

Marketing Mix Strategies to Determine Purchasing Decisions for Fashion Products

Fatimah^{1*}, Martaleni²

^{1,2}Department of Management, Universitas Gajayana Malang, Indonesia

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Corresponding Author:

Fatimah

(fatimah1999@gmail.com)

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ABSTRACT

The rapid development of the fashion business in Indonesia has led to high competition in the fashion business. In making purchasing decisions, consumers will be faced with several factors, one of which is the marketing mix factor. This study aims to examine the effect of the marketing mix on purchasing decisions. The research approach used is quantitative research with explanatory research. The variables in this study are product, price, promotion, place, and purchasing decisions. The research location is at Metro Busana Mojopahit. The population in this study were all buyers at Metro Clothing. The sampling technique was carried out using non-probability sampling technique, and a research sample of 90 respondents was obtained. Data analysis was carried out using multiple linear regression tests with SPSS software version 20. The results showed that product, price, promotion, and place partially and simultaneously had a positive and significant effect on purchasing decisions. The promotion variable is the variable that has the greatest effect on purchasing decisions. The results of the study indicate management to further maximize marketing given the increasingly fierce competition in the fashion business today.

1. INTRODUCTION

Indonesia's economic growth is inseparable from the current development of the retail business. The progress of the retail business has a positive impact on Indonesia's economic recovery. The development of this retail business is in line with the increasing primary and secondary needs that continue to increase. So that there are changes ranging from lifestyle to influencing the consumer purchasing decision process for a product of goods and services.

One of the retail businesses that still exists today is the fashion business. Nowadays, it cannot be denied that fashion is not just the way we dress, but more than that, fashion has become a lifestyle in this modern life. The rapid development of the fashion business in Indonesia has led to high competition in the fashion business. A fashion business must be able to compete with other fashion businesses, such as in terms of up to date products, competitive prices, promotions and discounts that are intensively carried out, strategic and easily accessible business locations, all of which need to be done in order to fulfill customer satisfaction and achieve company goals.

A business person, especially one engaged in selling products, must be able to analyze and select and determine the target market. Customers are one of the factors that affect the sustainability of a company, in other words, the life wheel of a company depends on customers. If the company is not innovative with the products it offers, the company will easily lose money. In this case, the development of a marketing strategy is very important, because successful marketing is marketing that can develop its marketing strategy carefully. In determining the marketing strategy, several tools are used, one of which is the marketing mix which greatly influences consumer purchasing decisions.

The object of this research is Metro Busana Mojopahit Clothing Store which is a retail company engaged in fashion that sells apparel of all ages ranging from children, teenagers, adults, to elders. From the results of the research obtained real problems related to product marketing activities faced by Metro Busana are the many competitions between offline and online fashion businesses in Mojokerto both in terms of product models, selling price structures, promotional activities, better place systems, and the same target consumers.

The emergence of competition between fashion businesses both in terms of product models, selling price structures, promotional activities, better place systems and the same target consumers makes business people have to rack their brains so that the business survives amid the harshness of business competition. One of the efforts that can be made is to maximize marketing activities by analyzing and planning several things related to products, prices, promotions and places, in order to increase sales turnover in order to achieve company goals.

2. LITERATURE REVIEW

According to Kotler (2012), marketing management is a series of processes carried out by companies to create value for customers and build strong relationships with them in order to create value from these customers. An overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of both existing and potential buyers (Tjiptono & Diana, 2020). Marketing strategy consists of the basic principles underlying management to achieve its business and marketing objectives in a target market, marketing strategy contains basic decisions about marketing, marketing mix, and marketing allocation (Kotler, 2012). The formulation of market strategy is divided into 3 (three) parts, namely market segmentation, target market determination, and target market positioning.

The marketing mix is a set of tactical marketing tools that a company combines to produce the response it has in the target market. The marketing mix is known as the 4P strategy, namely product, price, promotion, and place. A product is a producer's subjective understanding of something that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and desires, in accordance with the competence and capacity of the organization and market purchasing power (Tjiptono, 2019). Price is the amount billed for a product or service, more broadly the price is the sum of all values provided by customers to benefit from owning or using a product or service (Kotler, 2012). Promotion is an element used to inform and persuade the market

about new products or services at the company (Kotler, 2012). Place is part of the company's activities that make a product available to consumers. According to Utami (2016), retail location selection is a very strategic decision.

Consumers are the target market for products, because consumers have a significant role in determining the right marketing strategy. Purchasing decisions as an act of decision making which includes decisions about the types and benefits of products, decisions about the form of products, decisions about the seller and decisions about the time of purchase and how to pay. The decision-making process is based on cognitive and emotional influences such as family, friends, advertisements, role models, moods and situations (Schiffman et al., 2013). Kotler (2012) suggests that there are five stages that consumers go through in the decision-making process, namely: 1) need recognition; 2) information search; 3) evaluation of alternatives; 4) purchasing decision; and 5) post-purchase behavior.

The conceptual model in this study can be described as follows:

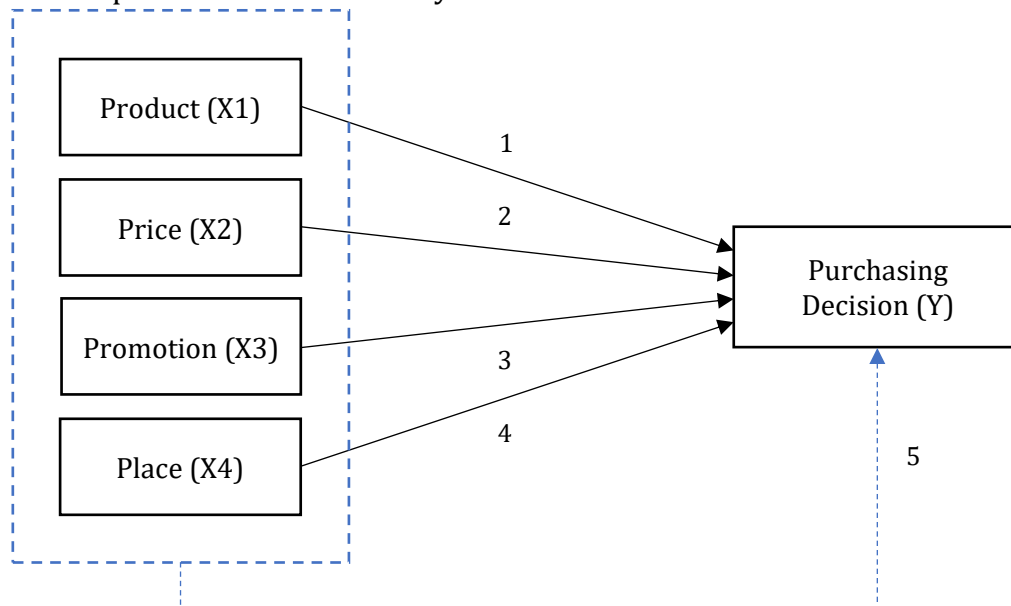


Figure 1. Conceptual Model

The research hypotheses proposed in this study are as follows:

- 1) Products have a positive and significant effect on purchasing decisions
- 2) Price has a positive and significant effect on purchasing decisions
- 3) Promotion has a positive and significant effect on purchasing decisions
- 4) Place has a positive and significant effect on purchasing decisions
- 5) Product, price, promotion, and place together have a positive and significant effect on purchasing decisions.

3. RESEARCH METHODS

This study uses a quantitative approach in the form of numbers generated from distributing questionnaires to respondents. Quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses. This study uses the type of data based on its source, namely primary data and secondary data. The data collection method uses a questionnaire. The questionnaire was chosen because the questionnaire is an effective and efficient data collection method to obtain the required data. The population used in this study are consumers who have made purchases at Metro Busana Mojopahit. The sampling technique uses accidental sampling, a sampling technique based on chance, namely any consumer who happens to meet the researcher can be used as a sample, if it is deemed that the person encountered is suitable as a data source (Tarsito, 2014). A total of 90 consumers at Metro Busana Mojopahit were sampled. Variable measurement uses a Likert scale with a value of 1 (strongly disagree) to a value of 5 (strongly agree). The resulting data needs to be tested for instrument feasibility by using validity and reliability tests. The data analysis technique in this study is descriptive statistical analysis, classical assumption test, multiple linear regression analysis and research hypothesis testing with the tool or software used is SPSS version 20.

4. RESULTS AND DISCUSSION

Research Results

The presentation of the data will provide an overview of the age, occupation, and gender of the respondents as follows:

Table 1. Characteristics of Respondents

No	Description	Frequency (f)	Percentage (%)
1	Age		
	Less than 20 years old	9 people	10,0%
	21 - 30 years	46 people	51,1%
	31 - 40 years	26 people	28,9%
	More than 40 years	9 people	10,0%
2	Occupation		
	Student	15 people	16,7%
	Private / Self-employed	30 people	33,3%
	Civil Servant	6 people	6,7%
	Housewife	39 people	43,3%
3	Gender		
	Male	24 people	26,7%
	Female	66 people	73,3%

Source: Processed questionnaire data, 2021

Based on table 1 above shows that respondents based on age, ages between 21-30 years became the most respondents with a frequency of 46 people or a percentage of 51.1%, then respondents based on work, housewives became the most respondents with a frequency of 39 people or a percentage of 43.3%, and respondents based on gender,

women became the most respondents with a frequency of 66 people or a percentage of 73.3%.

The normality test in research aims to determine whether the regression is normally distributed or not, so that the answers given by respondents can be projected as answers that represent the entire population. Data is said to be normally distributed if the data in the form of points spreads around the diagonal line and follows the direction of the diagonal line. The results of the normality test can be seen in Figure 1, as follows:

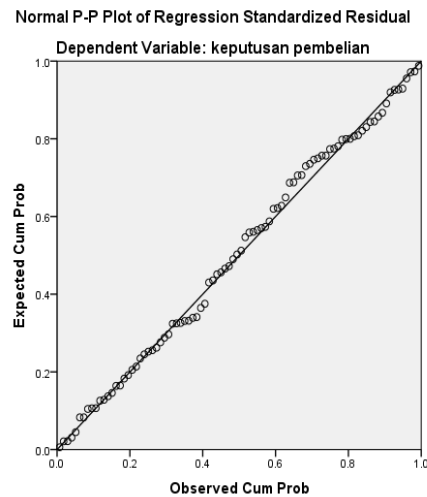


Figure 2. Probability Plot

Based on the results of the normality test in Figure 1, it shows that the data spreads around the diagonal data and follows the diagonal direction, which means that the data is normally distributed.

The multicollinearity test aims to test whether the regression model found a correlation between independent variables. It is said to be free of multicollinearity if the tolerance value is > 0.10 and the VIF value is < 10 (Ghozali, 2016: 103). The results of the multicollinearity test in this study are as follows:

Table 2. Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.492	2.409		1.449	.151		
	Product	.210	.099	.200	2.123	.037	.931	1.074
	Price	.197	.080	.244	2.454	.016	.837	1.194
	Promotion	.241	.095	.244	2.538	.013	.895	1.118
	Place	.256	.116	.204	2.201	.030	.962	1.040

a. Dependent Variable: purchasing decision

Source: Processed questionnaire data, 2021

Based on table 2, the multicollinearity test results show that the tolerance value of the independent variables is 0.931; 0.837; 0.895; 0.962, which is > 0.10 and the VIF value is 1.074; 1.194; 1.118; 1.040, which is < 10. So it can be concluded that all independent variables in this study do not have symptoms of multicollinearity.

Multiple linear regression tests are used to determine the effect of more than one independent variable on the dependent. The results of multiple linear regression tests in this study are as follows:

Table 3. Multiple Linear Regression Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.492	2.409		1.449	.151		
	Product	.210	.099	.200	2.123	.037	.931	1.074
	Price	.197	.080	.244	2.454	.016	.837	1.194
	Promotion	.241	.095	.244	2.538	.013	.895	1.118
	Place	.256	.116	.204	2.201	.030	.962	1.040

a. Dependent Variable: purchasing decision

Source: Processed questionnaire data, 2021

Based on table 3, the equation can be made as follows:

$$Y = 3.492 + 0.210 X_1 + 0.197 X_2 + 0.241 X_3 + 0.256 X_4 + e$$

Based on this table, the multiple linear regression test results show a constant value of 3,492. This means that even though no research has been conducted on marketing mix information, consumer purchasing decisions already have an influence value of 3,492 if it is assumed that the marketing mix variables, be it product, price, promotion, place, are worth 0.

This t test aims to show how far the influence of independent variables individually or partially (alone) in explaining the variation in the dependent variable. In the t test if the sig value. <0.05 then the independent variable partially affects the dependent variable. The results of the partial significance test (t test) are presented in the following table:

Table 4. Partial Test (t)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.492	2.409		1.449	.151		
	Product	.210	.099	.200	2.123	.037	.931	1.074
	Price	.197	.080	.244	2.454	.016	.837	1.194
	Promotion	.241	.095	.244	2.538	.013	.895	1.118
	Place	.256	.116	.204	2.201	.030	.962	1.040

Source: Processed questionnaire data, 2021

Based on the explanation in table 4, it can be described as follows:

- 1) The results obtained in the t test table 4, the product variable obtained a sig. value of 0.037 smaller than 0.05 ($0.037 < 0.05$) and the regression coefficient has a positive value of 0.210. So the hypothesis which states that the product has a positive and significant effect on purchasing decisions or in other words hypothesis 1 is accepted.
- 2) The results obtained in the t test table 4, the price variable obtained a sig. value of 0.016 is smaller than 0.05 ($0.016 < 0.05$) and the regression coefficient has a positive value of 0.197. So the hypothesis which states that price has a positive and significant effect on purchasing decisions or in other words hypothesis 2 is accepted.
- 3) The results obtained in the t test table 4, the promotion variable obtained a sig. value of 0.013 smaller than 0.05 ($0.013 < 0.05$) and the regression coefficient has a positive value of 0.241. So the hypothesis which states that promotion has a positive and significant effect on purchasing decisions or in other words hypothesis 3 is accepted.
- 4) The results obtained in the t test table 4, the place variable obtained a sig. value of 0.030 smaller than 0.05 ($0.030 < 0.05$) and the regression coefficient has a positive value of 0.256. So the hypothesis which states that place has a positive and significant effect on purchasing decisions or in other words hypothesis 4 is accepted.

The f test or simultaneous test aims to show whether all independent variables included in the model have a simultaneous influence on the dependent variable (Ghozali, 2016). The following F or simultaneous test results after processing the data show the following results:

Table 5. Simultaneous Test (F)

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	71.012	4	17.753	8.930	.000 ^b
	Residual	168.988	85	1.988		
	Total	240.000	89			
a. Dependent Variable: purchasing decision						
b. Predictors: (Constant), place, product, promotion, price						

Source: Processed questionnaire data, 2021

Based on table 5 simultaneous test or F test, obtained sig. value of 0.000 which has a value smaller than 0.05 (α). So it can be interpreted that the independent variables, namely product, price, promotion, and place, simultaneously affect the dependent variable on purchasing decisions as evidenced by sig. $0.000 < 0.05$ (α).

Discussion

In this study, products that have a positive and significant effect on purchasing decisions are products with good brands, have many diverse models/designs, and are up-to-date and of good quality. Products are the main point that influences consumer purchasing decisions, so the better the product, the better the purchasing decision. The results of this study are reinforced by previous research conducted by Puspariani et al., (2021) with the title "Marketing Mix and Purchasing Decisions for Fashion Products at

the Gex Enyx Olshop Store at Singaraja" and the results showed that the product variable had a positive and significant effect on purchasing decisions.

Then, in the second hypothesis, the price has a positive and significant effect on purchasing decisions characterized by affordable prices, price compatibility with product quality and benefits, and competitive prices. The results of this study support the theory put forward by Kotler (2012) which states that price indicators consist of price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits. The results of this study are reinforced by previous research conducted by Puspariani et al., (2021) with the title "Marketing Mix and Purchasing Decisions for Fashion Products at the Gex Enyx Olshop Store at Singaraja". Where the results showed that the price variable had a positive and significant effect on purchasing decisions.

Furthermore, promotion has a positive and significant effect on purchasing decisions, including providing discounts, providing advertisements both online and offline and giving gifts / souvenirs to consumers. The results of this study are in line with the theory put forward by Indriyani & Helling (2018), promotions is an increase for company sales by doing various things such as improving and expanding the distribution of their products and improving service to consumers. So the better the promotion will further improve purchasing decisions.

Next, the place has a positive and significant effect on purchasing decisions, including a place that is strategically located and easily accessible, comfortable and clean, and has an adequate parking area. The choice of business location is something that must be considered properly because location plays an important role in a business. The results of this study are reinforced by previous research conducted by Hanifaradiz & Satrio (2016) with the title "The Effect of Marketing Mix on Lifebuoy Bath Soap Purchasing Decisions at Surabaya". Where the results of his research show that the place variable has a positive and significant effect on purchasing decisions.

And the last hypothesis, based on the results of the F test in table 5, simultaneously there is an influence between product, price, promotion, and place on purchasing decisions. Where the research results show the sig value. $0.000 < 0.05$ (α). Where the independent variable has an effect of 29.6% on the dependent variable. If the quality of the product, price, promotion, and place aspects is getting better, consumer purchasing decisions will also increase. The findings in this study indicate that management should work even better to attract consumer purchasing interest. Given that the current era more and more business competitors have sprung up that sell similar products with the same target market.

5. CONCLUSION

Based on the results of the research and discussion previously described, it can be concluded that product, price, promotion, and place partially and simultaneously have a positive and significant effect on purchasing decisions. Promotion is the variable that has the greatest effect on purchasing decisions. The results of the research and discussion

also indicate management to further maximize marketing given the increasingly fierce competition in the fashion business today.

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