

## The Influence of Fashion Lifestyle, Price, and Brand Image on Purchase Decisions of Uniqlo's Product

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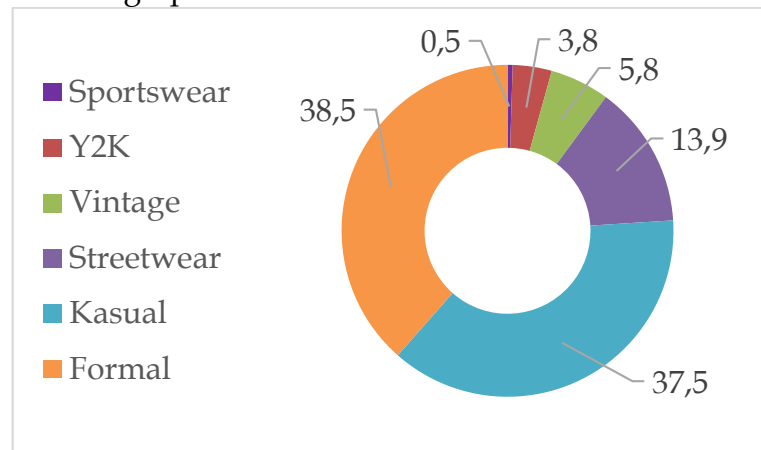
### ABSTRACT

The development of fashion in the current era of globalisation is experiencing systematic and rapid growth, this is marked by many brands competing in creating new innovations in the fashion products they offer, one of which is the Japanese fashion brand, Uniqlo, which created the AIRism T-Shirt Oversize product with AIRism technology in the product. The popularity of Uniqlo AIRism T-Shirt Oversize triggers local brands to create imitation products or products that almost resemble Uniqlo's AIRism T-Shirt Oversize. The purpose of this study is to analyse, discuss, and explain the influence of fashion lifestyle, price, and brand image on purchasing decisions for AIRism T-Shirt Oversize products. The respondents in this study are male and female with the age range of 18 - 38 years old, live/reside in Surabaya, and have made purchases on Uniqlo AIRism T-Shirt Oversize products within the last 3 months offline. The results of this study indicate that all hypotheses are accepted with fashion lifestyle, price, and brand image having a positive and significant effect on purchasing decisions

## INTRODUCTION

In this era of development influenced by globalization, fashion can develop quickly and systematically. Nowadays fashion is an inseparable part of daily life style, various kinds of clothing and accessories used are not only a body cover or decoration, but have become a communication tool about one's interpretation of personal identity (Hendariningrum & Susilo, 2008). Fashion has a variety of models so that the wearer can show their own identity. Along with the times, fashion trends are always developing and have become a necessity in carrying out every activity in everyday life (Ramadhani et al., 2021).

Based on a survey conducted by Goodstats.id entitled "Check out the Fashion Choices of Indonesian Youth 2024", it produces data that some young people in Indonesia tend to prefer a formal style of clothing or fashion with a percentage of 38.5%, followed by a casual style of 37.5%, and in the third position is occupied by the streetwear style with a percentage of 13%. The survey results can be proven in the graph data below:



Source: (goodstats.id, 2024)

Figure 1. Indonesian Youth Fashion Choices in 2024

This is based on the opinion that formal styles are considered to give a professional and neat impression, while casual styles tend to provide comfort in dressing and appearance for users when used in everyday life. Meanwhile, quoted from a report on the Suarasurabaya.net website entitled "Japanese and Chinese Fashion Products are the Primadona in Surabaya", Shelly as Public Relations Specialist OH!SOME stated that consumers in the city of Surabaya are said to show high interest in Korean and Japanese fashion products (Syafaruddin, 2024).

The Uniqlo brand is a Japanese clothing manufacturer sheltered by PT Fast Retailing, Uniqlo provides a variety of casual clothing that is suitable for everyday use and is available for every age group. For now the number of physical stores owned by Uniqlo in Indonesia totals 72 stores and 5 stores in Surabaya City as of April 2025. Besides having quite a lot of physical stores in Indonesia, Uniqlo is one of the giant brands that dominate the fashion market in Indonesia. Based on a survey conducted by Populix.id in 2021, it resulted in 10 fashion brands that are often bought and used by Indonesians.

Table 1. Top 10 Best-Selling Fashion Brands in Indonesia in 2021

NO	Brand Name	Percentage Value
1	Adidas	40
2	H&M	39
3	Converse	34
4	Uniqlo	31
5	Nike	30
6	Eiger	26
7	3Second	25
8	Nevada	25
9	Vans	21
10.	Cardinal	17

Source: (Populix.id, 2021)

Quoted from the official website of Uniqlo.com, the sales of AIRism product type itself is the highest and has become the best seller of Uniqlo product sales, one of which is the AIRism T-Shirt Oversize product. Uniqlo's popularity in creating quality and new products provides a lot of inspiration for competitors to create products similar to Uniqlo, one of which is the AIRism Cotton T-Shirt Oversize product which has a material not 100% cotton fabric, but with a mixture of environmentally friendly recycled polyester material as an ingredient in creating a comfortable clothing for consumers.

With the popularity and enthusiasm of people who love Uniqlo's AIRism clothing products, some competitors from local brands are also trying to make similar products by creating oversize t-shirt products that have similar materials and textures. This has been discussed by one of the content creators on the TikTok platform named Hendy Dion with the username @hendydion who stated that there are several local brands that have products almost similar to Uniqlo's oversize AIRism t-shirts.

According to Kotler & Keller, (2016:491) low prices are a good strategy in attracting consumers and entering price-sensitive markets and increasing market share, so it will be easier to attract consumer interest if you apply prices that are much cheaper than competitors. However, brand image also has a crucial role for a brand in influencing consumers in determining a purchase decision. With the image owned by Uniqlo as one of the world's largest companies in the fashion sector that has a good and positive reputation in the minds of consumers, it can be a strong reason for consumers to keep buying Uniqlo products rather than products issued by local brands.

Based on the background, problems, and phenomena previously described by researchers, this study aims to examine the influence of fashion lifestyle, price, and brand image on consumer decisions, focusing on consumers of Uniqlo AIRism T-Shirt Oversize products. It is hoped that this research can contribute to the literature in the fashion field as well as practical recommendations for Uniqlo in improving and maintaining quality in terms of products owned and services that create good relationships between companies and consumers.

## **LITERATURE REVIEW**

### **Fashion Lifestyle**

According to Engel et al. (2019:383), lifestyle is a certain pattern in a person in using or spending money and time owned in his life. Lifestyle is not just a person's lifestyle, but lifestyle includes the overall interaction of a person with their environment. According to Ko et al., (2007) fashion lifestyle is a person's behavior towards his views on attitudes, interests, and consumer opinions related to purchasing fashion products. The influence on the context of fashion lifestyle is very significant on purchasing decisions for fashion products (Ambardi et al., 2023). The fashion lifestyle indicators used in this study include brand consciousness, personality, practical, and informational which refer to the research of Koesherawati (2019), Mubarak (2018), and Septiani & Kolopaking (2023) which are adjusted to the object of research.

### **Price**

Price is one of the most important indicators in attracting consumer interest in the goods and services offered. Price is a value or nominal that is used or spent by consumers to buy and obtain a certain product as a basis for fulfilling consumer needs and desires (Kotler & Armstrong, 2016:324). With good and appropriate pricing on the products offered, a product can reach a wider range of markets and consumers and can attract consumers to buy the products offered. In determining the price indicators in this study, refer to the research of Dhistira & Koesworodjati (2023), Taryana & Juanim (2023), and Wulandari et al. (2023) which is adjusted to the object of research so that the indicators used are price affordability, price compatibility with product quality, and price compatibility with product benefits.

### **Brand Image**

According to Kotler & Keller (2016:403), brand image is a perception and belief in the minds of consumers who become a handle on a particular brand, this makes memories in the minds of consumers and gives a view of a brand by consumers so that they are always remembered when they hear the slogan or name of the brand. Brand image is one of the most important and decisive aspects in influencing consumer choices towards purchasing decisions on certain brands and products (Husen et al., 2018). Building a good and positive brand image needs to be done and is a very important aspect by a brand in order to be able to retain and attract new customers so as to create a good perspective in the minds of consumers (Bahri & Herlina, 2017). The measurement of brand image variables in this study uses free association techniques which produce several items on the strength, uniqueness, and favorability indicators.

## **Purchase Decision**

According to Tjiptono (2019:21), purchasing decisions are a series of processes by which a consumer recognizes his problem, seeks and collects information about certain products and brands in order to assess every alternative aspect to be able to solve the problem at hand which ultimately leads to a purchase decision. Purchasing decisions are one part of consumer behavior that is systematic and structured. Kotler & Armstrong (2016:177), defines purchasing decisions as involving a series of stages of how individuals, groups, and organizations determine, select, determine, and evaluate goods and services used as part of consumer behavior. The indicators used in this purchase decision refer to the research proposed by Oentoeng & Muslih, (2021); Gracia et al., (2024); and Afifah & Artadita, (2022), namely product choice, brand choice, supplier choice, and payment method.

### **Hypotheses**

H1: There is a positive and significant influence on fashion lifestyle on purchasing decisions.

According to Putra et al. (2023), if the brands and products offered to consumers are in accordance with the consumer's lifestyle, then they will tend to be interested and interested in making purchases. Fashion lifestyle itself is one of the important factors in analyzing consumer shopping behavior, which means that consumers also make purchasing decisions (Mubarak, 2018). Based on research conducted by Putra et al. (2023), Finthariasari et al., (2022), and Latifah & Maskur, (2023) state that fashion lifestyle has a significant effect on purchasing decisions. However, in the research of Hasan & De Utami (2024) and Mongisidi et al. (2019), state that fashion lifestyle has no significant effect on purchasing decisions.

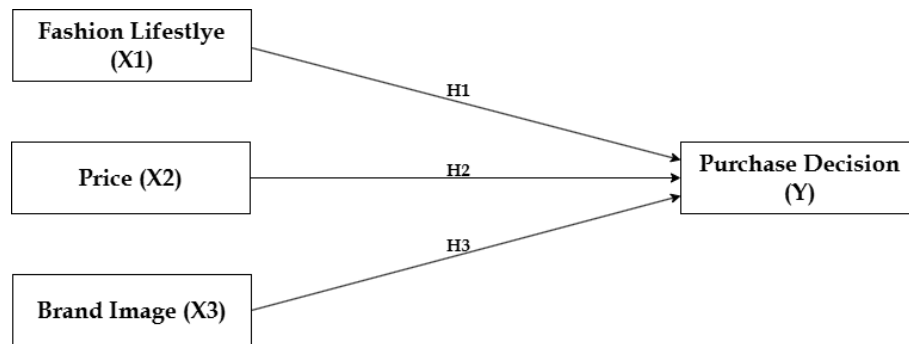
H2: There is a positive and significant effect on price on purchasing decisions

Price is one of the main aspects that can influence consumers in the decision-making process and purchase transactions. According to Clarissa & Bernarto (2022), the more appropriate the price offered by the brand on a particular product, it will also match the level of consumer purchasing decisions. From the results of research conducted by Clarissa & Bernarto (2022), Sari & Kusdiyanto (2024), and Yenni & Sugiyanto (2023), it is stated that price has a positive and significant influence on purchasing decisions. However, in the research of Sovania & Iksan (2024), Hasan & De Utami (2024), Mongisidi et al. (2019) state that price does not have a significant effect on purchasing decisions..

H3: There is a positive and significant influence on brand image on purchasing decisions.

Brand image has a close relationship with consumer assessments and attitudes towards a brand so that it can influence consumers in determining the choice of brand they want to use. According to Aaker in Saktiawan & Harsono (2024), explaining that brand image includes associations and consumer perceptions that define a brand in memory. Based on research conducted by Clarissa & Bernarto (2022), Devita & Sahara (2018), Stiawan & Jatra (2022), Nilowardono et al., (2024), Yenni & Sugiyanto (2023), Finthariasari et al. (2022) and Latifah & Maskur (2023) state that brand image has a positive and significant effect on purchasing decisions. However, in research conducted by Putra et al.

(2023) and Mulyaningsih & Tobing (2023) state that brand image has no significant effect on purchasing decisions..



Source: (Processed by Researchers, 2024)

Figure 2. Research Design

## METHODOLOGY

### Data Sources and Data Collection Methods

The type of data used in this study is primary data in the form of statements that have been described in the questionnaire and have been distributed to each respondent who meets the criteria in the study as a basis for solving research problems (Malhotra & Dash, 2016:98). In addition, this study also uses secondary data in the form of previous research journals, scientific articles, websites, books, and reports from integrated survey agencies. The data collection method in this study uses a five-point Likert scale measurement which aims to show the respondent's level of agreement or disagreement with a series of statements about objects that produce values on a predetermined rating scale (Malhotra & Dash, 2016: 280).

### Research Population and Sample

According to Sugiyono (2020:126), population is a determination of the generalization area consisting of objects and subjects that have certain quantities and characteristics by researchers as part of learning and then drawing conclusions. The characteristics of the respondent population in this study are people who live or domiciled in Surabaya City, productive age with an age range of 18 - 38 years, and are Uniqlo consumers who have purchased AIRism T-Shirt Oversize products within the last 3 months. The sample in this study refers to the statement of Hair JR et al., (2017) which states that in multiple regression analysis research 100 samples are preferred when used in large-scale observations (Sholeh & Andjarwati, 2024). So this study used a sample of 110 by adding 10% of respondents to minimize errors in data processing so that the data obtained was more accurate.

### Data Analysis Techniques

The data analysis technique in this study uses multiple linear regression tests involving two or more independent variables on the dependent variable (Malhotra & Dash, 2016: 541). Multiple linear regression analysis aims to test changes in the dependent variable (Y) which includes the Fashion Lifestyle variable (X1), Price (X2), and Brand Image (X3) on changes in the independent variable (Y) which includes Purchasing Decisions (Y) (Ghozali, 2021:145). The

data test was carried out using the following multiple linear regression analysis model equation:

$$Y=a+b_1 X_1+b_2 X_2+b_3 X_3+e.$$

### **Hypothesis Testing**

Hypothesis testing in this study includes the coefficient of determination ( $R^2$ ) and t test, the coefficient of determination ( $R^2$ ) aims to measure and determine how far the variation in the dependent variable can be explained by the regression model. The value ( $R^2$ ) varies between 0 and 1 and is characterized by the proportion of the total variation in the dependent variable (X) explained by the variation in the independent variable (Y) (Malhotra & Dash, 2016:532). Meanwhile, the t statistical test basically aims to show the extent of the influence of one dependent variable (X) individually in explaining the variation in the independent variable (Y) (Ghozali, 2021:148). The t statistical test with n - 2 degrees of freedom can be used to test hypothesis 0 that there is no linear relationship between the dependent variable (X) and the independent variable (Y) (Malhotra & Dash, 2016:533). This statistical test also aims to determine the dependent variable (X) which has a dominating influence on the independent variable (Y). All data testing in this study used multiple linear regression analysis tools which were processed using the SPSS 25 application.

## **RESULT**

### **Respondent Characteristics**

This study used 110 respondents who were collected through the distribution of questionnaires on Google Forms online using nonprobability sampling with purposive sampling data collection. The gender of the respondents in this study was dominated by males, with 57 respondents or 51.8%. There were 53 female respondents, or 48.2%. Based on the data, it can be concluded that the majority of consumers of the AIRism Oversized T-Shirt product are male. Regarding these characteristics, men tend to purchase the AIRism Oversized T-Shirt because it has a simple design and the fabric of the product is more appealing. Additionally, men tend to prefer minimalist and simple clothing that is still fashionable and comfortable for daily use.

The age of respondents in this study is dominated by consumers aged 18–21 years, totaling 56 respondents with a percentage of 50.9%. Based on this data, it can be concluded that the age groups of 18–21 and 22–25 are the largest consumer groups for the AIRism Oversized T-Shirt product, accounting for the majority of respondents in this study. This is because individuals in these age groups are more likely to understand and care about their appearance and casual clothing style while still maintaining a fashionable aesthetic.

Meanwhile, the respondents' occupations in this study were dominated by students/college students, totaling 79 respondents with a percentage of 71.8%. Based on the characteristics of the respondents, students are the dominant consumers of the AIRism Oversized T-Shirt. This is because students tend to prefer a more casual yet simple style. Additionally, students tend to express their clothing style freely while still prioritizing comfort for daily use.

### **Description of Respondents' Answers**

The descriptive analysis of the respondents' answers in this study is explained using the mean value calculation for all statement items using class interval categories for each variable. It can be concluded that the highest mean value for the Fashion Lifestyle variable (X1) is 4.55, referring to statement item X1.3.1, which falls into the "strongly agree" interval category, i.e., "I purchase the AIRism Oversized T-Shirt because it is comfortable to wear." The mean value obtained for the Fashion Lifestyle variable (X1) is 4.14, categorizing it into the "agree" interval.

For the Price variable (X2), the highest value was 4.55, referring to statement item X2.3.1, which falls into the "strongly agree" interval category, i.e., "The price of the AIRism Oversized T-Shirt is appropriate for the comfort I get," and the mean value obtained for the Price variable (X2) was 4.29, which is categorized in the "strongly agree" interval.

Furthermore, the highest mean value for the Brand Image (X3) variable was 4.49, referring to statement item X3.3. 6, which falls into the "strongly agree" category, i.e., "I feel that the comfort I get from the AIRism Oversize T-Shirt is a benefit offered by the Uniqlo brand," and the mean value obtained for the Brand Image (X3) variable is 4.31, which is categorized as "strongly agree."

The analysis of the Purchase Decision (Y) variable has the highest mean value of 4.53, referring to statement item Y.4.3, which falls into the "strongly agree" category, i.e., "I purchased the AIRism T-Shirt Oversize product because of the availability of non-cash payment options." The mean value for the Purchase Decision variable is 4.36, which is categorized as "strongly agree." Therefore, it can be concluded that the variables Fashion Lifestyle (X1), Price (X2), and Brand Image (X3) in influencing the Purchase Decision (Y) of consumers on AIRism Oversize T-Shirts are rated very good by respondents.

### **Results of Multiple Linear Regression Analysis**

The results of the multiple linear regression analysis are shown in the coefficient table below. Based on this table, the equation  $Y = 14.219 + 0.141(X1) + 0.471(X2) + 0.158(X3)$  is obtained. From the equation value in the regression analysis results, it can be concluded that the constant value obtained of 14.219 means that if all independent variables (Fashion Lifestyle, Price, and Brand Image) are zero (constant), then the value of the dependent variable (Purchase Decision) is 14.219. The unstandardized coefficients (B) for Fashion Lifestyle (X1) yielded a positive value (+) of 0.141 with a standard error of 0.065. If there is an increase in Fashion Lifestyle (X1), then the Purchase Decision (Y) will increase by 0.141. For Price (X2), a positive value (+) of 0.471 with a standard error of 0.164 is obtained. Thus, if there is an increase in Price (X2), then the Purchase Decision (Y) will increase by 0.471. Finally, Brand Image (X3) obtained a positive value (+) of 0.158 with a standard error of 0.063. If Brand Image (X3) increases, then Purchase Decision (Y) will increase by 0.158. All increases are assumed to occur while all other variables remain constant.

Tabel 2. Hypothesis Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.219	3.455		4.115	.000
	<i>Fashion Lifestyle (X1)</i>	.141	.065	.229	2.168	.032
	Price (X2)	.471	.164	.273	2.880	.005
	Brand Image (X3)	.158	.063	.284	2.533	.013

Source: (Processed by Researchers using SPSS 25, 2025)

### Results of the Coefficient of Determination Test (R<sup>2</sup>)

Based on the results of the analysis in the table below, it can be concluded that the Adjusted R Square (R<sup>2</sup>) coefficient value of 0.462 explains that all X variables in this study contribute 46.2% to the Y variable. Meanwhile, the remaining 63.8% is influenced by other X variables that were not examined in this study.

Tabel 3. Determination Test Results (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691 <sup>a</sup>	.478	.463	3.14726
a. Predictors: (Constant), <i>Fashion Lifestyle (X1)</i> , Price (X2), dan Brand Image (X3)				

Source: (Processed by Researchers using SPSS 25, 2025)

### T-Test Results

Based on the coefficient table described above, the t-value for the constant is 4.115 with a significance level of 0.000. It can therefore be concluded that the constant value is significant at the 5% level. Meanwhile, the t-value for each variable is as follows: Fashion Lifestyle (X1) is 2.168 with a significance level of 0.032, Price (X2) is 2.880 with a significance level of 0.005, and Brand Image (X3) is 2.533 with a significance level of 0.013. Based on these results, the significance value for Fashion Lifestyle (X1) is  $0.032 < 0.05$ , and the calculated t-value is  $2.168 >$  the table t-value of 1.982, so it can be concluded that H1 is accepted. For the Price (X2) variable, with a significance value of  $0.005 < 0.05$  and a calculated t-value  $>$  t-table 1.982, which is 2.880, it can be concluded that H2 is accepted. For the Brand Image (X3) variable, with a significance value of  $0.013 < 0.05$  and t-calculated  $>$  t-table, namely  $2.533 > 1.982$ , it can be concluded that H3 is accepted. Therefore, it can be concluded that the variables Fashion Lifestyle (X1), Price (X2), and Brand Image (X3) have a positive and significant influence on Purchase Decision (Y).

## **DISCUSSION**

### **The Effect of Fashion Lifestyle on Purchase Decision**

Based on the results of the research described above, it shows that the fashion lifestyle variable has a positive and significant influence on purchasing decisions. If the consumer's fashion lifestyle matches the product being offered, the purchasing decision will increase. These results explain and prove that H1, "There is a positive and significant influence of fashion lifestyle on purchasing decisions," is true. This explains that if a consumer has a high lifestyle and good knowledge of fashion, it will influence how they decide which clothes to choose in their lifestyle. Consumers' tendency to make purchasing decisions for Uniqlo AIRism Oversized T-Shirts is based on the comfort offered by the product, which has a simple yet fashionable style. This research directly supports the research presented by Putra et al. (2023), Finthariasari et al. (2022), and Latifah & Maskur (2023), who state that fashion lifestyle has a positive and significant influence on consumer purchasing decisions.

### **The Effect of Price on Purchase Decision**

The results of this study indicate that the price variable has a positive and significant effect on purchase decisions. This explains and proves that H2, "There is a positive and significant effect of price on purchase decisions," holds true. If the value offered by the product aligns with the price offered, consumer purchase decisions will increase. This explains that if the price offered by a brand for a specific fashion product aligns with the product's specifications or value, it will influence a consumer's decision to purchase the desired fashion product. With the price offered for the Uniqlo AIRism Oversized T-Shirt, consumers are more likely to decide to purchase this product due to the alignment of price with the comfort offered by the AIRism feature in this AIRism Oversized T-Shirt. This study directly supports the research presented by Clarissa & Bernarto (2022), Sari & Kusdiyanto (2024), and Yenni & Sugiyanto (2023), which states that price has a positive and significant effect on consumer purchase decisions.

### **The Effect of Brand Image on Purchase Decision**

The research results indicate that brand image has a positive and significant influence on purchase decisions; the higher the brand image of a product, the higher the level of purchase decisions among consumers. These results prove and reinforce H3, which states, "There is a positive and significant influence of brand image on purchase decisions." If a brand and product have a good reputation in the eyes of consumers, purchase decisions will increase. A good image will make a brand more appealing to consumers in general. A positive image will create a good perception in the minds of individuals who are aware of it, thereby influencing consumers' perceptions of the quality, features, and design of a product in a positive way. The opposite is also true. The main reason for this statement is that the positive image of the Uniqlo brand, which produces the AIRism T-Shirt Oversize with its AIRism clothing technology, instills confidence in the quality and comfort of the product, especially since this brand is known for its daily wear clothing. The positive image of Uniqlo helps to instill positive value associations with its AIRism Oversized T-Shirt product, thereby increasing consumer demand. This study directly supports the research presented by Clarissa & Bernarto (2022), Devita & Sahara (2018), Stiawan & Jatra (2022), Nilowardono et

al. (2024), Yenni & Sugiyanto (2023), Finthariasari et al. (2022), and Latifah & Maskur (2023), who state that brand image has a positive and significant influence on consumer purchasing decisions.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on the results of this study, several conclusions can be drawn. First, fashion lifestyle has a positive and significant influence on purchasing decisions for Uniqlo AIRism Oversized T-Shirts. The main factor influencing consumers to purchase this product is the comfort it provides, combined with a simple, casual style that remains fashionable. Second, price has a positive and significant influence on purchasing decisions for the Uniqlo AIRism Oversized T-Shirt. The alignment of the price offered with the comfort of the product is the main reason consumers choose to purchase this product, even though it is relatively expensive compared to competitors. In this case, the alignment of the product's value with the price offered instills consumer confidence in the quality and comfort provided. Third, brand image has a positive and significant influence on purchasing decisions for the Uniqlo AIRism Oversized T-Shirt. The positive image of Uniqlo instills confidence in consumers regarding the benefits offered by Uniqlo, namely the quality and comfort of AIRism products, particularly the Uniqlo AIRism Oversized T-Shirt. This serves as the primary foundation for consumers in making purchasing decisions for this product. The findings of this study indicate that Uniqlo consumers overall purchase the Uniqlo AIRism T-Shirt Oversize due to the quality factor that provides comfort in the product thanks to its AIRism clothing technology. With these findings, it is hoped that Uniqlo will continue to maintain the quality of its products to create consistent comfort that aligns with consumers' clothing style preferences, pricing, and brand image.

### **Recommendation**

Based on the findings of this study, the researchers suggest several related recommendations. It is hoped that future studies will add criteria for respondents' spending over a certain period of time, so that information about the characteristics of respondents in determining purchasing decisions will be more detailed. Additionally, the data on the most popular fashion brands in Indonesia is limited to 2021 due to the lack of updated data sources. It is hoped that future research will utilize the most recent data available. Furthermore, it is recommended that Uniqlo continue to maintain its quality, service, customer relationships, and brand image across all products to remain the top choice for consumers amid the increasing number of competitors offering lower prices.

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