

# **THESIS**

## **THE EFFECT OF CONSUMER BEHAVIOR DIMENSIONS ON PURCHASING DECISIONS AT UNIQLO (Case Study of the Student at Hasanuddin University)**

**Compiled and Submitted By:**

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**DEPARTMENT OF MANAGEMENT  
FACULTY OF ECONOMICS AND BUSINESS  
HASANUDDIN UNIVERSITY  
MAKASSAR  
2023**

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as one of the requirements  
to obtain Bachelor of Economics degree

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submitted to :

**MANAGEMENT DEPARTMENT  
FACULTY OF ECONOMICS AND BUSINESS  
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## THESIS

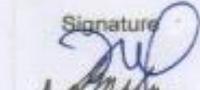
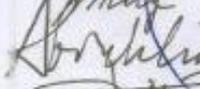
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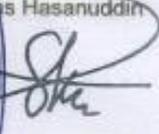
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Alfian Mustari

## PREFACE

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## ABSTRACT

### **THE EFFECT OF CONSUMER BEHAVIOR DIMENSIONS ON PURCHASING DECISIONS AT UNIQLO (Case Study of the Student at Hasanuddin University)**

Alfian Mustari  
Musran Munizu  
Muh Yunus Amar

The fashion industry is currently experiencing very rapid business development in various countries. Over the last few decades, consumer behaviour in the development of the fashion world that has occurred in Indonesia has increased. This research aimed to identify the effect of consumer behavior on purchasing decision at Uniqlo. This study examine how cultural factor, social factor, personal factor, and psychological factor affecting purchasing decisions at Uniqlo. Survey research method is used by distributing structured questionnaire to a sample size of 100 respondents from Universitas Hasanuddin students. This research used Multiple Linear Regression Model and data was processed through SPSS 26. This result of this study showed that cultural, social, personal, psychology factor has significant effect on purchasing decision at Uniqlo.

**Keywords:** Consumer Behaviour, Purchasing Decisions, Cultural Factor, Social Factor, Personal Factor, Psychological Factor.

*Industri fashion saat ini mengalami perkembangan bisnis yang sangat pesat di berbagai negara. Selama beberapa dekade terakhir, perilaku konsumen*

*dalam perkembangan dunia fashion yang terjadi di Indonesia mengalami peningkatan. Penelitian ini bertujuan untuk mengidentifikasi pengaruh perilaku konsumen terhadap keputusan pembelian di Uniqlo. Penelitian ini menguji bagaimana faktor budaya, faktor sosial, faktor personal, dan faktor psikologi mempengaruhi keputusan pembelian di Uniqlo. Penelitian ini menggunakan kuisisioner terstruktur yang disebarakan kepada 100 responden dari mahasiswa Universitas Hasanuddin. Penelitian ini menggunakan Model Regresi Linear Berganda dan data diolah dengan aplikasi SPSS . Hasil penelitian ini menunjukkan bahwa faktor budaya, sosial, personal, dan psikologis berpengaruh signifikan terhadap keputusan pembelian di Uniqlo.*

**Kata Kunci:** *Perilaku Konsumen, Keputusan Pembelian, Faktor Budaya, Faktor Sosial, Faktor Personal, Faktor Psikologis*

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# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

The fashion industry is currently experiencing very rapid business development in various countries. Over the last few decades, consumer behaviour in the development of the fashion world that has occurred in Indonesia has increased. With a high interest in the world of fashion, a brand must be able to position its product or brand image for its fashion clothing in order to be able to compete in order to maintain positive things in the minds of consumers.

Several clothing industries involved in the fashion world, such as Uniqlo, are fashion clothing industry brands from Japan, which also have a unique and casual concept. With an almost identical pattern, Uniqlo also sells various products by relying on the casual trend and the simple look of each product. H&M is from Sweden. H&M is a brand that is one of Uniqlo's competitors in various consumer circles. It is popular because of its timeless products by combining casual, modern and straightforward trends in its products so that when worn, they look attractive.

Uniqlo also applies prices that are quite affordable, starting from low to high income and can be purchased by all groups. Applicable prices for accessories start from IDR 50,000, and t-shirts, shirts to pants start from IDR 50,000 - IDR 500,000.

Figure 1.1 shows that this also has an impact on the percentage comparison of sales growth for several well known brands in the world. The following is a picture of the percentage of famous brand competition.

**Figure 1.1 Apparel 10 brand rangkins 2021-2022**

2022	2021	Name	Country	2022	2021	2022	2021
1	1	Nike	United States	\$33,176M	\$30,443M	AAA-	AAA
2	3	Louis Vuitton	France	\$23,426M	\$14,858M	AAA	AAA-
3	2	GUCCI	Italy	\$18,110M	\$15,599M	AAA	AAA
4	5	Chanel	France	\$15,260M	\$13,240M	AAA-	AA+
5	4	Adidas	Germany	\$14,636M	\$14,342M	AAA-	AAA-
6	10	Hermès	France	\$13,499M	\$11,656M	AAA-	AAA
7	6	ZARA	Spain	\$12,997M	\$13,156M	AA+	AA+
8	8	H&M	Sweden	\$12,704M	\$12,368M	AA+	AA+
9	9	Cartier	France	\$12,419M	\$12,087M	AA+	AAA-
10	7	UNIQLO	Japan	\$9,640M	\$13,071M	AA	AA+

Source : Re printed from branding directory Comparison of 10 brand rangkins 2021-2022 by apparel brand (<https://brandirectory.com/rankings/apparel/table>)

Based on data from the 10 Top Global Apparel Brands in 2021, the H&M brand will be in eighth place, while the Uniqlo brand will be in seventh place. In addition, in 2021, H&M and Uniqlo's annual profit income will be relatively the same, which will make the H&M and Uniqlo brands compete fiercely and the selling products offered by H&M and Uniqlo serve the same consumers, namely in the clothing category.

In the Top 10 Most Valuable Brands ranking from brand rankings. In 2022 the two brands are fiercely competitive, known through the rankings that compete with each other every year, and H&M and Uniqlo are in one large shopping centre. This makes it difficult for consumers to determine which brand is excellent in terms of the quality of the materials and clothing

designs offered by the two brands , One of which we want to research of the brand Uniqlo.

According to Peter and Olson (2013: 3), the American Marketing Association defines consumer behavior as the interaction between influence and awareness, behavior, and the environment in which humans exchange aspects of life. According to Kotler and Keller (2012: 173), factors that influence consumer behavior are cultural, social, personal, and psychological. These factors are the basis for determining someone to make a purchase.

This study utilizes cultural, social, personal, and psychological factors to determine their influence on Uniqlo's purchasing decisions. Researchers use these factors because most of these factors can not be controlled by marketers. This research is purposeful because there has yet to be any previous research on the effect of the dimensions of consumer behavior on Uniqlo's purchasing decisions. The main contrast between this study and previous research lies in the object, sample, and period applied. Based on the background stated above, the researcher is interested in conducting a study entitled. "The Effect of Consumer Behavior Dimensions on Purchasing Decisions Uniqlo (Case Study of the Student at Hasanuddin University)

## **1.2 Research Question**

1. Does the dimension of cultural factors partially affect consumer Uniqlo purchasing decisions?
2. Does the dimension of social factors partially affect consumer Uniqlo purchasing decisions?
3. Does the dimension of personal factors partially affect consumer Uniqlo purchasing decisions?
4. Does the dimension of psychological factors partially affect consumer Uniqlo purchasing decisions?
5. Which consumer behavior factors, such as cultural, social, personal, and psychological, dominate consumer Uniqlo purchasing decisions?

## **1.3 Research Objectives**

1. To analyze the effect of the dimensions of consumer behavior such as cultural, social, personal, and psychological factors on consumer Uniqlo purchasing decisions.
2. To find out the most dominant factor between cultural, social, personal and psychological factors that has the most dominant effect on consumers Uniqlo purchasing decision.

## **1.4 Research Significances**

1. Theoretical Significance

The result of this study is expected to increase understanding of the effect of trust, ease of use, and information quality towards uniqlo

purchase decisions. In the field of marketing, the results of this research are expected to contribute to the theory of the dimensions of uniqlo service quality. In addition, it is also expected to contribute to the literature for further research towards Uniqlo purchasing decisions.

## 2. Pratical Significance

The result of this study is expected to increase understanding of the effect of trust, ease of use, and information quality towards uniqlo purchase decisions. In the field of marketing, the results of this research are expected to contribute to the theory of the dimensions of uniqlo service quality. In addition, it is also expected to contribute to the literature for further research towards uniqlo purchasing decision.

## 1.5 Research Structure

The structure of this research is divided into three chapters. The preliminary section encompasses the research title, approval sheet, validation page, statement of authenticity, preface, abstract, table of contents, list of images and graphics, list of tables, and list of attachments.

Chapter I: Preliminary, contains the background, research questions, objectives, significance, and structure.

Chapter II: Literature Review, contains the theoretical bases, previous research, and hypotheses.

Chapter III: Research methodology describes the research variables and operational definitions of variables, populations, and samples, types and sources of data, data collection methods, and data analysis.

Chapter IV: Results and Analysis contains the results based on the research questions

Chapter V: Closing, Contains conclusions and suggestions

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Marketing**

Marketing is a form of main activities carried out by business actors to increase their business to be sustainable and make a profit. According to Kotler and Keller (2016), marketing is a process of compiling integrated communications that aim to provide information on goods or services concerning satisfying human needs and wants. According to the *American Marketing Association* (2016: 41), Marketing is a function of the organization and a series of a process of creating, communicating, and delivering value to consumers and managing relationships between consumers and companies to provide benefits for consumers and producers.

According to Kotler (2016: 41), marketing is a social and managerial process in which an individual or group gets what they want and need with the creation and exchange of a product.

According to Kotler and Armstrong (2016:29) defines Marketing as a process by which companies create value for customers and build strong relationships with customers to capture value from customers in return.

##### **2.1.1 Marketing Management**

Marketing management is the activity of preparing and implementing plans in a company. In making a plan, expertise is needed to determine the right strategy and planning.

According to Kotler and Keller (2016: 27), marketing is the art and science of choosing target markets and getting, keeping, and growing customers by creating, delivering, and communicating superior customer value.

According to Tjiptono (2011: 2), marketing management is a technique that, as a whole, is a business activity that is prepared to compile, determine prices, and distribute a product, service, and idea that can meet the needs of its target market so that the company's goals are achieved.

### **2.1.2 Marketing Management Function**

According to Philip Kotler (2002: 559) says that the marketing function:

1. Gather information about current and potential customers, competitors, and other actors and forces in environmental marketing.
2. Develop and disseminate persuasive communications to stimulate purchases.
3. Reach the final agreement on price and other terms so that the transfer of ownership can be carried out.
4. Bear the risks associated with the implementation of marketing channel functions.
5. Manage the continuity of product storage and movement to the end customer.

## **2.2 Definition of Brands**

According to Kotler (2002) states that a brand (brand) is a name, sign, term, design or symbol, or a mix of these things, which is used to identify

goods or services provided either by an individual or a group of sellers and for can differentiate from other products.

According to Kotler and Armstrong (2012) brand is a name, term, sign, symbol, design, or combination that identifies the product or service of a seller or group of sellers and differentiates the brand from competitors.

In Keller's book (2014), the *American Marketing Association (AMA)* says a brand is a name, term, marker, symbol, design, or a combination thereof that is intended to identify the goods or services of one seller or group of sellers and to differentiate from competitors.

### **2.3 Consumer Behavior**

According to Kotler and Keller (2016), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

According to Schiffman and Kanuk (2010:23), consumer behavior is defined as the behavior of using, evaluating, and spending on products and services that they expect will satisfy their needs.

In the book, Kotler and Keller (2016, 179) the *American Marketing Association (AMA)* define consumer behavior as a dynamic interaction between cognition, affection, behavior, and the environment where humans carry out exchange activities.

According to Kotler and Keller (2016: 187), several factors influence consumer behavior, namely marketing and environmental stimuli in consumer awareness and psychological processes, with consumer

characteristics that result in purchasing decision processes and purchasing decisions. It aims to understand market conditions that occur in consumer awareness between outside marketing and the final purchase decision.

According to Kotler and Keller (2016:179), there is an internal influence consumer behavior, namely:

### **1. Cultural Factors**

Cultural, sub-cultural, and social class factors are certain factors influencing consumer behavior. Culture is a determinant in the fundamental needs and wants of consumers. Subculture is specific in the identification and socialization of consumers. This includes place, religion, nationality, and others. Social class is a homogeneous division in society.

#### **1. Culture**

Culture is the most basic determinant of desire and behavior. Culture starts from habit and is a way of life that is developed and shared by a group of people and passed down from generation to generation. Culture is formed from many complex elements, including religious and political systems, customs, language, tools, clothing, buildings, and works of art. The culture that develops in one place is very different from other places. Therefore, everyone who moves to a new area needs to learn the culture of the local area.

#### **2. Sub-cultures**

Each culture consist of smaller sub-cultures which provide more special characteristics and socialization for their members. Subcultures consist of nationalities, religions, racial groups, and geographical regions. When subcultures become large and prosperous enough, companies often design marketing programs specifically to serve them.

### 3. Social class

Basically, all societies have social strata. The stratification sometimes takes the form of a caste system in which members of different castes are raised in certain roles and cannot change their caste membership. Kotler and Keller (2016) also mentioned social class is a relatively homogeneous and permanent division of society that arranged hierarchically and consist of members who share similar values, interest and behaviors.

## **2. Social Factors**

Social factors are divided into reference groups, cliques, family, and roles & status. Reference groups directly face or indirectly the influence consumer behavior. Cliques aim at the social structure of interpersonal communication.

### 1. Reference Group

A person's reference group consists of all groups that have a direct or indirect influence on a person's attitude or

behavior. Groups that have a direct influence on a person are called memberships groups, whereas groups that have an indirect influence on a person are called aspirational groups.

## 2. Family

The family is the most important consumer purchasing organization in society and family members are the most influential primary reference groups. Even if the buyer no longer interacts deeply with a family, the family's influence on the buyer's behavior can remain significant

## 3. Role and Status

People have participated in many groups throughout life. The position of the person in each group could be determined based on their role and status. The role include activities that are expected to be carried out by someone. Each role produces a status. People choose products that can communicate their role and status in society. Therefore, marketers must be aware of the potential status symbols of products and brands.

## **3. Personal Factors**

Family is an essential thing in society and the most influential in the group. Roles & status define norms in terms of social factors. Personal Factors include age and life stages, work and economic conditions, personality and self-concept, lifestyle and values. These

factors can influence consumer behavior. Not only that, these factors are carried out directly.

#### 1. Age and life Cycle Stage

People buy different goods and services throughout his life. They eat baby food in early life, eat a variety of foods during growth to maturity, and special diets at certain times. Taste for clothing, entertainment and other items is also age related.

#### 2. Occupation and Economic Situation

Economic situation consists of income that could be spent in terms of its level, stability, and pattern), savings and property, and the ability to borrow and attitudes toward issuing saving.

#### 3. Lifestyle

A person's lifestyle is a lifestyle that is expressed by one's activities, interests, and income. Lifestyle describes someone as a whole and reflects something behind one's social class.

### **4. Psychological Factors**

The psychological forces that shape human behavior are unconscious, and a person cannot fully fulfill their self-motivation. The four psychological processes include motivation, perception, Learning, and memory.

#### 1. Motivation

Motivation is an activator or impulse in a person to do and achieve a goal. A person has many needs at a certain time.

#### 2. Perception

Perception is the process used by an individual to select, organize, and interpret information input to create a meaningful picture of the world. Perception does not only depend on physical stimulation, but also depends on the environment and the circumstances. Perceptions could be very greatly from one individual to another despite experiencing the same reality.

### 3. Learning

When people act, they increase their knowledge. Learning involves changing one's behavior that arises from experience. Most of human behavior is the result of learning. Learning theorists believe that learning is produced through a combination of encouragement, stimulation, direction for action, response, and reinforcement. Learning theory teaches marketers that they could build demand for a product by linking it to strong drives, using instructions that provide motivation and providing positive reinforcement.

### 4. Beliefs and Attitude

Beliefs is a picture of thoughts held by someone about something. People's beliefs about a product or brand influence their purchasing decisions. Marketers are very interested in the beliefs that exist in people's minds about their products and brands. Brand confidence exists in the consumer's memory. Attitudes are evaluations, feelings of emotions, and propensity for beneficial or

unfavourable actions that occur to a person towards a particular object or idea. People have certain attitudes about almost anything; religion, politics, clothing, music, food, etc. Attitude puts all of that into a framework of likes or dislikes of an object. Attitude causes people to behave quite consistently with similar objects.

## **2.4 Purchasing Decision**

According to Peter and Olson (2013: 163), purchasing decisions are integration processes that combine knowledge to evaluate two or more alternative behaviors and choose one.

According to Kotler and Armstrong (2012) purchasing decision is a decision process by a consumer regarding what brand to buy. This integration stage mixes knowledge to evaluate two or more alternative behaviors and chooses one of the two.

According to Kotler & Keller (2012) also formulates a five-stage model decision-making process, including:

1. Problem Identification.

The buying process begins when the buyer recognizes a problem or need to be triggered by internal or external stimuli. Internal stimulation, for example, is the urge to fulfill hunger and thirst. External stimuli, for example, someone passing through a cake shop and seeing fresh and warm bread, stimulate their desire.

2. Information search.

Consumers aroused by their needs will be compelled to look for more information. Consumer information sources, i.e., confidential

sources: family, friends, neighbours and acquaintances. Commercial sources: advertising, salespeople, agents, packaging and sales. Public authorities: mass media and consumer appraisal organizations.

3. Alternative evaluation.

Consumers have diverse attitudes in viewing attributes as relevant and essential according to the benefits they seek. A collection of beliefs about a particular brand forms a brand image, filtered through selective perception, selective distortion and selective memory.

4. Purchasing decision.

In the evaluation stage, consumers form brand preferences in the choice set. Factors of other people's attitudes and situations that cannot be anticipated that can change purchase intentions include buying inhibiting factors. In carrying out purchase intentions, consumers can make five purchasing sub-decisions, namely: brand decisions, supplier decisions, quantity decisions, timing decisions and payment method decisions.

5. Post purchase behavior.

Marketers must monitor post-purchase satisfaction, post-purchase actions and post-purchase product usage, the main objective of which is to get consumers to make repeat purchases.

**2.5 Previous Researches**

**Table 2.1 Previous Researches**

No	Researches	Research Titles	Research Results
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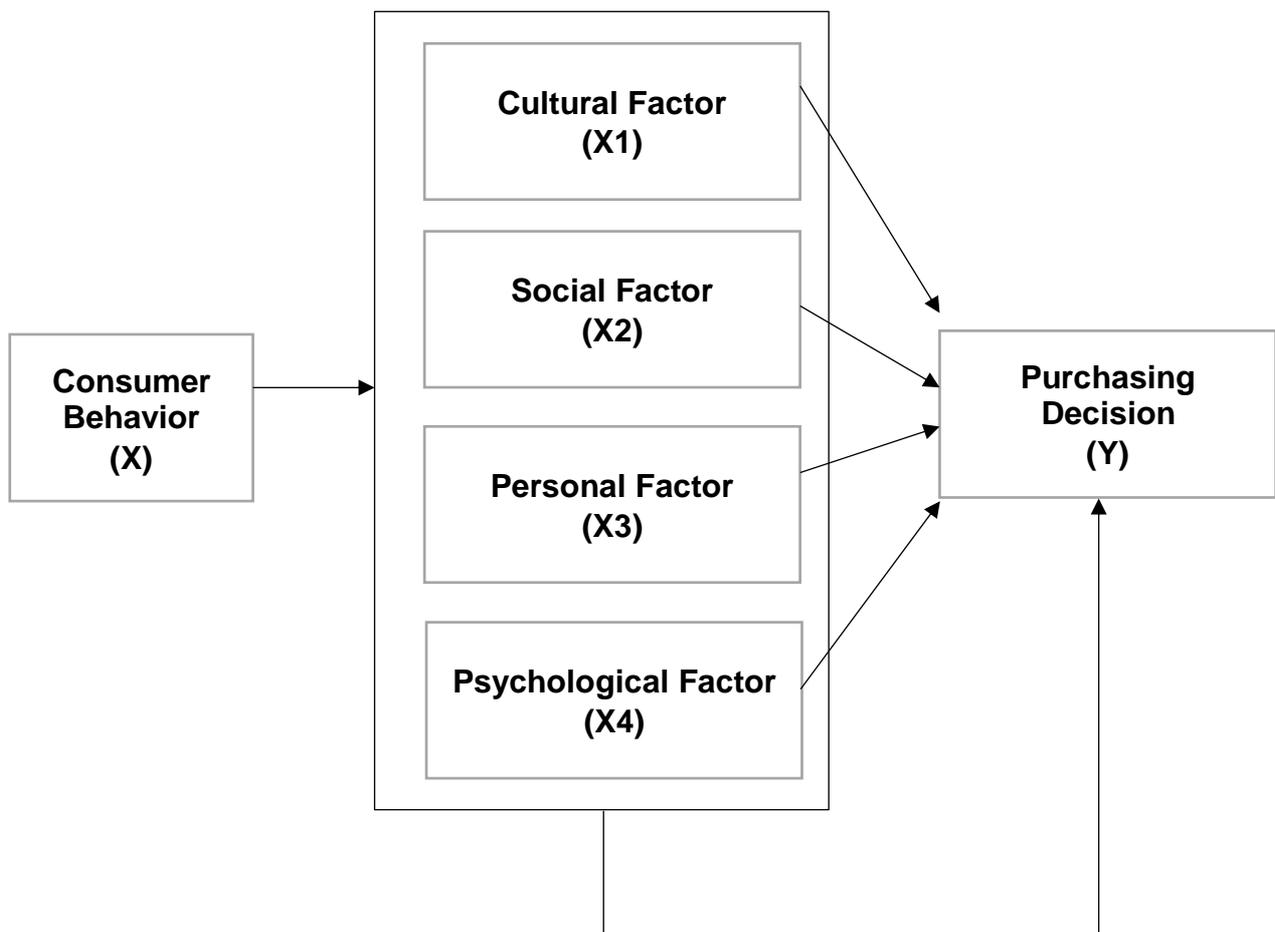
1.	Muhammad Ainun Zaky (2020)	<i>Pengaruh Perilaku Konsumen terhadap Keputusan Pembelian Online (Studi Kasus di Universitas Hasanuddin)</i>	Cultural, Social, and Psychological variables have a simultaneous influence on online purchase Decision
2.	Kartika sari , (2013)	<i>Pengaruh Perilaku Konsumen Terhadap Keputusan Pembelian (Penelitian pada Mahasiswa Administrasi Bisnis Angkatan 2012/2013 Fakultas Ilmu Administrasi Universitas Brawijaya yang Mengkonsumsi Produk Mie Instan merek Indomie)</i>	Cultural, social, personal and psychological variables have the same influence on the structure of purchasing decisions. The factor has a partial and simultaneous.
3	Nelsiani Sumbung ( 2016)	<i>Pengaruh Perilaku Konsumen Terhadap Keputusan Pembelian Air Minum Dalam Kemasan (AMDK) Club Brand (Studi Kasus Mahasiswa Fakultas Ekonomi Universitas Negeri Makassar</i>	1. Cultural, Personal and Psychological factors partially have a significant effect on purchasing decisions for Club Brand Bottled Drinking Water (AMDK). 2. Social factors partially have no significant effect on Club Brand Bottled Drinking Water (AMDK) purchasing decisions.
4.	Aldi M (2018)	<i>Pengaruh Perilaku Konsumen Terhadap Keputusan Pembelian Sepeda Motor Suzuki Satria F150 Pada PT. Ray Galeson Utama.</i>	Cultural, social, personal and psychological variables have the same influence on the structure of purchasing decisions towards Motorcycle Satria F150.

5.	Ade Nurf ( 2021)	<i>Pengaruh Perilaku Konsumen Terhadap Produk Minyak Goreng Pada Kheyla Mart Kecamatan Baraka Kabupaten Enrekang</i>	The results of the study show the consumer behaviour variable has a significant positive influence on purchasing decisions.
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## 2.6 Research Framework

Based on the background, the research questions, the objectives, and the theoretical bases stated above, and the proposed research framework is as follows:

**Figure 2.1 Research Framework**



## **2.7 Hypothesis**

H<sup>1</sup>: Cultural factors have partial effects on Uniqlo consumer purchasing decisions.

H<sup>2</sup>: Social factors have partial effects on Uniqlo consumer purchasing decisions.

H<sup>3</sup>: Personal factors have partial effects on Uniqlo consumer purchasing decisions.

H<sup>4</sup>: Psychological factors have partial effects on Uniqlo consumer purchasing decisions.

H<sup>5</sup>: Psychological factor has a dominant effect on consumer Uniqlo purchasing decisions.