

# EFFECT OF PRODUCT ATTRIBUTES, BRAND IMAGE AND SALES PROMOTION ON H&M PURCHASE DECISIONS

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## **Abstract**

The purpose of this research was to examine the impact of product attributes, brand image, and sales promotion on H&M product purchasing decisions in Bandung. This study uses a quantitative approach using the explanatory method through distributing questionnaires. The outcomes of this study proved that the product attribute variables, brand image and sales promotion all have an impact on purchase decisions. This studies is also expected to contribute to the company, especially in its marketing strategy in the form of product and promotion strategies so that they are always updated in providing information, especially in social media. The limitation of this study is that the majority of the selected samples are H&M visitors who are in the city of Bandung. It is hoped that further research will expand the sample and add several variables that can influence purchase decisions.

**Keywords:** *Product attributes, Brand image, Sales promotion, Purchase decisions*

## **INTRODUCTION**

Understanding consumer behavior and reactions to product layout and marketing may be very important for manufacturers, especially in the context of the clothing industry (Cardoso, 2018). In order to be able to improve marketing strategies, companies need to study how product attributes affect purchase decisions (Wang, 2018). According to Lee, (2019), the fashion sector is particularly individualistic, with sales contacts and customers developing relationships. The development of the fashion industry has given very significant changes to aspects of life. Today's dress culture has become a marker of how high a person's social status is. According to Riza Juliyana, (2020), the fashion industry is at a high percentage among other industries.

Table 1. Types of Industry

Types of industry	Percentage of
Fashion	62%
Tourism	60%
Printing, music, and IT	50%

Source: (Riza Juliyana, 2020)

The growth of the fashion industry in Indonesia, particularly in the city of Bandung, has been heavily influenced by globalization, so there are many brands with products from abroad competing to win the hearts of consumers. According to research conducted by brand finance, the 7 most valuable fashion brands in 2019 are as follows:

Table 2. Fashion

No	BrandFashion Brand	Revenue Earning
1	Nike	\$ 32.421 M
2	Zara	\$ 18.424 M
3	Adidas	\$ 16. 669 M
4	H&M	\$15.876 M
5	Cartier	\$13.642 M
6	Uniqlo	\$11.991 M
7	Hermes	\$10.920 M

Source: (Riza Juliyana, 2020)

H&M is a multinational brand that provides products for men, women, teenagers and children. In general, consumers look for and buy products that are considered better and provide benefits consisting of product attributes (brand, price, quality and design) (Moraes, 2020). Clothing industry products that are very competitive, especially in the aspect of product attributes, are in great demand from year to year and require companies to reformulate their strategies, one of which is through brand competition (Triantafillidou, 2017).

According to Kotler (2017), product attributes and brand image are important elements that consumers consider whenever making purchases. Previous research stated that product attributes affect the decision-making process with the brand being the most dominant variable (Wang, 2019; Nazah, I Hartati, Y and Siambotan 2017).

In addition to product attributes, brand image can have an influence on consumer decisions (Mashadi, 2018). This is due to the fact that images are formed by customers for subjective reasons and personal sentiments. According to Kim (2020), consumers who have a favorable picture of the brand are substantially more inclined to make a purchase.

Any other aspect that affects customers in buying is sales promotion. The research of Usman, O and Nevari (2020) states that partially the sales promotion and brand image characteristics have no effect on purchase decisions. Likewise in line with the research of Ariani, N and Farahnur (2020), sales promotions do not have an influence on purchase decisions.

Based on this phenomenon, this research is proposed to examine how much influence product attributes, brand image, and sales promotion have on H&M product purchase decisions in Bandung. This research is also expected to provide further references on factors that can influence purchasing decisions as well as become reading material for business people to reformulate the strategy to be adopted.

## **THEORY STUDY AND HYPOTHESES DEVELOPMENT**

### **Product Attributes**

Product attributes are defined as a component which is a product's properties that can meet consumer needs and desires and involves determining the benefits to be provided as well as elements that are considered important by consumers before making a purchase decision (Choi, 2003). 2019). According to Bayrak, (2018), product attributes consist of a series of product designs, quality, packaging and prices. Quality refers to the ability of a product to deliver performance based on its functionality, design refers to the appearance factor, and price refers to the amount required to obtain the product. (Alfiana, L, Lukita, N and Hatmanti, 2021).

In general, consumers use product attributes as a consideration before buying and consuming with the purpose of forming expectations of quality (Dewi, R, 2019). Prior to purchasing and consumption, search attributes can be extrinsic or intrinsic (Satya, A & Irna, C, 2016). Intrinsic cues include size, color or texture or specific attributes that are built into the product itself, while extrinsic cues include packaging and labels that can affect the product directly (Lin, 2017). It is important to understand that the purpose of product attributes is to build consumer perceptions (Satya, A & Irna, 2016). Consumers perceive attributes through their level of motivation, emotion, measurement, knowledge, and expectations. Previous research has stated that product attributes affect purchase decisions (Alfiana, L, 2021; Dewi, R, 2019; Riza Juliyana, 2020)

*H<sub>1</sub>. Product attributes have a positive effect on purchase decisions.*

### **Brand Image**

Pratminingsih, (2019) defines brand image as a perception that is related and connected to the consumers' memories. An image can be formed because of what's felt by a person towards the brand. meanwhile, Kotler (2017; 2016) states that brand image is a set of beliefs, ideas and impressions formed via a person closer to an object. companies must

be capable of determine the strategies that must be taken so that the product has an excellent image in the minds of consumers (Dewi, R, 2019).

a good brand image in the minds of consumers could have an influence on purchase decisions and growth consumer loyalty (Waluya, 2019; Nilasari, 2019). a terrific brand image has its own affect that draws consumers' purchasing power (Sudaryanto, S, Subagyo, N & Alawiyah, 2019). A brand can't work optimally if it does not offer information and cater to consumer needs. This information is the perception formed by using the employer of the emblem via various types of conversation, including advertising and marketing, promotions, public family members, and logos. Mashady, (2018) states that there are three signs in explaining brand image, specifically logo electricity, superiority of logo associations, and specialty. studies carried out via Alfiana, L, Lukitaningsih, & Hatmanti (2021) states that if a brand is ideal, it is able to influence consumer shopping choices.

*H<sub>2</sub>. Brand image has a positive effect on purchase decisions.*

### **Sales Promotion**

The activity of introducing, notifying, and reminding of a new product so that they are willing to buy the product being promoted, is the most important activity that plays an active role in the promotion (Sudaryanto, S, Subagio, & Awaliyah, 2019). Promotion is a one-way flow of information or conviction that is created to lead a person or organization to an exchange creation action in marketing. In carrying out promotional activities, companies must determine correctly the tools, methods and places so that promotions become more effective.

Sales promotion is one of the marketing strategies of every initiative carried out by the organization to encourage increased sales, use or sale of products and services (Usman, O, 2020). According to Kotler. P (2017) Sales promotion is an activity that communicates the benefits of a product and encourages consumers to buy the product. Aditi, et al (2018) mention the dimensions in explaining sales promotion, namely, samples, coupons, offers, price discounts and guarantees. Previous research conducted by Aditi, B and Hermansyur, H, (2018) stated that sales promotion can influence purchase decisions.

*H<sub>3</sub>. Sales promotion has a positive effect on purchase decisions.*

### **Purchase Decisions**

Purchase decisions is a process where consumers choose one of the attributes in making a purchase. Consumers can form six sub-choices in making a buy decisions. the six sub-choices are product, quantity, brand, dealer, time, and methods of payment. Kotler and Keller (2017) in step, purchase decision is the level of consumer assessment in forming alternatives among the most desired brands. As a marketer, they need to recognize how the system of purchase decision. The Decision taken through costumers can closely associated

with what they have purchase, include quantity of purchase, the products or services, the location of purchase, the time of purchase, and the methods of purchase.

Purchase decision is a method of selecting an alternative from an available selection. This is a selection primarily have to be based on choice, and isn't known as a decision if consumers don't choose or don't buy (Waluya, 2019)

Kotler, P (2017) mentions several measures in explaining purchase decisions, namely needs, purchase objectives, stability, and recommendations. Wang, Y (2018) mentions that there are several elements which can affect purchase decisions, brand image, product attributes, and sales promotions.

H4. Product attributes, brand image and sales promotion affect purchase decision

## **RESEARCH METHOD**

The researcher aims to analyze the influence of a Product Attribute, Brand Image, and Sales Promotion variable on a Purchase Decision in this study. This is a descriptive verification research. The researcher uses a statistical calculation to test the hypothesis.

This study's research approach is an explanatory method. Explanatory research, according to Sugiyono (2018), is a research approach that aims to explain the position of the variables analyzed as well as the causal link between one variable and another.

The researcher distributes a questionnaire in this study. Then, the researcher selects respondents who use H&M products. The sample is selected by using accidental sampling – 200 respondents as a total sampling.

This study collects the data by doing an interview and giving a questionnaire – Using a 1 to 5 Likert scale. A questionnaire will legitimate if the questions on it can disclose anything that can be quantified. In this study, data is analyzed using multiple linear regression.

## RESULT AND DISCUSSION

The respondent profile is as follows, based on the results of data collection in this study:

**Table. 3. Respondent Profile**

Respondent Profile		Percentage
Gender	Male	44%
	Female	57%
Age	17 – 22 Years	85%
	23 - 28 years	13%
	29 - 34 years	1%
	35 - 40 years	1%
Occupation	Student	84%
	Entrepreneur	3 %
	Private Employee	12%
	Civil      Servant/State Owned Enterprise	1%
Education Level	Senior High School	66%
	Associate Degree	4%
	Bachelor Degree	29%
	Master Degree	1%
	Doctor Degree	0%
H&M Users	Yes	80%
	No	20%
Expenditure	< Rp 2,000,000	72%
	Rp    2,000,000    to 5,000,000	25%
	Rp  5,000,000  to  Rp 8,000,000	4%

Source: Processed Data (2021)

There are 57% female and 44% male among the 200 responses, indicating that the female responder is more than the male respondent, as the female respondent normally pays more attention to fashion. The 17–22 year old respondents are the most prominent in this survey, while the 29–40 year old respondents are the least. The college student respondents are quite prominent in terms of educational degree.

### Descriptive Analysis

The following table shows the results of the descriptive analysis test of the respondent answer to the Product Attributes, Brand Image, Sales Promotion, and Purchase Decision variables:

**Table 4. Result of Descriptive Analysis**

<b>No</b>	<b>Variable</b>	<b>AverageScore</b>	<b>Standard Deviation</b>	<b>Interpretation</b>
1	Product Attributes	3.9	0.2363	Good
2	Brand Image	4.0	0.1779	Good
3	Sales Promotion	3.7	0.2032	Good
4	Purchase Decision	3.9	0.3643	Good

Source: Processed Data (2021)

The responses of respondents to each variable in table 2 show that the descriptive analysis result is in a good category.

### **Validity and Reliability Test**

The validity test is performed to look whether the measuring instrument evolved actually measures what the researcher desires to measure. The measuring instrument is valid if the questionnaire is ready to reveal something that will be measured by the questionnaire. To decide whether the questionnaire is valid or not in the research, a comparison among the corrected item-total correlation and the specified correlation coefficient is used.

Based on a questionnaire such as Product Attributes, brand image, sales promotion and purchase decision variables, the average value on the validity test is over 0.3. If the standard value of validity is obtained more than 0.3, the question is valid.

Reliability test is used to see the consistency of the measuring instrument. The reliability test is as follows:

**Table 5. Reliability Test**

<b>Variable</b>	<b>Reliability value</b>	<b>r-critical</b>	<b>Description of</b>
Product Attributes	0.681	0.6	Reliable
Brand Image	0.716	0.6	Reliable
Sales Promotion	0.762	0.6	Reliable
Purchase Decision	0.651	0.6	Reliable

Source: Processed Data (2021)

Especially based on the final results of the recapitulation presented in the table, all variables show a reliable result, wherein the reliability coefficient value of each variable is greater than the critical r of 0.6. for that reason, all research variables have good reliability and can be used for further analysis.

### Data Normality Test

A normality test is a test performed to evaluate the distribution of data within a group of variables, regardless of whether the distribution of the data is normally distributed. The results of the normality test are as follows:

**Table 6. Kolmogorov-Smirnov one-sample test**

		Unstandardized Residual
N		200
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	2.01047937
Most Extreme Differences	Absolute	0.073
	Positive	0.047
	Negative	-0.073
Test Statistic		0.073
Asymp. Sig (2-tailed)		0.073

Based on the table, the magnitude of Asymp value Sig (2-tailed) is 0.073. Since Asymp value Sig (2tailed) is greater than the specified significance level ( $0.073 > 0.05$ ), so it can conclude a normal distribution of unstandardized residual data.

### Multicollinearity Test

According to Ghozali (2016),The purpose of the multicollinearity test is to determine if there is a correlation or collinearity between the variables of the regression model. The test is as follows:

**Table 7. Multicollinearity Test**

coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	Product Attributes (X1)	.594	1,682
	Brand Image (X2)	.682	1.466
	Sales Promotion (X3)	.771	1.297

a. Dependent Variable : Purchase Decision (Y)

Source: Processed Data (2021)

From the table above, the three independent variables, namely Product Attributes (X1), Brand Image (X2), and Sales Promotion (X3) have a tolerance value – 0.594; 0.682 and 0.771 – with a VIF value – 1.682; 1.466, and 1.297. This result can be interpreted to meet the requirements of the classical assumption of multicollinearity, as there is no multicollinearity between the independent variables and the VIF is less than 10.00, while the margin of error is greater than 0.10.

### Multiple Linear Regression Test

Multiple regression analysis function is used for decide how big and how massive the impact of product attributes, brand image, and sales promotion on purchase decision. The processing result is as follows :

**Table 8. Regression Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.
	B	Std. Error	Beta		
1 (Constant)	6,046	1,497		4,038	0,000
Product Attribute (X1)	0,208	0,064	0,250	3,234	0,001
Brand Image (X2)	0,182	0,073	0,179	2,480	0,014
Sales Promotion (X3)	0,218	0,057	0,261	3,850	0,000

a. Dependent Variable: Purchase Decision (Y)

The result of output above is indicates the regression coefficient cost and the intercept cost. It may be shaped as a multiple linear regression equal as follows :

$$Y = 6,046 + 0,208 X1 + 0,182 X2 + 0,218X3 + e$$

A = 6,064 means that if the Brand Image, Product Attributes, adns Sales Promotion variables are 0, the Purchase Decision will be 6,064 units. Thus, the regression liner intersect the Y axis at 6,064 points.

B1 = 0,208 means that if the Brand Image will increases through 1 point at the same time as the other variable are constant, Purchase Decision growth as using 0,208 units

B2 = 0,182 means that if the Product Attribute variable will increase through 1 point at the same time as the other variables are constant, then the Purchase Decision will growth by using 0,182 units

B3 = 0,218 means that if the Sales Promotion variable will increase through 1 point at the same time as the other variables are constant, then the Purchase Decision will growth by using 0,218 units

## Simultaneous Hypothesis Test

**Table 9. Simultaneous Hypothesis Test**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	352.657	3	117.552	28.644	0.000 <sup>b</sup>
Residual	804.363	196	4.104		
Total	1157.020	199			

a. Predictor: (Constant), Brand Image, Product Attribute, Sales Promotion

b. Dependent Variable: Purchase Decision

Source: SPSS Output Appendix (2021)

Based on the table above and based on ANOVA test, the calculated of F values is 28.644 with the significant values 0,000. From the calculation from the F table, particularly at the extended level is  $\alpha = 0,05$ ,  $df1 = k - 1 = 4 - 1 = 3$ , and for the  $df2 = n - k = 200 - 4 = 196$ , so it can be obtained the F table is 2,65. When it is compared,  $F \text{ count} > F \text{ table}$   $22,821 > 2,65$ . It may be concluded if that Product Attributes, Brand Image, and Sales Promotion simultaneously affect the purchasing decision on H&M product.

## Partial hypothesis test

The t-test was performed to show how explanatory or unbiased variables affect the description of the base variable version. The results of the test are as follows:

**Table 10. Partial Hypothesis Test**

theModel	Unstandardized Coefficients		Standardized Coefficients	t	sig.
	B	Std. Error	Beta		
1 (Constant)	6.046	1.497		4.038	.000
Product Attributes (X1)	0.208	0.064	0.250	3.234	.001
Brand Image (X2)	0.182	0.073	0.179	2.480	.014
Sales Promotion (X3)	0.218	0.057	0.261	3.850	.000

b. Dependent Variable : Repurchase Intention (Y)

*Source: SPSS Output Appendix*

From the above values, we can see that the t-matter charge determined by the product functional variable is  $3.234 > t\text{-table} (1.97214)$ . This meets the hypothesis testing criteria that  $H_0$  is rejected and  $H_a$  is accepted. This means that product attribute variables can have a significant impact on purchasing decisions. Brand image variable has obtained  $2.480 > t\text{ table} (1.97214)$ . it's far according with the criteria for trying out the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted. It means that in part, the brand image variable has a significant impact on purchase decisions. sales promotion has obtained at  $3.850 > t\text{ table} (1.97214)$ . it is in accordance with the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted. It means that partially, the sales promotion variable has a significant impact on purchase decisions.

### Determination Coefficient

In line with Ghozali (2012:97) he said that the determinant coefficient ( $R^2$ ) is device for measuring the extent to which a model can explain the variation of dependent variable.

**Table 11. Determination Coefficient Test**

Model	R	R Square
1	.815 <sup>a</sup>	.664

Predictors: (Constant), Sales Promotion, Product Attributes, Brand Image

Dependent Variable: Purchase Decision

The coefficient of the determination result is 0.664 and we can know that from the outcomes of the table above, it have a meaning if the impact from 3 independent variables at the dependent variables points is 66.4%. Furthermore 33,6% or the remainder driven through the use of different variables were not tested.

### **Discussion of the Effect of Product Attributes on Purchase Decisions on H&M Products**

In this study, the answers to the questions about product characteristics belonged to the best category. Discovered from the effect from all of the calculations of respondent's responses previously defined. All of the indicators proposed to be protected in a good way category.

This study found that the attributes of H&M product influence purchasing decision. The outcomes from this research is the same way with the previous research which additionally found by Nazah, I Hartati, Y and Siambotan (2017) which states that product attributes affect purchase decisions. A similar study was also carried out by Suci, P and Kusuma, A (2019) with the theme of products for SME in Tasik city, and a sample of 120 respondents reported the attributes. Purchase decision is considerable affected by the product attributes. Which means if the companies must pay more attention to the elements contained in product attributes because if consumers perceive that the company's product attributes are good, they will buy the product.

### **The Effect of Brand Image on Purchase Decisions on H&M Products**

On this study, the responses concerning brand image fall into the great category. It is possible to be determined from that consequences of respondent's answers and the fact that each of the proposed indicators falls into a brilliant category. Primarily based on the hypothesis attemptiong out the outcomes in a partial way or t-test, it is possible to be concluded if that the brand image variable is suggest that H0 is become rejected and H1 become accepted.

The outcomes from this research is the same way with the previous research which additionally found by (Nilasari,2019) which additionally found that brand image impacts buy decisions. Consumers usually generally tend to buy products that have a fine brand image because a strong and extraordinary brand image indicates that the product is of excessive fine and popular (Sudaryanto, S, 2019).

### **Effect of Sales Promotion on Purchase Decisions on H&M Products**

In this study, the responses regarding the sales promotion is in a good category. You can see it by looking at the calculation results of answer from the respondents that describe earlier, every suggested indicator is placed in a good category. Based from that outcome of part of the assumption test / hypothesis or the t-test, we can known that if the sales promotion variable is suggest that H0 is become rejected and H1 become accepted.

This study proves that the company's promotional strategy in the form of sales promotion is important as it will affect marketing performance. The outcomes from this research is the same way with the previous research which additionally found by (Wahyuni and Setyawati, 2020; Ahmadi, 2020) which also proves that sales promotion can encourage consumers to make purchases.

## CONCLUSION

The outcomes from this study is reveal that product attributes, brand image, and sales promotion are giving a powers on a purchasing decision at H&M. On this basis, H&M management is additionally needs to take note of the attributes of product that will provide consumers, strategies and promotion strategies to increase the positive image. The results of this study have very useful implications for every point of sale, especially H&M.

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