

The Effect of Marketing Mix and CSR Program Toward Purchase Intention of Uniqlo Among Millennial Generation in Jakarta

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ABSTRACT

Fast-fashion retailers are regarded as a major economic player in Indonesia. Many worldwide retailers want to not only meet global demand, but also to extend their market into emerging markets such as Indonesia. Uniqlo, a Japanese clothing manufacturer, has emerged as Asia's largest fast-fashion shop over the last decade. The purpose of this study is to examine how Uniqlo's marketing mix influences purchasing intentions. Brand Image and CSR program will be used to supplement and increase the research's accuracy. Marketing mix is utilized in marketing theory with the elements of product, price, promotion, and place.

CSR program, on the other hand, include the application that highlights the responsibility that corporations have towards the society and environment in which they choose to operate. Initially, the objective of CSR was to preserve the world, and it paved the path for many modes of operation. However, some argue that Corporate Social Responsibility in commercial practice has had the opposite effect. Interestingly, as the fashion business developed, it got more social, and its evolution over time has thrown more light on how vital the concept of CSR is in this context. Multiple regression analysis is used to analyse the response from 100 respondents. The sampling method used is non-probability sampling, especially systematic sampling.

Keywords: *Corporate Social Responsibility (CSR), Marketing Mix, Purchase Intention, Brand Image*

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INTRODUCTION

CHAPTER 1

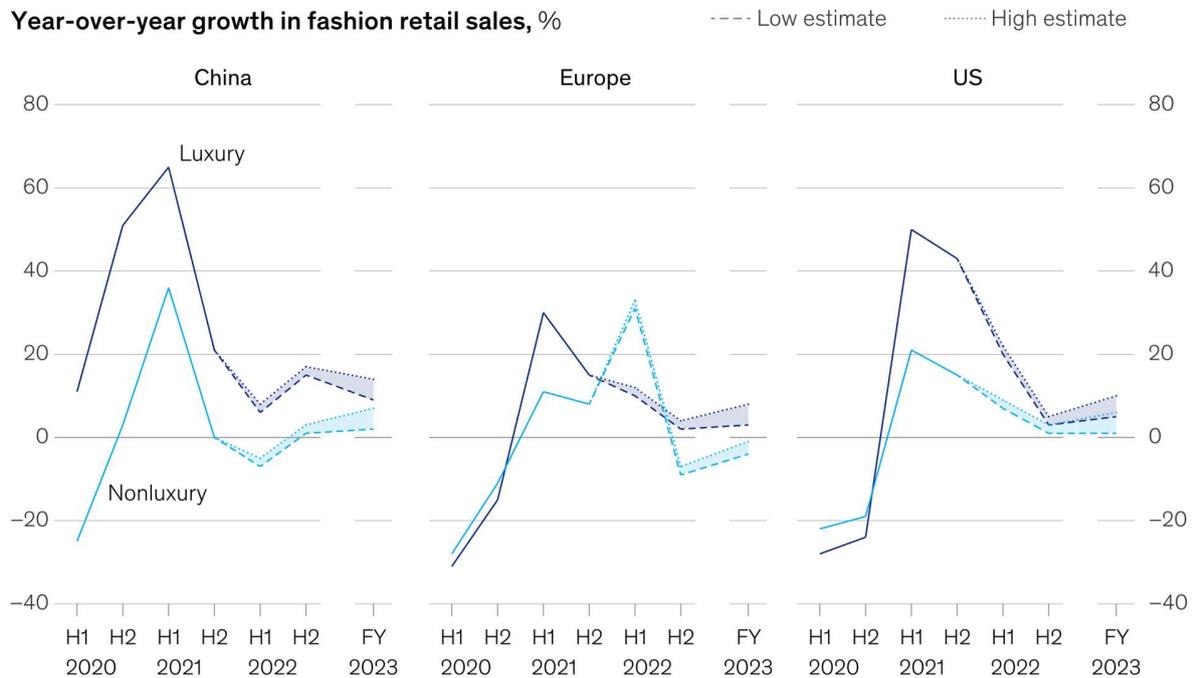
1.1 Background of Study

The fashion industry is, certainly, a product of the modern age. During the mid-nineteenth century, most clothing was manufactured to order. People were on the lookout for dressmakers and tailors. They produced clothing for people or for home manufacture. When the twentieth century arrived, technology had advanced, and sewing machines became the tools that sparked global capitalism. Factory procedures were devised, resulting in mass-produced standard-size clothing supplied at fixed pricing.

Despite the fact that the industry began in Europe and America, it has spread to other countries. One explanation is that some fashion brands manufacture their products in other countries such as China and Vietnam for global distribution. This demonstrates how multinational the fashion business is. Until the twenty-first century, the industry remained one of the largest employers in the United States, despite recent job losses owing to overseas production. In the fashion sector, for example, there are four major levels: raw material production, fashion goods manufacture, retail sales, and advertising. Each level is separated independent sectors but will meet up in the middle to accomplish the goal of the fashion company in order to satisfy customers.

Many of the world's fashion enterprises are fast expanding, indicating that the fashion sector is certainly a dynamic one. Many tiny entrants, both online and offline, are rapidly establishing their enterprises and quickly bringing themselves to the global scale. Fashion is today regarded as a massive sector, with over US\$ 1.2 billion in revenue in 2013 alone in the United States, and it triples its global revenue (Ferdinand, 2017).

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Note: Growth forecasts are reflective of inflation; growth rates calculated on actual figures expressed in local currencies.

McKinsey & Company

Figure 1.1 Year over year growth in fashion retail sales, 2021

However, a recent forecast by McKinsey & Company (2021), the fashion industry is again facing a challenging climate. Hyperinflation and depressed customer sentiments have already resulted in declining growth rates in the second half of 2022. Expect that the slowdown is likely to continue through 2023. In 2023, consumers will be unpredictable and fickle. Brands will need to consider carefully the factors that affect shopping behaviors and respond accordingly.

In the future, it is expected the luxury sector will outperform the rest of the business as wealthy consumers continue to travel and spend, keeping them more protected from the consequences of hyperinflation. According to McKinsey's fashion forecast analysis, the luxury industry is likely to increase between 5 and 10% in 2023, driven by strong momentum in China (estimated to rise between 9 and 14 percent) and the United States (projected to grow between 5 and 10 percent). Europe, on the other hand, is under intense

pressure from rising interest rates and an intensifying energy crisis, which is expected to result in limited sales growth for the luxury industry (projected to grow between 3 and 8 percent).

The fashion market, excluding the luxury sector, will struggle to deliver significant growth in 2023. McKinsey analysis of fashion forecasts projects relatively slow sales growth of between -2 and +3 percent, weighed down by a contraction in the European market (expected to shrink between 1 and 4 percent) (exhibit). China and the United States are expected to fare better, growing between 2 and 7 percent and between 1 and 6 percent, respectively. These forecasts are reflective of inflation and are calculated in local currencies, meaning that the real impact for the sector could be more negative than these figures suggest.

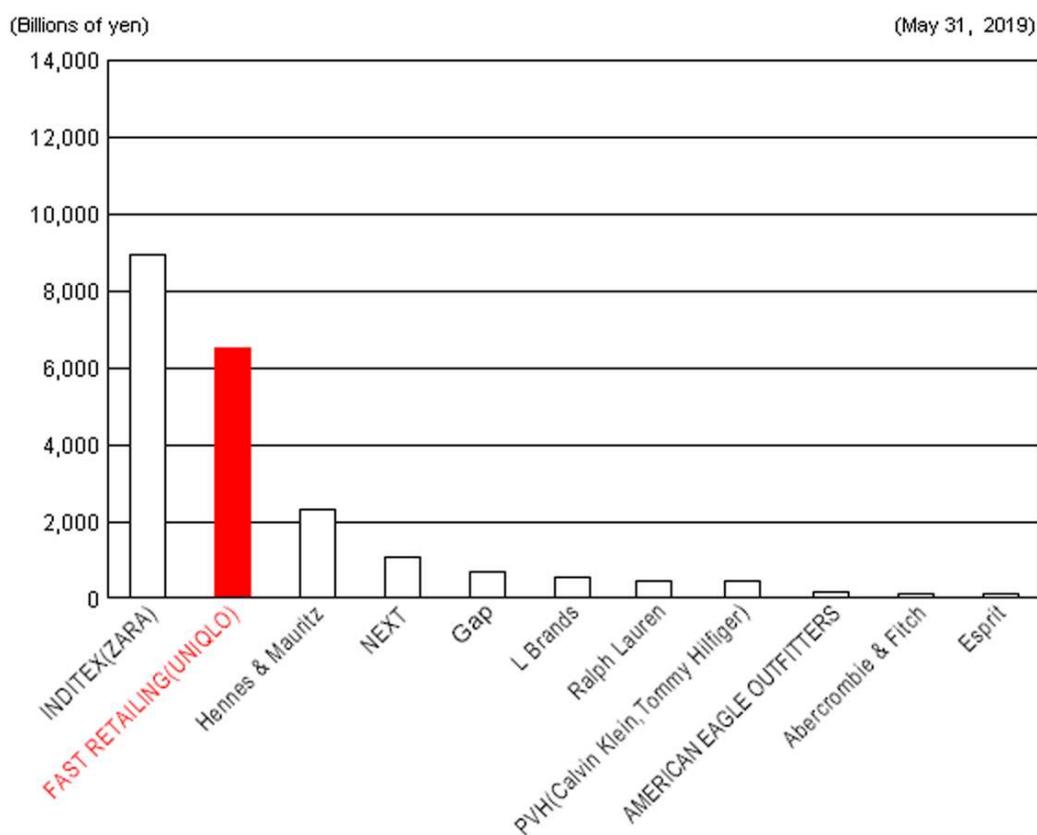


Figure 1.2 Major Global Apparel and Manufacturer (Fast Retailing Co., 2019)

In addition, the figure above from Fast Retailing Co in 2019 shows the list of the major global apparel and manufacturer in the world. The famous Spanish flagship brand, Inditex, is in the highest position in terms of market capitalization, followed by Fast Retailing, a holding company of Uniqlo.

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1.2 Fast Fashion

Fast industrialization has altered the role of the fashion industry; for example, the expansion of technology such as sewing machines has generated the ready-to-wear model, which has resulted in the spread of mass production, often known as fast fashion. The phrase "quick fashion" came from the movement of catwalk designs to store shelves. The rate at which new fashion cycles emerge shows the concept of fast fashion. Fast fashion has comparable fashion design styles to high fashion firms, but at significantly lower prices (Dutta, 2002). This means that buyers can spend less money to appreciate the creations of premium fashion designers. The relatively cheaper pricing can readily attract a younger generation of buyers, and their willingness to acquire fashion things they enjoy stimulates impulsive purchases (Byun and Sternquist, 2008). According to Lewis (2016), a professor at Cornell University's Department of Fiber Science and Apparel Design, the fashion cycle used to be only four seasons every year, but it might now be as many as 11 or 15, if not more.

According to a PricewaterhouseCoopers (2016) analysis, the Asian textile and apparel market is predicted to grow fast over the next five years, with an average annual expenditure growth of 9.5% due to the high number of middle-class consumers. Furthermore, fast fashion retailers are constantly expanding across Asia, with an average expenditure increase of nearly 10% every year. Fast fashion has been the focus of contemporary demand growth, with Asian consumers feeling trapped in a "never-ending cycle of desiring" for fast fashion products. Furthermore, fast fashion firms have filled the void left by consumers who want to seem fashionable but cannot afford expensive items. The speeds of turnover in the fast fashion collection ensures more highly demand, because the brand move quickly from one trend to the next.

Indonesia has a massive and expanding market, which corresponds to the country's economic progress. The per capita income of citizens from the medium to upper economic classes is increasing, which has an impact on the growth of demand for consumer goods, particularly fast fashion items. According to JakPat (2017)'s survey on Fast Fashion Brand Consumption in Indonesia in 2017, H&M and ZARA are the most popular brands among both men and women.

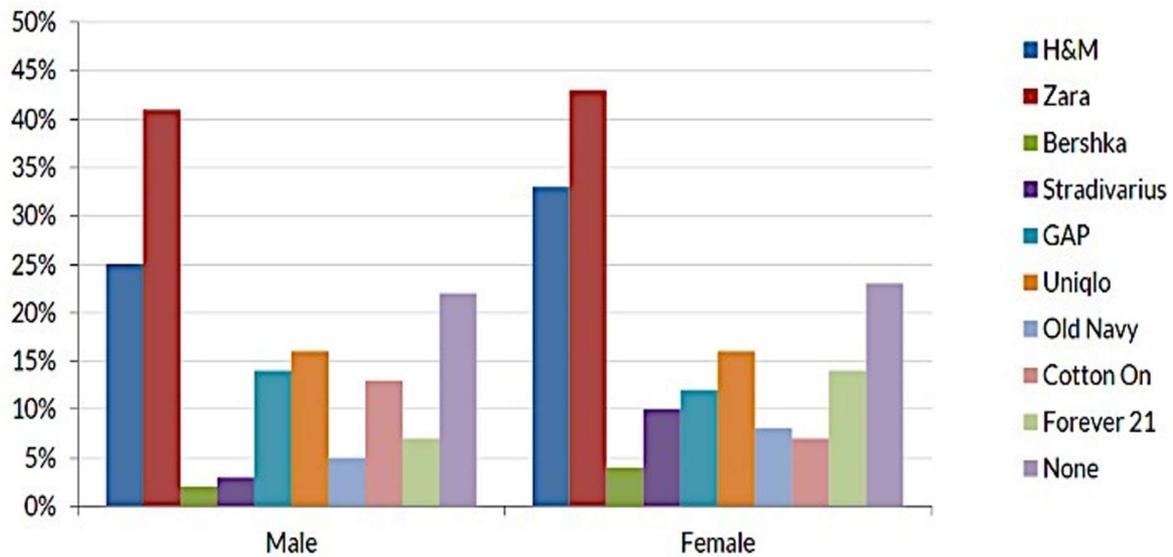


Figure 1.3 Fast Fashion Brand Consumption in Indonesia (JakPat, 2017)

In Indonesia, ZARA and H&M are often regarded as the dominant fast fashion retailers. ZARA rated 25th on the list of the finest global brands in 2018, with a brand value of US\$ 17.712 million (Interbrand, 2018). This Spanish apparel shop is the Inditex group's main chain store, with over 2,220 outlets in 88 countries. For example, ZARA was a fast fashion pioneer due to their very responsive supply chain (Business of Fashion, 2019). ZARA may release 20 new season collections per year (Christopher et al., 2004). This company can design, manufacture, and ship a new outfit in two weeks (Cline, 2012). The same as H&M, H&M opened its first door in Indonesia in 2013, and they are very optimistic because the market in Indonesia is very attractive and has high purchasing power, considering the number of the population, also Indonesia was considered to have good economic growth amid the unstable global economic conditions.

1.3 UNIQLO Company Background



Figure 1.4 Uniqlo Logo (Uniqlo Official Website, 2019)

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Uniqlo is a Japanese casual wear manufacturer, producer, and retailer. Tadashi Yanai began the company in Yamaguchi, Japan, in 1949 as a textile manufacturer. "Unique Clothing Warehouse" was the company's initial name. Uniqlo is owned by Fast Retailing Co, which is the world's third largest manufacturer and retailer of private-label garments. Uniqlo founded its first store in Hiroshima in 1984, demonstrating the popularity of SPA (specialist retailer of private label apparel), sometimes known as fast fashion.

Uniqlo Japan had 827 stores as of 2018, including 43 franchise locations. According to Fast Retailing's official website, Uniqlo International has expanded to 1,241 locations, including 726 in Greater China (Mainland China, Hong Kong, and Taiwan), 186 in South Korea, 198 in Southeast Asia & Oceania, 78 in Europe, and 53 in North America. Uniqlo's business strategy includes of the clothing-making process, from planning and design to production, distribution, and retail.

Uniqlo is very well-known of its LifeWear clothing, which offers comfort, high quality, simple and fashionable style in affordable price for women, men, children, and babies. The clothing line offered by Uniqlo are very simple to be worn daily for everyone with different type of collection, which are; 1) AIRism, casual clothes that use comfort conditioning technology, 2) HEATTECH, ideal collection that provides warming inner layers for cold seasons, 3) ACTIVEWEAR, on the go collection for gym or daily wear, 4) UT: Graphic T-Shirt, basic tees, sweaters, and hoodies with different collaboration with various brands, and many more collections.

Uniqlo has upgraded its products by cooperating with like-minded creatives for years, and it has been its commercial cornerstone, particularly for their UT: Graphic T-Shirt brand. The brand aspires to tap into pop culture, high fashion, and niche interests to develop unique designs that are affordable to everyone. Uniqlo x KAWS x Sesame Street, Uniqlo x Keith Haring, Uniqlo x JW Anderson, and many more are examples of well-known collaborations.

Uniqlo has expanded its operations in Southeast Asia, including Indonesia. Tadashi Yanai, the founder of Uniqlo, stated that "As the most populous nation in Southeast Asia, and with a strong and growing economy, Indonesia is a key market. With the opening of our first store, we aim to speed up our expansion in Southeast Asia.". According to UNIQLO Projecting Sale Report, UNIQLO is projecting a huge growth with **300Billion** Revenue in Five Years with the current climate in the fast fashion industry.

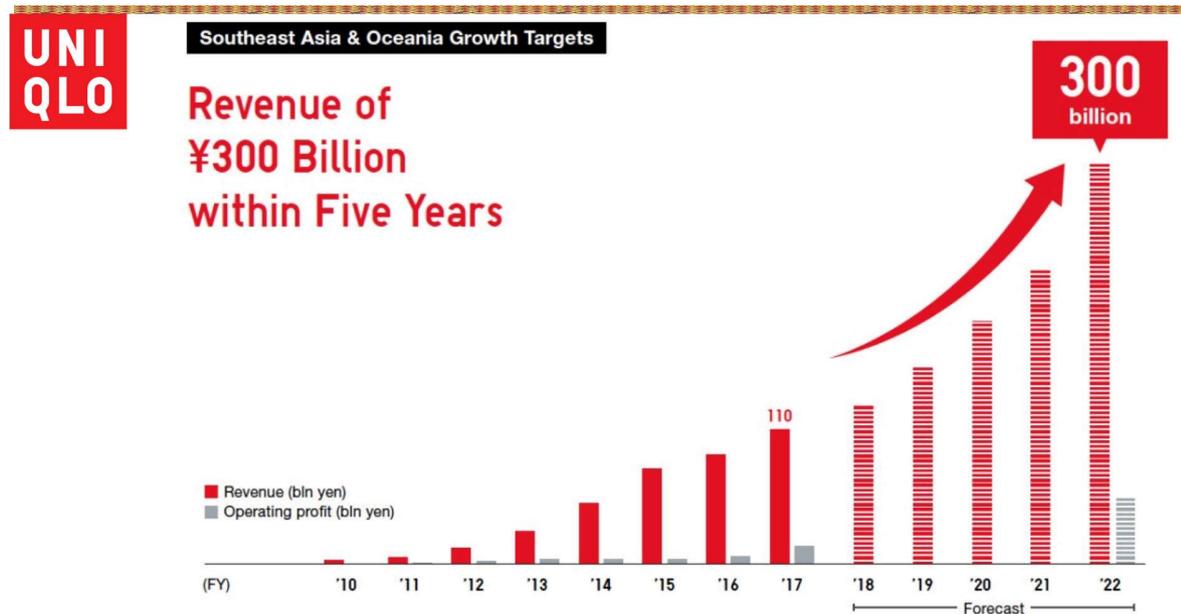


Figure 1.5 Uniqlo Southeast Asia & Oceania Growth Targets (Uniqlo Official Website, 2019)

1.4 Problem Statement

Bereft by global risks and uncertainties, leaders in the fashion industry will need to pay careful attention to macroeconomic and political issues in the regions where they produce and sell their products in the year ahead.

The outlook for the global fashion industry in 2023 is uncertain and tenuous. Heading into 2023, the industry's decision makers will need to prepare to make strategic sacrifices while investing in agility and creativity to succeed when the market eventually recovers. In addition, there are other several big players in Jakarta beside Uniqlo, namely H&M, Cotton On, Giordano and others making the competition is tougher.

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1.5 Research Question

Hair et al. (2007) stated that well-defined research questions will enable researchers to specify their research objectives, determine information needs and determine the suitable research designs. Therefore, the constructed research questions of this study are as follows:

1. Does product have significant effect on consumers' purchase intention of Uniqlo?
2. Does price have significant effect on consumers' purchase intention of Uniqlo?
3. Does place have significant effect on consumers' purchase intention of Uniqlo?
4. Does promotion have significant effect on consumers' purchase intention of Uniqlo?
5. Does CSR Program have significant effect on consumers' purchase intention of Uniqlo?
6. Does Brand Image have significant effect on consumers' purchase intention of Uniqlo?

1.6 Research Objectives

To indicate the causal effect between the independent variable of marketing mix which are product, price, place, promotion, and variable of CSR Program and Brand Image towards the dependent variable purchase intention millennial in Jakarta in purchasing products of Uniqlo by developing hypotheses.

1.7 Research Benefits

1. Theoretical Benefit. The result of this research will present as empirical evidence of factors affecting purchase intention towards a fast-fashion retail, specifically Uniqlo, among millennial generation in Jakarta, and can be used as a reference for future studies in similar areas.
2. Practical Benefit. The result of this research is expected to contribute practical benefit for fast fashion brands such as Uniqlo to improve its business by determining the suitability of a product or service for particular **target market with marketing mix (4Ps) CSR Program, and Brand Image.**

1.8 Research Novelty with Previous Research

Author(s)	Year	Variables	Title	Location
Nguyen, T. N., Phan, T. T. H., & Vu. P. A.	2015	Marketing Mix, Consumer Buying Behavior	The Impact of Marketing Mix Elements on Food Buying Behavior: A Study of Supermarket Consumers	Vietnam
Mahmoud. T. O.	2017	Marketing Mix, Purchase Intention	The Impact of Green Marketing Mix on Purchase Intention	Sudan
Faiqotu Zahroh dan Achmad Fauzi DH. (2018)	2018	Marketing Mix, CSR, Brand Image, Consumer Buying Intention	The influence of Corporate Social Responsibility (CSR) on brand image and its impact on purchasing decisions	Indonesia
Nugroho, A.R. & Irena, A.	2017	Marketing Mix, Consumer Characteristic, Psychological Factors, Purchase Intention	The Impact of Marketing Mix, Consumer's Characteristics, and Psychological Factors to Consumer's Purchase Intention on Brand "W" in Surabaya	Indonesia
Fadhila. F.	2017	Marketing Mix, Purchase Intention	The Effect of Hijab Fashion Company Marketing Mix Strategy to the Number of Hijab Consumer in Indonesia.	Indonesia

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1.9 Description of Research Method(s) and Data

This research utilizes the quantitative method by conducting an online survey that includes demographic questions, followed by many questions on a 5-point Likert scale. The survey findings are analyzed using SPSS to determine the relationship between the variables and to test the validity of the hypotheses. The survey's respondents are millennials between the ages of 18 and 37 who live in the Jakarta area. In this study, two types of factors were tested: independent variables of marketing mix (Product, Price, Place, and Promotion) and variables of CSR Program, as well as dependent variables (Purchase Intention).

CHAPTER 2 LITERATURE REVIEW

2.1 Marketing Mix

The marketing mix is the set of controllable tactical marketing tools that include product, price, place, and promotion that a company blends to achieve the desired response in the target market (Kotler, 2011). For example, Kotler remarked that the major goal of this blend is to suit the demands and desires of the targeted market. The tools can be used to create long-term strategies as well as short-term tactical programs. Palmer (2004).

Borden (1965) claimed to have been the first to use the term marketing mix. Borden's initial marketing mix included 12 components, which included product planning, price, branding, distribution methods, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact collecting and analysis. Furthermore, McCarthy (1964) refined Borden's (1965) idea further by defining marketing mix as a combination of all of the factors at a marketing manager's command to satisfy the target market, then regrouped Borden's 12 elements to four elements, namely product, price, promotion, and place at a marketing manager's command to satisfy the target market.



Figure 2.1 4Ps of Marketing Mix by Kotler (Entrepreneurial Insights cited from Cleverism, 2014)

2.1.1 Product

Product is defined as a physical product or service that the consumer is willing to pay for, and it includes half of the material commodities, such as furniture, clothing, and grocery items, as well as intangible products, such as services, that users purchase (Singh, 2016). Product, on the other hand, is defined as the "whole bundled benefits that a consumer receives in an exchange process" by Blackwell, Miniard, and Engel (2006). Kotler and Armstrong (2016) define a product as having seven elements: variety, quality, design, features, brand name, packaging, and services. The definition of product diversity is "the range of distinct models/types available within a single product line or category" (Kim, 2006). Companies recognize that each consumer has various product preferences, quality appraisals, budget limits, and so on. To satisfy those diverse consumers, high product variety is thus created (Kim, 2006).

2.1.2 Price

Price is the amount of money that the end consumer expects to pay for a product. Price is defined by Kotler and Armstrong (2016) as the amount of money or value that consumers are prepared to give up in return for a product or service. Stanton (1998) employs four price indicators: price competitiveness, affordability, price to quality, and price to benefit. Stanton further claimed that price competitiveness refers to the producer's competitive pricing, whereas affordability refers to the purchasing power of a product by customers.

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Price can be stated as an actual or useful, giving value, and the price of companies to identify their products or services in the role of marketability regulation (Owomoyela, et al., 2013). Singh (2016) emphasizes that the cost of the product, marketing strategy and costs associated with distribution, advertising costs, or price changes in the structure of the market are all essential factors in establishing prices.

2.1.3 Place

Another critical component of marketing is a location, often known as distribution, which is described as the process and techniques by which items or services reach clients (Martin, 2014). Moreover, Creswell (2009) defines place as an area that combines location, locality, and feeling of place. The term “location” relates to both the distance and the ease with which the location can be reached. The setting of a location is referred to as its locale. It encompasses the physical surroundings of the location (i.e. parks, the building itself and other building around it, etc.). According to Lamb, Hair, and McDaniel (2011), products must be offered at the appropriate location and right time. Customers’ buying intent increases when products are available to them. Without the right place strategy, consumers cannot access the product.

2.1.4 Promotion

The promotion component of the marketing mix raises consumer awareness of items, which leads to increased sales and helps to promote brand loyalty. Thus, marketing mix promotion is a technique that aids in the dissemination of information, encourages purchase, and influences the buying decision process (Isoraite, 2016). Kotler and Armstrong (2016), for example, define promotion as a communication channel used to promote a product's value proposition to consumers and urge them to act on a market offering.

According to Lovelock (2010), promotion can change a consumer's belief, image, and attention toward a brand/product, which might influence purchase intention. Furthermore, McCarthy (1998) defined marketing communications as a specific mixture of aspects such as advertising, personal selling, sales promotion, public relations, and direct marketing that businesses utilize to achieve their advertising and marketing goals.

2.2 Corporate Social Responsibility

Corporate Social Responsibility, or CSR as it is more commonly known, was established in 1990 by the World Business Council for Sustainable Development (WBCSD), a business organization that was given

approval by the Bangsa Serikat Authority to represent all business sectors so they could participate in economic development. WBCSD views this CSR commitment as a business commitment to operate legally, contribute to economic growth, improve the quality of life for workers and their families, and benefit the surrounding community. (Rudito, 2013)

According to Kotler and Lee (Eka, 2013) Corporate social responsibility is a commitment to the company's contribution to improving the welfare of society through free business practices. According to Budimanta (Porter et al., 2014), Marcell (2019) Corporate Social Responsibility (CSR) is an approach where companies integrate social concerns in their business operations and interactions with stakeholders based on the principles of volunteerism and work partnerships.

Alexander Dahlsrud in his research entitled "How Corporate Social Responsibility is Defined" (Dahlsrud, 2008) explained that the definition of CSR consistently contains 5 dimensions, namely:

1. The Environmental Dimension refers to the environment which includes environmental cleanliness, environmental management, and environmental care in business operations.
2. Social dimension, namely the relationship between business and society which is reflected in the phrase contributing to a better society, integrating social interests in business operations, and paying attention to the impact on society.
3. The Economic Dimension which explains the socio-economic or financial aspects of a business, which includes the contribution to economic development, maintaining profits, and business operations.
4. The Stakeholder Dimension, which of course explains the business relationship with its stakeholders, which is explained by the interaction between the company's stakeholders, the company's relationship with employees, suppliers, consumers and the community.
5. The Voluntary Dimension concerns values and ethics, volunteering, and other things outside of legal obligations.

Implementation of Corporate Social Responsibility According to Kotler and Lee in Samuel, and Wijaya (2008) the implementation of CSR can be categorized into six categories, namely:

1. Cause Promotions which is the application of a company to provide funds or similar contributions to increase awareness and concern about its social goals. . In this case the company can initiate and manage its own promotion. For example, The Body Shop is promoting itself through a ban on testing of cosmetic products on animals.

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2. Cause Related Marketing which is the company's responsibility to make contributions or donations to a portion of the income of certain social institutions based on sales.
3. Corporate Social Marketing where the company supports the development or implementation of behavior change with a view to improving public health, safety, and environmental welfare. For example, Philip Moris encourages parents to talk to their children not to smoke.
4. Corporate Philanthropy is the implementation of CSR where companies make direct contributions to social institutions, generally in the form of cash, donations.
5. Community Volunteering is an initiative from the company to support and encourage its employees, business partners, and franchise members to give up a little time to participate in implementing the CSR program that is being run by the company.
6. Social Responsibility Business Practice is an initiative of a company to adopt and regulate its business and investment practices in order to support social institutions in an effort to improve people's welfare and protect the environment. For example, Starbucks works with Conservation International to support farmers to minimize their negative environmental impact.

In this case Kotler and Lee (Eka et al., 2013) also mention several benefits that can be obtained by companies through the implementation of this strategic CSR, such as increasing sales and market share, strengthening brand positioning, improving company image, reducing operating costs, and increase the attractiveness of the company in the eyes of investors and financial analysts.

2.3 Brand Image

The American Marketing Association (Kotler, Philip; Keller, 2009) defines a brand as a name, term, sign, symbol or design or a combination thereof which is intended to identify the goods or services of one seller or group of sellers to differentiate them from those of competitors.

According to Kepfer (Zzahroh & Fauzi, 2018) brand is the creation of value for customers resulting from communication and marketing activities carried out by the company. Furthermore, brand image is defined (Surachman, 2008) as part of a brand that can be recognized but cannot be spoken, such as symbols, special letter or color designs, or customer perceptions of a product or service represented by the brand.

Brand image is not only formed for the purpose of purchasing products, but brand image is also related to how consumers interpret brand messages and actualize them into their lives so that they become part of their lives (Wijaya et al., 2018). Another view of brand image is what consumers perceive about a brand

(Sugiarti, 2015). Brand image concerns how consumers describe how they feel about the brand when they think about it.

Based on several explanations related to brand image above, it can be concluded that brand image is the identity of a brand that is attached to products or services that are deliberately made by the company in the hope that consumers can interpret the image formed by the company.

Brand Image Measurement According to Kotler and Armstrong (Sondakh, 2014) that brand image measurement can be done based on aspects of a brand, namely:

1. Strength

Strength leads to various advantages of the brand in question that are physical, and are not found on other brands. The superiority of this brand refers to the physical attributes of other brands such as: the physical appearance of the product, the functioning of all the facilities of the product, the price of the product, as well as the appearance of the supporting facilities of the product concerned.

2. Uniqueness

Uniqueness is the ability to distinguish a brand from other brands. This unique impression arises from product attributes, including: service variations, and price and differentiation

3. Favorable advantage

Refers to the ability of the brand to be easily remembered by customers, such as: the ease of product brands to pronounce, their ability to keep customers in mind, as well as the compatibility between the impression of the brand in the minds of customers and the image the company wants for the brand in question.

Apart from measuring brand image, there are studies that show that nowadays people value companies and brands not only from product offerings, but also from the extent to which the company is involved in socially responsible behavior (Blombäck & Scandeliu, 2013). This finding is also supported by Susanto (Ulum, 2014) that the brand image can be improved by a company that carries out its social responsibility consistently and in the long term, so that the company gets broad support from the community who feel the benefits of the various activities it carries out. to establish a good reputation.

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2.4 Purchase Intention

Purchase intention is the consumer's desire to purchase a goods or service. In other words, buying intention includes the consumer's decision to buy a product after evaluating it. Many elements influence the consumer's intention while purchasing a product, and the final selection is influenced by huge external influences (Keller, 2001). Purchase intention measures a consumer's willingness to acquire a product, and the higher the purchase intention, the greater the consumer's eagerness to buy a product (Dodds, et al., 1991; Schiffman & Kanuk, 2000). Consumer purchase intention is formed by a consumer's attitude and appraisal, as well as external influences, and it is an important aspect in predicting consumer behavior (Fishbein & Ajzen, 1975).

Purchase intention is defined as a consumer's likelihood of acquiring a product or service in the near future (Ajzen and Fishbein, 1980). The attention, interest, desire, action (AIDA) model is one of the most well-known HOE models in purchasing decisions (Hutter et al., 2013). The AIDA model is commonly used in marketing and advertising to define the processes or stages that occur between the time a consumer first becomes aware of a product or brand and the time the consumer trials a product or makes a purchase decision. For example, Satish and Peter (2004) emphasize that consumer knowledge about the product plays an important influence in product purchasing decisions.

Furthermore, as stated by Ferdinand (2002) in Hidayat, Elita, and Setiaman (2012), purchase intention can be measured by transactional intention (intention to buy a product), preferential intention (strong preference for a specific product that cannot be replaced), referential intention (tendency to recommend a product to others), and explorative intention (behavior to find positive information about a product).

2.5 Theoretical Framework

The purpose of this study is to determine whether or not the parts of the marketing mix and consumer attributes influence purchase intention. As a result, a theoretical framework is developed with marketing mix and CSR program as independent variables and purchase intention as the dependent variable. The influence constellation between the variables can be built into the framework illustrated in the figure below. The framework is based on Nugroho, A.R., and Irena's prior research on the impact of marketing mix, CSR Program and brand image on consumer purchase intention on Brand "W" in Surabaya.

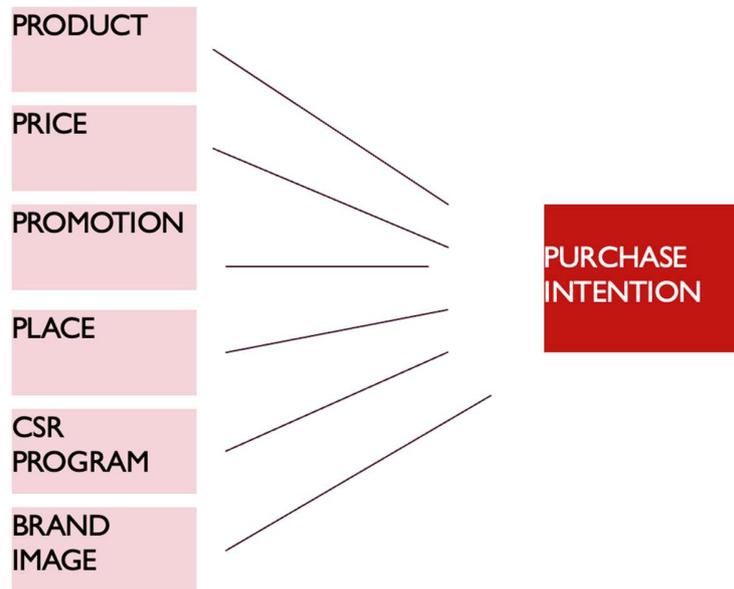


Figure 2.2 Theoretical Framework by Author (2022)

2.6 Hypotheses Development

The hypotheses of this research were identified based on the problem statement discussed in Chapter 1 (Introduction), combined with the relevant theories explained in Chapter 2 (Literature Review). To test the validity of the hypotheses of the research, an online survey would be carried out, and the results acquired will be analyzed with a data analysis tool. The hypotheses of this study are as follows:

- H1:** Product has significant effect on consumers' purchase intention of Uniqlo.
- H2:** Price has significant effect on consumers' purchase intention of Uniqlo.
- H3:** Place has significant effect on consumers' purchase intention of Uniqlo
- H4:** Promotion has significant effect on consumers' purchase intention of Uniqlo.
- H5:** CSR Program has significant effect on consumers' purchase intention of Uniqlo.
- H6:** Brand Image has significant effect on consumers' purchase intention of Uniqlo.

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CHAPTER 3 METHODOLOGY

3.1 Research Design

The research method involves recognizing a management problem or opportunity, converting that problem or opportunity into a research problem, and collecting, analyzing, and reporting the information stated in the research problem (Kervin, 2004). As a result, the author ensures that this thesis is well-structured and well-planned, from setting objectives to identifying supporting theories for the research objectives, creating research hypotheses, and administering surveys to gather answers for the research objectives.

This research uses a quantitative technique. Quantitative research, according to Minichiello et al. (1990), is focused with discovering facts about social processes while assuming a fixed and measurable reality. For example, he argued that the methodological approach to getting quantitative data is by examining numerical comparisons and statistical judgments.

3.2 Measurement of Variable

There are two types of variables in this study: dependent and independent variables. An independent variable is a factor or feature that influences or affects a result or dependent variable (Creswell, 2012). A dependent variable, on the other hand, is a trait or quality that is dependent on or impacted by the independent variable (Creswell, 2012); hence, the researcher did not control this variable, but it was affected by the independent variable.

The following table below shows the measurement of variable of this research along with its indicators, which consists of independent variable of Product, Price, Place, Promotion, Brand Image and Corporate Social Responsibility as well as the dependent variable of Purchase Intention.

Variable	Indicator	Item	Measurement Item	Scale
Product	Variety	PRO 1	I find Uniqlo has many product varieties in each of their collection	Likert Scale

	Quality	PRO 2	I find the products offered by Uniqlo are very comfortable		
		PRO 3	I find the material used for Uniqlo's products are long-lasting		
	Design	PRO 4	I find the design of Uniqlo's products are vary and fascinating		
	Feature	PRO 5	I find Uniqlo's product collaboration are very interesting		
	Brand Name	PRO 6	I believe Uniqlo is a well-known brand		
Price	Price Competitiveness	PRI 1	Uniqlo has competitive price compared to its competitors	Likert Scale	
		Price to Quality	PRI 2		The price offered by Uniqlo is appropriate for its quality
		Price to Benefit	PRI 3		The price offered by Uniqlo is appropriate with the benefits I received
Place	Location	PLA 1	Uniqlo's store location is not far from me	Likert Scale	
		PLA 2	Uniqlo's store locations are easy to access since it is		

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			located in big malls	
	Locale	PLA 3	The design of Uniqlo's store ideal and simple	
	Sense of Place	PLA 4	The atmosphere of Uniqlo's store makes me comfortable	
Promotion	Sales promotion	PROM 1	Uniqlo often gives discount	Likert Scale
	Online & social media marketing	PROM 2	Uniqlo's social media accounts are informative and interesting	
	Direct & Database marketing	PROM 3	Uniqlo's online catalog in its website and mobile application summarizes the whole products	
	Personal selling	PROM 4	Uniqlo's employees are very helpful in choosing the right products for me, answering my questions, responding	
Brand Image	Social Class	BI 1	I find Uniqlo's products reflect my social class	Likert Scale
	Uniqueness	BI 2	I find that Uniqlo Products are distinctive with other brands	
	the ease of product brands	BI 3	I find that Uniqlo products are easy to look for	

			and always on my on the go	
CSR Program	Environmental	CSR 1	I find that Uniqlo products are align with environmental issue	Likert Scale
	Social Causes	CSR 2	I find that i can help make good social impacts through Uniqlo products	
	Economic Dimension	CSR 3	I find that I contribute to a good economic ecosystem that does not harm anyone	
	Peers relationship	CSR 4	I find that i can help others through Uniqlo Products	
	Good voluntary doings	CSR 5	I find that this can be my voluntary acts toward the better future	
Purchase Intention	Transactional Intention	PRIN 1	I have the intention to buy Uniqlo again in the future	Likert Scale
	Preferential Intention	PRIN 2	I prefer Uniqlo over any other fashion brands	
	Referential Intention	PRIN 3	I will recommend Uniqlo to others	
	Explorative Intention	PRIN 4	I will look for positive information about Uniqlo	

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Table 3.1 Measurement Research Variable (2019). Adapted from The Impact of Marketing Mix, Consumer's Characteristics, and Psychological Factors to Consumer's Purchase Intention on Brand "W"

3.3 Data Collection Method

3.3.1 Research Data

There are various methods for gathering information in research, all of which fall into two categories: primary and secondary data (Douglas, 2015). Primary data is that which the researcher collects for the first time, whereas secondary data is that which has already been collected or created by others (Ajayi, 2017). Furthermore, primary data is obtained with the goal of solving the problem at hand, whereas secondary data is collected for other purposes. According to Ajayi (2017), surveys, observations, experiments, questionnaires, personal interviews, and other methods can be used to collect primary data.

The primary data for this study is acquired through a survey in which respondents complete out questionnaires. The author will conduct an online survey using Google Forms, which respondents can easily access via cellphones, desktops, or tablets. According to Ajayi (2017), respondents are given a list of written things to which they react by ticking the one that they believe is acceptable. The online survey results will be tested using SPSS statistical software.

Secondary data, as defined by Sekaran and Bougie (2016), are data acquired by others for purposes other than the current study, and are frequently highly useful in the early phases of the research process. Sekaran and Bougie, for example, claimed that some secondary data sources include statistics bulletins, government publications, published or unpublished information available from within or outside the organization, company websites, and the Internet. To support this research, the author gathered relevant data and material from the Internet, textbooks, e-books, and published publications.

3.3.2 Survey

A survey will be used to collect data from the intended participants in this research. According to Babbie (2011), survey research is a common technique of observation in the social sciences. In survey research, the researcher selects a sample of respondents and delivers a standardized questionnaire to each person in the sample. This questionnaire uses multiple-choice questions.

This survey will be broken into two sections: demographic questions and multiple questions using a 5-point Likert Scale. Gender, age range, level of education, residence, and monthly expenditure for garment purchasing are among the demographic inquiries. Respondents are expected to select the responses for each question that are best appropriate to their attributes in this phase of the survey. In the second section, a 5-point Likert scale will be utilized to assess respondents' attitudes toward the statements addressing the variables of this study. A Likert scale, according to Boone (2012), is made up of four or more Likert-type items that are integrated into a single composite variable throughout the data analysis process. When the components are added together, they produce a quantitative assessment of a character or personality trait. In this study, the 5-point Likert scale range are as follows:

1. Strongly agree, which equals to 5 points
2. Agree, which equals to 4 points
3. Neutral, which equals to 3 points
4. Disagree, which equals to 2 points
5. Strongly disagree, which equals to 1 point

3.3.3 Population and Sample

According to Reid (2014), the population in a study is defined as all units that have specific features that are of interest to the researchers. According to Reid's definition, the population is the targeted community or group of people who are involved or chosen by the researcher for his study. In another definition, population is a generalization made up of the subject or item that has particular properties and characteristics that allow the applied researcher to study and then draw conclusions (Sugiyono, 2010).

Sample is a subset of individuals from a given population (Nunan, 1992). The sampling technique that will be used for this research is systematic sampling. According to Sekaran & Bougie (2016), systematic sampling is a probability sampling design that involves choosing every n th element in the population for the sample. Systematic sampling is conducted with certain consideration, which are:

1. People who love to shop at Uniqlo
2. People at the age range between 18-37 years old
3. People who live in Jakarta area

As stated by Eriyanto (2007), the formula used to determine total sample for unknown population is:

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$$n = \frac{z^2 \cdot p(1-p)}{E^2}$$

Explanation:

1. Z: Value of z (confidence level). If the level of confidence is 90%, then the value of z is 1.65. If the level of satisfaction is 95%, then the value of z is 1.96. If the level of satisfaction is 99%, then the value of z is 2.58.
2. P (1-p): Population variations are stated as proportion. The proportion is divided into two parts with a total of 100% (or 1).
3. E: Sampling error, which is 1% or 0.01.

Since the population in this research is unknown, then the population variation is assumed to be heterogeneous, with the proportion of 50:50. The level of confidence level used in this research is 95% (value of z is 1.96). The sampling error is 10% (value of E 0.1). The formula can be constructed into:

$$n = \frac{(1.96)^2 \cdot 0.5(1-0.5)}{(0.1)^2} = 96.04 \approx 100$$

According to the calculation of the formula above, the author will need 100 samples or respondents for this research. In addition, Hair et al. (2014) suggested that the amount of sample should be more than 50 or preferably the sample size should be 100 or larger.

3.4 Method of Data Analysis

3.4.1 Descriptive Analysis

The descriptive analysis was conducted in order to observe the basic characteristics of the raw data received. The author will offer a respondent profile based on the data acquired from the questionnaire survey in the descriptive analysis portion of this research, which includes gender, age, occupation, domicile, monthly expense for clothing purchase, and shopping frequency at Uniqlo.

3.4.2 Validity and Reliability

Validity comes from the word validity which means the extent to which the accuracy and accuracy of the measuring instrument performs its function. An instrument is said to be valid if it is able to measure what is desired and disclose data from the variables studied appropriately. (Nurhasanah, 2016).

On data that has been tested for validity using SPSS, SPSS output will appear in the form of a Correlations column containing significant values. If the value of $\text{sig} < 0.05$ means that the data obtained can be said to be valid. There is also a measurement using the comparison of the value of $r\text{-count}$ with $r\text{-table}$. If $r\text{-count} > r\text{-table}$ then the data obtained is also said to be valid. (Nurhasanah, 2016). The strength of the correlation can be described using the following guide for the value of R_s as suggested by Cohen et al. (2009):

Value of Coefficient (R_s)	Description
0.00 – 0.19	A very weak correlation
0.20 – 0.39	A weak correlation
0.40 – 0.69	A moderate correlation
0.70 – 0.89	A strong correlation
0.90 – 1.0	A very strong correlation

Table 3.2 Rank Spearman Measure of Strength by Cohen et al. (2009)

3.4.3 Classical Assumption Test

After ensuring the measurement items' reliability and validity, the author will perform the Classical Assumption Test to ensure the data is unbiased. The author will conduct the following three tests:

3.4.3.1 Normality Test

Normality test is one part of the data analysis requirements test (Nurhasanah, 2016). The normality test was carried out before the researcher processed the data based on hypothesis testing and other tests. The normality test aims to determine whether the empirical data obtained from the field corresponds to a certain theoretical distribution and the data obtained from a normally distributed population. Data that is normally distributed means that the data has an even distribution, so that the data obtained can truly represent the existing population.

There are so many techniques for testing the normality of a data distribution that have been developed by experts. Several techniques that we can use to test the normality of the data are the Lilliefors, Kolmogorov-Smirnov formula, and descriptively through the Q-Q Plot, Box Plot, Histogram, Kurtosis, and Skewness graphs.

Of the many methods that can be used to prove the normality of a data, the Kolmogorov-Smirnov method is the most frequently used normality test. The advantage of the kolmogorov smirnov method is that it is simpler to process and does not cause differences in perception between one observer and another that often

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occurs in normality tests using graphs, therefore the researchers conducted a normality test using the Kolmogorov-Smirnov method. Kolmogorov-Smirnov test criteria (Ghazali, 2011: 32) are as follows:

1. The data is normally distributed if the probability value is significant > 0.05
2. The data is not normally distributed if the probability value is significant > 0.05 .

3.4.3.2 *Multicollinearity Test*

The multicollinearity test is used to determine whether or not there are correlational relationships between the independent variables. A decent regression model should not have a correlation between the independent variables or multicollinearity (Priyatno, 2010). Tolerance or Variable Inflation Factor (VIF) values are commonly employed to identify the presence of multicollinearity, according to Ghazali (2013). If the tolerance value is greater than 0.10 percent and the VIF value is greater than 10, there is no multicollinearity between independent variables in the regression.

3.4.3.3 *Heteroscedasticity Test*

The heteroscedasticity test is used to determine whether there is unequal residual variance from one observation to another (Ghozali, 2013). A good regression model is one that is homoscedastic or does not exhibit heteroscedasticity (Ghozali, 2011). If the variance differs, there is a heteroscedasticity problem. If there is a certain pattern in the SPSS Scatterplot Graph, it suggests that there was a heteroscedasticity problem. If, on the other hand, there is no discernible pattern and the data points widely dispersed, it is possible to assume that there is no heteroscedasticity problem.

3.4.4 Hypotheses Test

The data collected in this research is evaluated using multiple regression analysis. Multiple regression is employed when the independent variable is more than one, according to L. Nathans, L., et al (2012). In this study, a multiple regression model is utilized to examine the effect of marketing mix and consumer attributes on Uniqlo purchase intention. As a result, according to Sugiyono (2012), the equation for multiple regression is:

$$y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + e$$

Explanation:

Y = Purchase Intention

A = Intercept

B1 = Coefficient for Product

B2 = Coefficient for Price

B3 = Coefficient for Place

B4 = Coefficient for Promotion

B5 = Coefficient for Brand Image

B6 = Coefficient for CSR Program

X1 = Product

X2 = Price

X3 = Place

X4 = Promotion

X5 = Brand Image

X6 = CSR Program

E = Error

In order to ensure the significance of the multiple regression in this research, the author conducted some tests as follow:

3.4.4.1 Model Feasibility Test (F-test)

The F-test, according to Ghozali (2011), demonstrates that all independent variables in the model are supposed to have the same influence on the dependent variable. The model is viable with a significant level $\alpha = 5\%$ using ANOVA (F-Test) (0.05). If the Sig. value of f-stat is less than 0.05, all independent variables have a substantial impact on the dependent variable at the same time.

3.4.4.2 Partial Test (t-test)

After the data is processed by the researcher, the research output will appear in the Coefficients table, where there is a research t value. After getting the research t value, the researcher must find the t table value with a significance of 0.05 or 5% and then calculate the Degrees of Freedom (DK). After the researcher finds the t value of each variable and the t table, the researcher can compare it on each variable.

- - If the research $t > t$ table, then H_0 is rejected and H_a is accepted.

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- - If the research $t < t$ table, then H_0 is accepted and H_a is rejected.

3.4.4 Coefficient of Determination

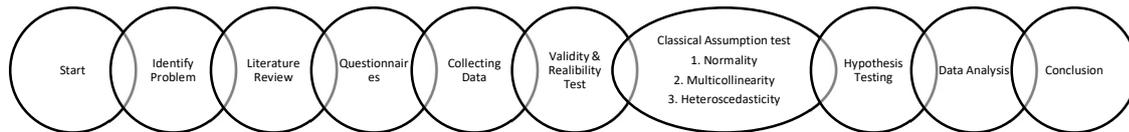
Ghozali (2016) defines coefficient of determination (R^2) as the amount of variation in the dependent variable that can be explained by the independent variable. The coefficient of determination ranges from 0 to 1. If the value of R^2 is minimal or close to zero, the ability of independent variables to explain the dependent variable is highly limited. If the value of R^2 is large or close to one, it indicates that the independent variables can describe nearly all of the information required to explain the variance of the dependent variable.

Furthermore, Sugiyono (2013) explained the strength of coefficient interval, which interpreted in the table below:

Coefficient Interval	Relationship
0.00 – 0.199	Very Weak
0.20 – 0.399	Weak
0.40 – 0.599	Medium
0.60 – 0.799	Strong
0.80 – 1.0	Very Strong

Table 3.3 Strength of Coefficient Interval by Sugiyono (2013)

3.5 Research Framework



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