visual representation aids in understanding the significant effects these factors have on consumers' purchasing choices, emphasizing the importance of both quality and promotional efforts.

The results of the path calculations show that variable X1 has a path coefficient of 0.490. This means that X1 significantly influences other variables in the model, contributing to the overall relationships being studied. Similarly, variable X2 also has a path coefficient of 0.490. This indicates that X2 similarly plays an important role in impacting the other variables.

Both coefficients being equal suggests that X1 and X2 have similar levels of influence within the framework of the research. This balance highlights the importance of both product quality and promotion in shaping outcomes. By recognizing these coefficients, researchers can better understand how improvements in either variable can drive positive changes in related areas, such as purchasing decisions.

The research findings highlight the significant influence of product quality and price on purchasing decisions. Yu et al. (2022) investigate consumer preferences for domestic versus foreign brands, demonstrating that product quality plays a vital role in shaping these choices. Their findings indicate that consumers are more likely to prioritize product quality over brand origin when making purchasing decisions. Musso et al. (2022) analyze various factors affecting the purchase of private label products among different age groups, revealing that perceived product quality can significantly drive consumers toward private labels, often influenced by competitive pricing. This suggests that both quality and pricing strategies are essential in attracting diverse consumer demographics. Sutisna et al. (2023) examine the effects of product quality and promotional strategies on purchasing decisions within the context of a company producing weapons systems and commercial products. The study highlights that effective promotions tied to high product quality can significantly enhance consumer purchasing intentions. Lee et al. (2023) further contribute by exploring consumer behavior toward halal products before and during the COVID-19 pandemic, emphasizing that factors like price and quality heavily influence decisions in this context as well. Together, these studies affirm that product quality and pricing strategies are critical determinants in shaping consumer purchasing behavior, ultimately driving sales and market success.

These findings can guide businesses in prioritizing efforts that enhance both product quality and promotional strategies to effectively boost their performance.

CONCLUSION

This research concludes that product quality significantly influences purchasing decisions for product brand image men's clothing at the National Fashion Retail Company in Bandung. The direct influence stands at 24 percent, with an indirect effect of 20.9 percent, leading to a total impact of 44.9 percent. This finding

confirms that Product Quality (X1) plays a vital role in shaping purchasing decisions (Y). Similarly, Promotion impacts purchasing decisions with a direct effect of 24 percent and an indirect effect of 20.9 percent, also totaling 44.9 percent. This result indicates that Promotion (X2) significantly affects purchasing decisions (Y). When combined, Product Quality and Promotion together influence purchasing decisions by 89.8 percent, while other factors not studied account for 10.2 percent. These additional factors may include price, distribution, and more. Although the findings are significant, this research has limitations. Some products from product do not meet market standards, affecting overall quality. Issues such as poor stitching, thin fabric that easily fades, and uneven designs detract from consumer appeal. These shortcomings can lead to a negative perception of the brand, influencing purchasing behavior. Future research should enforce stricter quality standards for products to meet consumer expectations. Company must focus on improving product design and fabric quality. Additionally, the promotion strategy should enhance communication about current promotions. Clearer advertisements will help customers easily understand and engage with the offerings. Expanding promotional efforts through social media will attract younger audiences. Overall, both Product Quality (X1) and Promotion (X2) greatly influence purchasing decisions (Y). Company should prioritize improving Product Quality to build consumer trust and preference for its offerings. Strengthening promotional activities will help attract new customers and expand market reach, ultimately enhancing purchasing decisions for product brand image men's clothing at the National Fashion Retail Company in Bandung.

REFERENCES

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