

The Influence of Lifestyle, Brand Image, and Consumer Behavior Mediated by Marketing Mix on Fashion Product Purchasing Decisions

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Abstracts

This study analyzes the influence of lifestyle, brand image, and consumer behavior on purchasing decisions for local fashion products in Bandung, with the marketing mix as a mediating variable. Lifestyle positively affects purchasing decisions through activities such as hobbies and leisure, which form the foundation of effective marketing strategies. Brand image significantly impacts purchasing decisions through strong brand personalities, such as speed and precision in service, fostering consumer trust. Consumer behavior also influences purchasing decisions, with comfort as a key factor. Data from 400 respondents were analyzed using SEM-PLS to evaluate direct and indirect relationships among variables. The findings reveal that the marketing mix fully mediates the effects of lifestyle, brand image, and consumer behavior on purchasing decisions. This study offers theoretical and practical implications, such as the development of relevant marketing strategies to enhance the competitiveness of local fashion products in domestic and international markets. This study is limited in scope, focusing only on local fashion consumers in Bandung, thus potentially restricting its generalizability to other regions. Additionally, the quantitative research design limits in-depth exploration of consumer behavior and preferences. The testing utilized SEM-PLS, which, while effective in analyzing variable relationships, does not capture qualitative aspects that may be relevant for future research.

Keywords: Lifestyle, Brand Image, Consumer Behavior, Marketing Mix, Purchasing Decision

INTRODUCTION

The global fashion industry continues to evolve, driven by rapid changes in consumer behavior, branding strategies, and marketing approaches. In Indonesia, particularly in Bandung, fashion has transcended functionality to become a reflection of cultural identity and personal expression. With increasing competition in the market, understanding the determinants of purchasing decisions is essential for brands seeking to differentiate themselves and attract consumers effectively.

The global fashion industry is a dynamic economic sector shaped by technological innovation, social trends, and cultural values. In Indonesia, particularly in Bandung, the industry has evolved significantly since the early 20th century. Initially influenced by European colonial styles and materials like silk, Bandung's fashion scene transitioned into a unique subculture driven by local designers and youth creativity. By the 2000s, the rise of innovative designers such as Biyan and Anne Avantie, coupled with platforms like Jakarta Fashion Week, propelled Indonesian fashion onto the international stage. However, the influx of fast fashion brands like Zalora introduced challenges, including sustainability concerns and environmental impacts, highlighting the need for ethical production practices.

Bandung, dubbed "Paris van Java," has emerged as Indonesia's creative and fashion hub. Contributing **43.71%** to the city's Gross Regional Domestic Product (GRDP) in 2017, the fashion sector is a cornerstone of Bandung's economy. By 2023, its contribution stood at **18.73%**, supported by over 158 fashion enterprises employing 28,912 workers (2018–2021). The city excels in producing casual wear, Muslim fashion, and export-oriented apparel, blending traditional craftsmanship with modern trends. Government initiatives, including creative industry policies and events like Bandung Fashion Week, further bolster its status. Bandung's success lies in its ability to merge affordability with cultural identity, appealing to both domestic and international markets.

Generational shifts in consumer behavior, particularly among Millennials (Gen Y) and Gen Z, have reshaped Indonesia's fashion landscape. Millennials (30% of Indonesia's population) prioritize emotional value and self-expression, while Gen Z (25%) emphasizes sustainability and ethical branding, with 70% favoring brands aligned with these values. Both generations rely heavily on digital platforms for purchasing decisions, driven by social media influencers and e-commerce accessibility. In Bandung, youth preferences lean toward stylish, culturally resonant products that balance modernity with local heritage, creating a niche for brands like Erigo (streetwear) and Sejauh Mata Memandang (eco-conscious fashion).

Lifestyle, Brand Image, and Marketing Strategies. Fashion in Bandung reflects a lifestyle intertwined with identity and digital engagement. Consumers seek products that mirror personal values, blending traditional motifs with contemporary designs. Brand image is critical, with transparency, sustainability, and quality driving loyalty. Local brands leverage Bandung's "creative city" reputation to build narratives that resonate with youth aspirations. For instance, Erigo's streetwear appeals to urban trends, while Sages emphasizes artisanal craftsmanship through premium leather goods.

The marketing mix (4P ; Product, Price, Place, Promotion) plays a pivotal role in mediating consumer decisions. Brands tailor products to local tastes, adopt competitive pricing, utilize e-commerce platforms like Shopee, and engage audiences via Instagram and TikTok. Promotional strategies emphasize visual storytelling and influencer collaborations, enhancing brand visibility. For example, Berrybenka's success stems from aligning fast fashion trends with Gen Z's budget-consciousness, while Bandung's SMEs thrive through social media-driven "microbrand" models.

Challenges and Research Implications. Despite growth, the industry faces sustainability pressures from fast fashion's environmental footprint and ethical concerns. Balancing affordability with eco-friendly practices remains a challenge. Additionally, global competition

demands continuous innovation in design and digital integration. This study aims to analyze how lifestyle, brand image, and consumer behavior mediated by marketing strategies shape purchasing decisions. By understanding these dynamics, Indonesian fashion brands can craft targeted strategies to enhance competitiveness, foster loyalty, and address sustainability imperatives. The findings will contribute to academic discourse and practical frameworks for navigating the evolving digital and globalized fashion economy.

Fashion consumption is influenced by cultural trends, technological advancements, and economic conditions. As digital transformation accelerates, consumers now engage with fashion brands through multiple touchpoints, from social media to e-commerce platforms. Understanding the interplay between these factors is crucial for brands aiming to establish a competitive edge in the industry.

RESEARCH PROBLEM AND OBJECTIVES

This study aims to bridge this gap by examining how lifestyle and brand image influence purchase decisions, with marketing mix as a mediating factor. The research primarily focuses on Generation Y and Z, key consumer segments that experience lifestyle transformations and evolving consumption habits due to digitalization and growing awareness of sustainability in fashion.

Implications for the Local Fashion Industry

Key implications of this study for Indonesia's local fashion industry include:

1. **Understanding Consumer Lifestyle Trends** The dynamic shifts in consumer lifestyles directly affect their preferences and purchase decisions. The fashion industry must continuously analyze emerging lifestyle trends and adapt its marketing strategies and product designs accordingly.
2. **Building a Strong Brand Image** A positive and robust brand image enhances consumer loyalty and product attractiveness. Hence, local fashion producers must focus on branding strategies that effectively communicate their identity and values.
3. **Decoding Consumer Behavior Factors** such as motivation, perception, attitudes, and preferences play a crucial role in consumer decision-making. A comprehensive analysis of these behavioral aspects will enable businesses to formulate more effective marketing strategies.
4. **Optimizing the Marketing Mix** The marketing mix comprising product, price, promotion, and distribution—acts as a crucial mediator connecting consumer lifestyle and brand image to purchase decisions. Therefore, local fashion businesses must refine their marketing mix strategies to enhance competitiveness and drive sales.

Research Problem Identification :

This study identifies several pressing challenges in Bandung's fashion industry :

1. **Evolving Consumer Preferences and Market Demands** Rapidly changing fashion trends necessitate an in-depth understanding of consumer lifestyles and their impact on purchase decisions.
2. **Competition and Innovation in the Fashion Industry** Innovations in design and product development that align with consumer lifestyles and values can strengthen brand image and positively influence purchase behavior.
3. **Impact of Digitalization and Social Media** Social media has become a pivotal component of the marketing mix, shaping brand perception and influencing consumer purchasing behavior.
4. **Sustainability in Fashion** With increasing consumer awareness of sustainability, brands that embody these values gain a competitive edge in influencing purchase decisions.

5. Brand Image and Consumer Purchase Decisions A strong brand image is a critical determinant in purchasing decisions, particularly when it resonates with consumer lifestyles and values.
6. Fashion Industry's Role in Bandung's Economic Growth Understanding the factors affecting purchase decisions can contribute to the sustainable development of the local fashion industry and its impact on the city's economic growth.

RESEARCH SIGNIFICANCE

This study applies several research limitations to ensure a focused and structured analysis. Firstly, the research variables are derived from prior studies (Nurmalia et al., 2024), wherein Lifestyle is conceptualized as a representation of an individual's values, beliefs, and behaviors that influence their consumption choices. Lifestyle is shaped by multiple factors, including cultural, social, and personal influences.

Secondly, Brand Image is defined in this study based on consumer perceptions of a brand, which are formed through experiences, advertisements, and interactions with the product (Viorentina et al., 2023). A strong and positive Brand Image enhances consumer loyalty and directly impacts Purchase Decisions (Agatha & Widiartanto, 2020).

Thirdly, Consumer Behavior refers to how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to fulfill their needs and desires. Consumer Behavior encompasses an ongoing process, beginning with problem recognition and extending through post-purchase evaluation.

The Marketing Mix, consisting of product, price, place, and promotion (4Ps), serves as a strategic tool used by marketers to influence consumer decision-making. A deep understanding of how each Marketing Mix element can be tailored to align with consumer needs and preferences is crucial for effective market positioning (Kotler et al., 2016).

Purchase Decision, within the scope of this research, is defined as the sequence of steps consumers undergo before making a purchase. This process typically consists of five key stages: Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision, and Post-Purchase Behavior (Kotler et al., 2016).

The target population of this study is limited to Generation Y and Generation Z consumers. Generation Y, commonly referred to as Millennials, comprises individuals born between 1981 and 1996. They have grown up in the digital era, with extensive access to information via the internet. Generation Z, born between 1997 and 2012, represents a younger demographic that is even more technologically connected (bps.go.id, 2024). Given their digital fluency, these two generations significantly influence the contemporary fashion industry by driving trends and brand perceptions.

The study employs a survey-based methodology, with questionnaires serving as the primary data collection instrument (Pratama et al., 2022). Geographically, this research is restricted to the city of Bandung, a key hub for fashion industry development in Indonesia. This regional focus is justified by the availability of high-quality raw materials and the substantial influence of Generation Y and Z in shaping consumer behavior and preferences. Previous research highlights that superior raw materials contribute to enhanced product quality in Bandung's fashion sector. Additionally, Millennials and Gen Z consumers demonstrate a strong preference for modern, trendy fashion while simultaneously supporting local brands (Meitasari & Setiawati, 2020).

Furthermore, the data collection period is confined to a specific timeframe within the research year to maintain relevance and accuracy in capturing contemporary consumer behaviors and industry trends.

Lastly, this study does not account for external factors that may also affect Purchase Decisions in the local fashion industry, such as social, cultural, or situational influences. While these variables may contribute to consumer decision-making, their impact falls beyond the defined

research scope, allowing for a more targeted investigation into the mediating role of the Marketing Mix between Lifestyle, Brand Image, Consumer Behavior, and Purchase Decisions.

MODEL RESEARCH

Factors Influencing Purchase Decisions in Bandung's Fashion Industry

Based on the conceptual framework, several key factors influence fashion product purchase decisions in Bandung, including Lifestyle, Brand Image, Consumer Behavior, and Marketing Mix. These factors have been supported by numerous empirical studies, demonstrating their significant impact on consumer purchase decisions.

Research Hypothesis Development

A research hypothesis is a preliminary assumption about a problem under investigation, formulated based on theoretical analysis but not yet tested with empirical data. Hypotheses provide a foundation for testing relationships between variables, including null hypotheses (H₀) that state no relationship or effect between variables and alternative hypotheses (H_a) that posit a significant influence. Hypothesis testing is integral to scientific research, allowing researchers to validate theoretical assumptions through data collection and statistical analysis (Sugiyono, 2019, 2022).

Hypothesis Testing on Key Relationships

1. The Influence of Lifestyle on Marketing Mix

Previous research indicates that Lifestyle significantly affects consumer purchasing interest, shaping various aspects of Marketing Mix strategies (Akkaya, 2021). The preferences and habits of Generation Y and Generation Z are particularly reflective of marketing mix components. Research findings suggest that Lifestyle directly influences how businesses structure their marketing strategies, including branding, pricing, and promotional approaches (Bachri & Biby, 2021).

- H1: Lifestyle has a positive influence on the Marketing Mix.

2. The Influence of Brand Image on Marketing Mix

Brand Image plays a vital role in influencing the Marketing Mix, particularly in the Gen Y and Gen Z consumer segment (Yohana et al., 2020). Empirical studies highlight that a strong Brand Image enhances a company's overall marketing strategy, helping businesses position their products effectively and attract consumer interest (Mus et al., 2021; Prasetya & Sunaryo, 2019).

- H2: Brand Image has a positive influence on the Marketing Mix.

3. The Influence of Consumer Behavior on Marketing Mix

Consumer Behavior has been shown to have a direct impact on Marketing Mix effectiveness (Dewi et al., 2022). When consumers evaluate marketing components—such as product features, pricing, and promotional efforts they form perceptions that influence purchasing choices (Saragih, 2015).

- H3: Consumer Behavior has a positive influence on the Marketing Mix.

4. The Influence of Lifestyle on Purchase Decisions

Digital Lifestyle preferences, particularly in e-commerce settings, significantly affect purchase decisions, especially among Generation Z consumers (Nurmalia et al., 2024). Consumers actively compare prices, access product reviews, and consider peer recommendations, shaping their purchasing behavior (Lusi et al., 2023; Rizky et al., 2023).

- H4: Lifestyle has a positive influence on Purchase Decisions.

5. The Influence of Brand Image on Purchase Decisions

A strong Brand Image builds consumer trust and positively influences purchasing behavior, particularly among Gen Z consumers who rely heavily on brand reputation when making

purchase decisions (Tamima et al., 2024; Viorentina et al., 2023). Trust in a brand leads to quicker and more confident purchasing choices (Lusi et al., 2023; Mariah et al., 2022).

- H5: Brand Image has a positive influence on Purchase Decisions.

6. The Influence of Consumer Behavior on Purchase Decisions

Consumer Behavior is a key determinant of purchase decisions, particularly in the fashion industry for Gen Y and Gen Z consumers (Muralidhar, 2019). Studies suggest that consumer preferences, habits, and attitudes shape their likelihood of purchasing a product (Kurniastuti et al., 2023; Suhartopo et al., 2020).

- H6: Consumer Behavior has a positive influence on Purchase Decisions.

7. The Influence of Marketing Mix on Purchase Decisions

The Marketing Mix consisting of product, price, place, and promotion—plays a fundamental role in shaping consumer perceptions and purchase decisions (Kotler et al., 2016). Competitive pricing, strong branding, and effective promotional strategies significantly increase purchasing intent (Widyastuti et al., 2020; Yusuf et al., 2022).

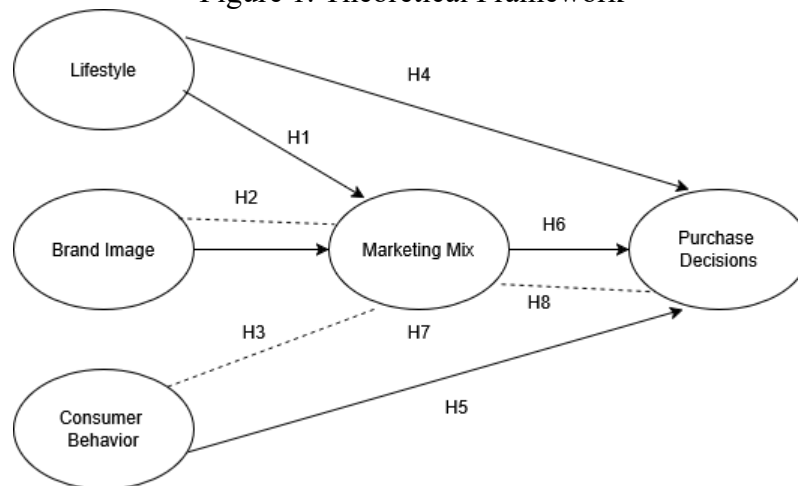
- H7: The Marketing Mix has a positive influence on Purchase Decisions.

8. Mediating Role of the Marketing Mix

Despite extensive research on Lifestyle, Brand Image, and Consumer Behavior, there is limited analysis of how the Marketing Mix acts as a mediating variable influencing purchase decisions. Some studies indicate that Marketing Mix components can mediate consumer purchasing behavior, especially in industries like fashion and tourism (Dewi et al., 2022; Payangan et al., 2023).

- H8: The Marketing Mix mediates the influence of Lifestyle, Brand Image, and Consumer Behavior on Purchase Decisions.

Figure 1. Theoretical Framework



RESEARCH METHODOLOGY

The research methodology follows a structured scientific approach aimed at obtaining valid and reliable data to achieve specific research objectives. This method involves data collection, processing, and analysis through both primary and secondary sources (Sugiyono, 2022). The research adopts a quantitative approach, which aligns with positivist philosophy, emphasizing statistical analysis and hypothesis testing to ensure objective and measurable results.

The study focuses on Generation Y (born 1981-1996) and Generation Z (born 1997-2012) residing in Bandung City, considering their significant purchasing power and active participation in fashion consumption. These generations are highly integrated with digital

technology, social media, and e-commerce platforms, making them ideal subjects for studying consumer behavior in the fashion industry.

Population and Sample Determination

The research population consists of Bandung's residents, as outlined by the Bandung City Statistics Agency (bps.go.id, 2023). The sample was selected using non-probability sampling, specifically purposive sampling and convenience sampling, ensuring that only respondents meeting the study criteria aged 18 to 43 years old and actively purchasing local fashion products were included. Based on (Hair et al., 2023), the sample size is determined using the formula : $N = 5 \text{ or } 10 \times \text{Amount of Indicators}$

Thus, the ideal sample size ranges between 365 and 730 respondents, ensuring comprehensive data representation. This study employs a quantitative research design, utilizing SEM-PLS to analyze relationships among variables. The sample consists of 400 respondents from Bandung's fashion consumer segment, selected through purposive sampling.

Research Design and Data Collection

This study employs a descriptive research design, aiming to analyze the impact of Lifestyle, Brand Image, and Consumer Behavior on Purchase Decisions, with Marketing Mix acting as a mediating variable. Data collection is conducted through surveys using structured questionnaires distributed via Google Forms. A Likert scale (1–5) is employed to measure respondents' opinions on various research variables, allowing for statistical analysis of consumer attitudes and behaviors.

Operationalization of Variables

To accurately measure each research construct, key variables are defined as follows:

- Lifestyle (X1): A combination of activities, interests, and opinions influencing consumer habits (Kotler et al., 2016).
- Brand Image (X2): Consumers' overall perception of a brand, shaped by past experiences and marketing efforts (Keller & Brexendorf, 2019).
- Consumer Behavior (X3): Psychological, cultural, and social influences shaping purchasing preferences (Rahmadani et al., 2020).
- Marketing Mix (Z): A set of controllable marketing tools including Product, Price, Promotion, Place, People, Process, and Physical Evidence used to influence consumer decisions (Kotler et al., 2016).
- Purchase Decision (Y): The process by which consumers recognize needs, gather information, evaluate alternatives, make purchasing choices, and assess post-purchase satisfaction (Rahman, 2019).

Data Analysis and Hypothesis Testing

The study applies Structural Equation Modeling - Partial Least Squares (SEM-PLS) for hypothesis testing, ensuring robust analysis of causal relationships between variables. The outer model evaluates indicator validity and reliability, while the inner model assesses the relationships between latent variables.

Key statistical tests include:

1. Convergent Validity: Ensuring each construct is well-measured by its indicators ($AVE > 0.50$).
2. Discriminant Validity: Ensuring each construct is distinct from others ($\text{Cross-loading} > 0.70$).
3. Reliability Testing: Using Cronbach's Alpha (> 0.70) and Composite Reliability (> 0.70).
4. Multicollinearity Test: Evaluating Variance Inflation Factor ($VIF < 5$) to confirm non-redundant variables.

5. Goodness-of-Fit (GoF): Assessing model fit using metrics like RMSEA (< 0.05) and SRMR (< 0.08).
6. Hypothesis Testing: Using t-tests and p-values to determine statistical significance ($p < 0.05$).

Mediation Analysis

A critical aspect of this research is the mediating role of the Marketing Mix, examined using the Variance Accounted For (VAF) formula:

- VAF $> 80\%$: Full mediation
- $20\% \leq \text{VAF} \leq 80\%$: Partial mediation
- VAF $< 20\%$: No mediation

By integrating Bootstrapping techniques, the study ensures reliable confidence intervals and statistical significance of mediation effects.

RESULTS AND DISCUSSION

DEMOGRAPHIC ANALYSIS

Respondent Profile and Data Collection

This study involved the dissemination of a questionnaire to a target of 400 respondents, all of whom met the predetermined criteria: individuals residing in Bandung, aged between 18 and 43 years, who are aware of local fashion brands and have previously purchased such products. There were no income restrictions applied in the sampling process. The initial target sample size was between 365 and 730 respondents, with a final achieved response rate of 400, ensuring comprehensive representation of the target demographic.

The demographic breakdown of the respondents is as follows: gender distribution was nearly balanced, with 207 male respondents (51.75%) and 193 female respondents (48.25%). In terms of age, the highest representation was found in the 28–32 age group (167 respondents, 41.75%), followed by the 23–27 age group (113 respondents, 28.25%), while a smaller proportion (10.75%) belonged to the 38–43 age range. Regarding educational background, the majority held either a Diploma or Bachelor's degree (58%), while a significant portion had attained a Master's degree (20.25%), reflecting a well-educated sample relevant to the study focus.

Data Analysis Methodology

Data analysis was conducted using the SMARTPLS 4 Professional software, implementing Structural Equation Modeling-Partial Least Squares (SEM-PLS). The key analytical stages included Goodness-of-Fit (GOF) assessment, measurement model evaluation (both outer and inner models), and mediation testing via the Variance Accounted For (VAF) method.

Descriptive analysis was employed to interpret responses based on a five-point Likert scale (1–5), measuring agreement levels for various research variables. To facilitate systematic categorization, interval class width (P) was determined using the formula:

where the range was calculated as the difference between the highest and lowest Likert scale values ($5 - 1 = 4$). This enabled classification into five categories, with each interval spanning 0.8 units. The Likert scale categories were as follows:

- 1.00 – 1.80 (20.00% - 36.00%): Strongly Disagree
- 1.81 – 2.60 (36.01% - 52.00%): Disagree
- 2.61 – 3.34 (52.01% - 68.00%): Neutral
- 3.35 – 4.20 (68.10% - 84.00%): Agree
- 4.21 – 5.00 (84.01% - 100%): Strongly Agree

Key Findings by Research Variables

Lifestyle

Responses regarding lifestyle preferences were assessed through 10 indicators. The highest scoring indicator (GH6) achieved a percentage of **69.85%**, while the lowest (GH10) recorded

68.75%. The average response rate across all indicators was **69.41%**, categorizing respondents' perception of lifestyle-related factors as "Moderately Positive."

Table 1 Descriptive Analysis on Lifestyle Indicator

Number	Indicators	Question	Score 1	Score 2	Score 3	Score 4	Score 5	Actual Score	Ideal Score
1	GH1	X1.1	0	59	144	147	50	1388	2000
2	GH2	X1.2	0	60	144	143	53	1389	2000
3	GH3	X1.3	0	57	147	143	53	1392	2000
4	GH4	X1.4	0	57	157	127	59	1388	2000
5	GH5	X1.5	0	62	138	148	52	1390	2000
6	GH6	X1.6	0	58	147	135	60	1397	2000
7	GH7	X1.7	0	59	149	133	59	1392	2000
8	GH8	X1.8	0	59	145	149	47	1384	2000
9	GH9	X1.9	0	59	148	139	54	1388	2000
10	GH10	X1.10	0	64	146	141	49	1375	2000

Source : SEM-PLS

Brand Image

Brand image was evaluated using 12 indicators. The highest rating was obtained by indicator CM10 (**70.20%**), whereas the lowest was CM4 (**68.70%**). The overall average response was **69.46%**, suggesting that respondents held a "Moderately Positive" perception of local fashion brand images.

Table 2 Descriptive Analysis on Consumer Behavior Indicator

Number	Indicators	Question	Score 1	Score 2	Score 3	Score 4	Score 5	Actual Score	Ideal Score
1	CM1	X2.1	0	51	166	133	50	1382	2000
2	CM2	X2.2	0	52	156	131	61	1401	2000
3	CM3	X2.3	0	61	133	150	56	1401	2000
4	CM4	X2.4	0	53	168	131	48	1374	2000
5	CM5	X2.5	0	57	160	125	58	1384	2000
6	CM6	X2.6	0	60	144	132	64	1400	2000
7	CM7	X2.7	0	63	140	143	54	1388	2000
8	CM8	X2.8	0	56	159	130	55	1384	2000
9	CM9	X2.9	0	55	161	129	55	1384	2000
10	CM10	X2.10	0	49	158	133	60	1404	2000
11	CM11	X2.11	0	60	142	145	53	1391	2000
12	CM12	X2.12	0	61	149	141	49	1378	2000

Source : SEM-PLS

Consumer Behavior

Consumer behavior was measured through 16 indicators, where the highest response rate was noted for PK8 (**70.50%**) and the lowest for PK3 (**69.30%**). The mean percentage across indicators stood at **69.84%**, indicating that respondents exhibited a "Moderately Positive" attitude toward local fashion consumption.

Table 3 Descriptive Analysis on Consumer Behavior Indicator

Number	Indicators	Question	Score 1	Score 2	Score 3	Score 4	Score 5	Actual Score	Ideal Score
1	PK1	X3.1	0	55	154	127	64	1400	2000
2	PK2	X3.2	0	58	141	144	57	1400	2000
3	PK3	X3.3	0	63	145	135	57	1386	2000
4	PK4	X3.4	0	56	155	121	68	1401	2000
5	PK5	X3.5	0	64	142	135	59	1389	2000
6	PK6	X3.6	0	56	144	139	61	1405	2000
7	PK7	X3.7	0	54	157	133	56	1391	2000
8	PK8	X3.8	0	57	148	123	72	1410	2000

9	PK9	X3.9	0	53	150	136	61	1405	2000
10	PK10	X3.10	0	62	145	132	61	1392	2000
11	PK11	X3.11	0	60	153	124	63	1390	2000
12	PK12	X3.12	0	56	148	136	60	1400	2000
13	PK13	X3.13	0	63	136	148	53	1391	2000
14	PK14	X3.14	0	62	147	126	65	1394	2000
15	PK15	X3.15	0	61	140	136	63	1401	2000
16	PK16	X3.16	0	55	155	132	58	1393	2000

Source : SEM-PLS

Marketing Mix

With 28 indicators, the marketing mix variable demonstrated varied perceptions. The highest score was recorded for BP26 (70.50%), while the lowest was BP15 (69.15%). The overall average response was 69.74%, reinforcing a "Moderately Positive" outlook on local fashion marketing strategies.

Table 4 Descriptive Analysis on Marketing Mix Indicator

No	Indikator	Pertanyaan	Skor 1	Skor 2	Skor 3	Skor 4	Skor 5	Skor Aktual	Skor Ideal
1	BP1	Z1.1	0	57	148	144	51	1389	2000
2	BP2	Z1.2	0	55	146	141	58	1402	2000
3	BP3	Z1.3	0	57	141	144	58	1403	2000
4	BP4	Z1.4	0	61	150	133	56	1384	2000
5	BP5	Z1.5	0	64	131	147	58	1399	2000
6	BP6	Z1.6	0	61	143	141	55	1390	2000
7	BP7	Z1.7	0	56	145	143	56	1399	2000
8	BP8	Z1.8	0	54	148	141	57	1401	2000
9	BP9	Z1.9	0	55	141	150	54	1403	2000
10	BP10	Z1.10	0	56	151	143	50	1387	2000
11	BP11	Z1.11	0	62	142	140	56	1390	2000
12	BP12	Z1.12	0	59	131	162	48	1399	2000
13	BP13	Z1.13	0	62	139	139	60	1397	2000
14	BP14	Z1.14	0	59	146	139	56	1392	2000
15	BP15	Z1.15	0	66	137	145	52	1383	2000
16	BP16	Z1.16	0	57	138	148	57	1405	2000
17	BP17	Z1.17	0	57	140	144	59	1405	2000
18	BP18	Z1.18	0	60	144	140	56	1392	2000
19	BP19	Z1.19	0	61	147	129	63	1394	2000
20	BP20	Z1.20	0	68	136	127	69	1397	2000
21	BP21	Z1.21	0	62	143	135	60	1393	2000
22	BP22	Z1.22	0	64	138	140	58	1392	2000
23	BP23	Z1.23	0	62	140	148	50	1386	2000
24	BP24	Z1.24	0	64	141	142	53	1384	2000
25	BP25	Z1.25	0	60	142	145	53	1391	2000
26	BP26	Z1.26	0	62	134	136	68	1410	2000
27	BP27	Z1.27	0	60	140	144	56	1396	2000
28	BP28	Z1.28	0	67	130	150	53	1389	2000

Source : SEM-PLS

Purchase Decision

The final research variable, purchase decision, comprised 7 indicators. The highest rated indicator was KP4 (71.00%), whereas the lowest was KP7 (70.20%). The mean response rate across this variable was 70.62%, reflecting a "Moderately Positive" perception of purchase behavior towards local fashion products.

Table 5 Descriptive Analysis on Marketing Mix Indicator

Number	Indicators	Question	Score 1	Score 2	Score 3	Score 4	Score 5	Actual Score	Ideal Score
1	KP1	Y1.1	0	55	143	140	62	1409	2000
2	KP2	Y1.2	0	56	135	150	59	1412	2000

3	KP3	Y1.3	0	52	144	142	62	1414	2000
4	KP4	Y1.4	0	60	129	142	69	1420	2000
5	KP5	Y1.5	0	52	142	145	61	1415	2000
6	KP6	Y1.6	0	58	137	139	66	1413	2000
7	KP7	Y1.7	0	55	138	155	52	1404	2000

Source : SEM-PLS

Overall Interpretation and Implications

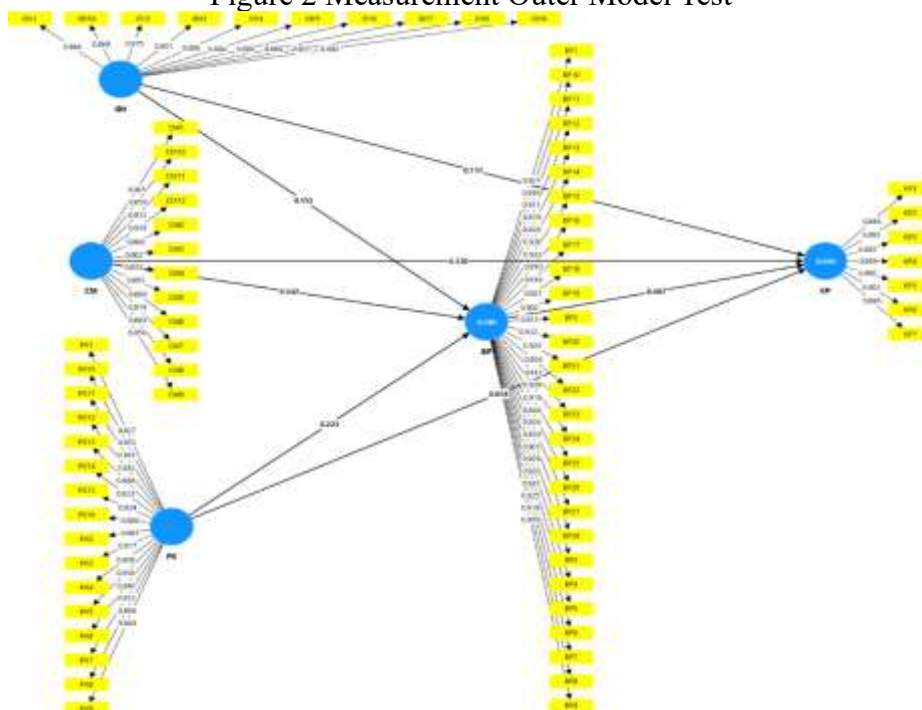
The study findings suggest that respondents generally exhibit a favorable disposition toward local fashion brands, with all analyzed variables averaging around the "Moderately Positive" category. The strongest positive perception was observed in the **purchase decision** variable (70.62%), indicating that respondents are relatively inclined to purchase local fashion products. Moreover, the brand image and marketing mix variables also received consistent moderately positive responses, suggesting that local brands have successfully established a recognizable identity and effective marketing strategies. However, the lifestyle and consumer behavior variables indicate opportunities for further engagement, particularly in reinforcing consumer attachment and behavior continuity towards local brands.

SEM-PLS MODEL FINDINGS

Outer Model Evaluation

The outer model evaluation in this study involves several key validity and reliability tests, including convergent validity, discriminant validity, and reliability testing. Before conducting these assessments, factor loadings were analyzed to examine the correlation between variables and their respective indicators. Factor loadings also play a critical role in evaluating validity and reliability (J. Hair et al., 2023).

Figure 2 Measurement Outer Model Test



Source : SEM-PLS

Loading Factor Analysis

The factor loading results across all variables indicate that every indicator has a loading factor greater than 0.70, confirming that they meet the minimum threshold for further analysis. These results suggest that all measurement items adequately represent their respective latent variables.

Convergent Validity

Convergent validity assesses whether the measurement tool effectively captures the construct it is intended to measure. This is determined using the Average Variance Extracted (AVE), which must be greater than 0.50 (J. Hair et al., 2023). The AVE results for each latent variable are as follows:

- Marketing Mix: 0.850
- Brand Image: 0.787
- Lifestyle: 0.812
- Purchase Decision: 0.800
- Consumer Behavior: 0.817

All AVE values exceed the 0.50 threshold, confirming that the indicators effectively capture their respective constructs.

Table 6 Convergent Validity

Constructs	Average variance extracted (AVE)
Marketing Mix	0.850
Brand Image	0.787
Lifestyle	0.812
Purchase Decision	0.800
Consumer Behavior	0.817

Source : SEM-PLS

Discriminant Validity

Discriminant validity measures the degree to which a construct differs from others within the model. This is assessed using the Fornell-Larcker Criterion, cross-loadings, and the Heterotrait-Monotrait (HTMT) ratio. The results demonstrate that the correlation between each construct and its indicators is greater than the correlation with other constructs, confirming satisfactory discriminant validity. Furthermore, the HTMT ratio remains below the 0.85 threshold, reinforcing the validity of the constructs (Afthanorhan et al., 2021).

Table 7 Fornell-Larcker

Konstruk	BP	CM	GH	KP	PK
Marketing Mix	0.922				
Brand Image	0.727	0.887			
Lifestyle	0.423	0.426	0.901		
Purchase Decision	0.809	0.690	0.455	0.895	
Consumer Behavior	0.538	0.533	0.167	0.490	0.904

Source : SEM-PLS

Table 8 HTMT Ratio

	BP	CM	GH	KP	PK
Marketing Mix					
Brand Image	0.727				
Lifestyle	0.423	0.426			
Purchase Decision	0.809	0.690	0.455		
Consumer Behavior	0.537	0.532	0.166	0.489	

Source : SEM-PLS

Reliability Testing

Reliability testing assesses the consistency of the measurement tool. This is evaluated using Composite Reliability (CR) and Cronbach's Alpha, with acceptable thresholds of CR > 0.70 and Cronbach's Alpha between 0.60–0.70 or higher (Hair et al., 2023). The results are as follows:

- Marketing Mix: 0.994
- Brand Image: 0.978
- Lifestyle: 0.977
- Purchase Decision: 0.966
- Consumer Behavior: 0.986

All constructs exceed the reliability thresholds, confirming that the measurement tool is consistent and reliable.

Table 9. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Marketing Mix	0.994	0.994	0.994	0.850
Brand Image	0.978	0.978	0.978	0.787
Lifestyle	0.977	0.978	0.977	0.812
Purchase Decision	0.966	0.966	0.966	0.800
Consumer Behavior	0.986	0.987	0.986	0.817

Source : SEM-PLS

Inner Model Evaluation

The inner model (structural model) assesses how well the proposed relationships between latent variables explain the data. This evaluation includes the Coefficient of Determination (R^2), Path Coefficient (β), and Effect Size.

Coefficient of Determination (R^2)

The R^2 values indicate the extent to which independent variables explain the variance in dependent variables:

- Marketing Mix: 0.580 (57.7% variance explained)
- Purchase Decision: 0.688 (68.5% variance explained)

These results suggest that the model explains a substantial portion of the variance in consumer behavior and purchase decisions.

Table 10. R Square

	<i>R-square</i>	<i>R-square adjusted</i>
Marketing Mix	0.580	0.577
Purchase Decision	0.688	0.685

Source : SEM-PLS

Path Coefficient Analysis

Path coefficients (β) reveal the strength and direction of relationships between variables. Values greater than 0.10 indicate a positive and direct relationship. The results are as follows:

- Marketing Mix → Purchase Decision: 0.607
- Brand Image → Marketing Mix: 0.542

- Lifestyle → Marketing Mix: 0.155
- Consumer Behavior → Marketing Mix: 0.223

All relationships demonstrate significant and positive effects, confirming their importance within the model.

Table 11. Path Coefficient

	BP	CM	GH	KP	PK
Marketing Mix				0.607	
Brand Image	0.542			0.170	
Lifestyle	0.155			0.117	
Purchase Decision					
Consumer Behavior	0.223			0.054	

Source : SEM-PLS

Effect Size (f^2)

Effect size measures the practical significance of relationships within the model. The following benchmarks are used: 0.02 (small effect), 0.15 (moderate effect), and 0.35 (large effect). The findings indicate that Marketing Mix and Brand Image exert the largest effects, while Lifestyle and Consumer Behavior contribute moderately.

Table 12. Effect Size

	BP	CM	GH	KP	PK
Marketing Mix				0.496	
Brand Image	0.420			0.039	
Lifestyle	0.047			0.034	
Purchase Decision					
Consumer Behavior	0.084			0.026	

Source : SEM-PLS

Goodness of Fit (GoF) Assessment

Goodness of Fit evaluates how well the proposed model matches the observed data. Several metrics were used, including Predictive Relevance (Q^2), Normed Fit Index (NFI), and Standardized Root Mean Square Residual (SRMR). The results are as follows:

- Predictive Relevance (Q^2): 0.544 (Purchase Decision), 0.482 (Marketing Mix)
- SRMR: 0.022 (indicating excellent model fit, as SRMR < 0.08)
- NFI: 0.875 (approaching the recommended threshold of 0.90)

These findings confirm that the model provides a strong fit for the observed data.

Table 13. Predictive Relevance

Constructs	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Marketing Mix	11.200.000	5.797.713	0.482
Brand Image	4.800.000	4.800.000	0.000
Lifestyle	4.000.000	4.000.000	0.000
Purchase Decision	2.800.000	1.275.954	0.544
Consumer Behavior	6.400.000	6.400.000	0.000

Source : SEM-PLS

Table 14. Estimated Model

	<i>Saturated model</i>	<i>Estimated model</i>
SRMR	0.022	0.022
d_ULS	1.331	1.331
d_G	2.694	2.694
Chi-square	5.939.137	5.939.137
NFI	0.875	0.875

Source : SEM-PLS

Hypothesis Testing and Mediation Analysis

The hypotheses were evaluated using T-statistics and p-values. All relationships showed statistically significant results, confirming that:

- Lifestyle, Brand Image, and Consumer Behavior significantly impact the Marketing Mix.
- The Marketing Mix significantly affects Purchase Decision.
- Mediation effects of the Marketing Mix were validated using the Variance Accounted For (VAF) method, with values exceeding 80%, indicating full mediation.

These findings align with established theories such as the Theory of Planned Behavior (Ajzen, 1991) and the Consumer Decision Process (Kotler et al., 2016), reinforcing the model's theoretical foundation.

Table 15 T Statistic Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Marketing Mix -> Purchase Decision	0,545	0,549	0,064	8,503	0,000
Brand Image-> Marketing Mix	0,540	0,535	0,056	9,616	0,000
Brand Image -> Purchase Decision	0,172	0,173	0,067	2,568	0,011
Lifestyle -> Marketing Mix	0,142	0,144	0,041	3,475	0,001
Lifestyle -> Purchase Decision	0,141	0,139	0,050	2,838	0,005
Consumer Behavior-> Marketing Mix	0,210	0,215	0,048	4,415	0,000
Consumer Behavior -> Purchase Decision	0,090	0,088	0,044	2,047	0,041

Source : SEM-PLS

Table 16. Indirect Effect SEM-PLS

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Marketing Mix -> Purchase Decision	0.329	0.331	0.047	7.042	0.000

Lifestyle -> Marketing Mix -> Purchase Decision	0.094	0.093	0.029	3.201	0.001
Consumer Behavior -> Marketing Mix -> Purchase Decision	0.135	0.136	0.034	3.933	0.000

Source : SEM-PLS

Table 17 VAF Mediation Test

	Direct Effect	Indirect Effect 1	Indirect Effect 2	Result
Brand Image	0,5	0,17	0,542	0,844395
Lifestyle	0,211	0,117	0,155	0,920855
Consumer Behavior	0,189	0,054	0,223	0,940102

Source : SEM-PLS

CONCLUSION

This study aims to analyze the influence of Lifestyle, Brand Image, and Consumer Behavior on Purchase Decision, both directly and through Marketing Mix as a mediating variable. Data analysis using SEM-PLS confirmed that all proposed hypotheses were accepted, with both direct and indirect effects being significant. The VAF (Variance Accounted For) method further reinforced the critical role of Marketing Mix as a full mediating variable between the independent variables and Purchase Decision.

Key Research Findings

This study highlights the significant influence of **Lifestyle, Brand Image, and Consumer Behavior** on **Purchase Decision**, both directly and through the **Marketing Mix** as a mediating factor. The findings indicate that **Lifestyle** significantly impacts the **Marketing Mix**, with consumer activities such as hobbies and leisure time playing a crucial role in shaping effective marketing strategies. Similarly, **Brand Image** emerges as the strongest influencer on the **Marketing Mix**, particularly through brand personality traits such as responsiveness and efficiency in service, which shape consumer perception. Additionally, **Consumer Behavior** positively affects the **Marketing Mix**, with psychological factors like comfort and convenience being key determinants of consumer preferences.

Beyond its influence on the **Marketing Mix**, **Lifestyle** also has a direct impact on **Purchase Decision**, where consumer activities and behaviors significantly influence purchasing choices. **Brand Image** plays a similar role, as a strong brand personality especially in terms of service speed and efficiency fosters consumer trust and increases purchase likelihood. Moreover, **Consumer Behavior** directly affects **Purchase Decision**, with psychological comfort emerging as a critical factor in shaping consumer choices. The **Marketing Mix**, in particular, has a strong impact on **Purchase Decision**, demonstrating that well-executed marketing strategies, such as optimizing store environments and convenience, significantly enhance the likelihood of a purchase.

The **Marketing Mix** serves as a full mediator between independent variables and **Purchase Decision**. The **Variance Accounted For (VAF) analysis** reveals that Brand Image, Lifestyle, and Consumer Behavior primarily affect **Purchase Decision** through the **Marketing Mix**, with respective VAF values of **84.44%**, **92.08%**, and **94.01%**. These results confirm the **Marketing Mix** as a crucial mechanism linking consumer lifestyle, brand perception, and behavior to actual purchasing decisions.

Conclusion

This research underscores the pivotal role of Lifestyle, Brand Image, and Consumer Behavior in shaping Purchase Decisions, with the Marketing Mix serving as a critical mediating factor. The findings provide valuable implications for academics, businesses, policymakers, and

consumers, emphasizing the need for strategic marketing, digital transformation, and sustainability-focused practices to thrive in the competitive fashion industry.

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