The Influence of Social Media Marketing Activities, Electronic Word of Mouth and Product Quality on Uniqlo Consumer Purchaising Decisions

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Abstract

This study aims to determine the influence of Social Media Marketing Activities, Electronic Word Of Mouth and Product Quality on Uniqlo Consumer Purchasing Decisions in the Special Region of Yogyakarta. Data was obtained using a quantitative approach using a survey method using a questionnaire distributed via Google Forms as a data collection instrument, with a total of 110 respondents. The population in this research is Uniqlo consumers in the Special Region of Yogyakarta, using primary data with a purposive sampling method. The criteria for respondents in this research are Uniqlo consumers in the Special Region of Yogyakarta who have purchased Unilo products. The data analysis technique used is multiple linear regression. The research results show that 1) Social Media Marketing Activities, Electronic Word Of Mouth and Product Quality together have a positive and significant effect on Purchasing Decisions, 2) Social Media Marketing Activities have a positive and significant effect on Purchasing Decisions, 3) Electronic Word Of Mouth positive and significant effect on purchasing decisions, 4) Product quality has a positive and significant effect on purchasing decisions.

Keywords: *Social Media Marketing Activities, Electronic Word Of Mouth, Product Quality, Purchase Decision*

Introduction

The economy is developing very rapidly along with the progress of technology. This causes changes in behavior in most people, such as the habit of using social media in everyday life. Currently the world is facing changes as a result of COVID-19, including Indonesia which is currently being hit by the COVID-19 pandemic.

Sales of fashion products to this day remain at the top in the world market. Remembering that fashion products are products that can never be separated from society and become a target for clothing and appearance needs every day (Septianto., 2020).

One of the largest companies selling fashion products is Uniqlo. Uniqlo is a subsidiary of the Fast Retailing company based in Japan. Uniqlo is also a well-known fashion product company known in many countries with the number of official stores in 21 countries, namely 2,196 stores in September 2019, as reported by MartinRoll data (Ustman, 2020, February 12).

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Uniqlo does have product quality that can compete with other largest fashion companies. However, since the Covid-19 pandemic that hit the world has caused quite a lot of losses for this Fast Retailing subsidiary. This is what makes researchers interested in examining how product quality can still have a big influence on consumer behavior, especially on their purchasing decisions and also social media marketing and the influence of e-WOM which has an influence on increasing consumer purchasing decisions.

Literature Review

Social Media Marketing Activities

According to Kotler & Keller (2016), social media marketing encompasses a variety of online activities and programs designed specifically to engage consumers or prospects. These activities can directly or indirectly increase brand awareness, enhance the overall brand image, and drive the sales of products and services. Social media marketing is a strategic approach that leverages platforms like Facebook, Instagram, Twitter, and LinkedIn to interact with target audiences. By creating and sharing compelling content, businesses can foster a sense of community and loyalty among their consumers. Social media platforms make the businesses can reach a vast and diverse audience, that is allowing them to tailor their marketing strategies to specific demographics and interests. This approach can lead to make a more effective and efficient marketing campaigns, because the businesses can focus their efforts on engaging the most relevant audience segments.

Gunelius (2011) further identifies the core indicators of effective social media marketing as Content Creation, Content Sharing, Connecting, and Community Building. Content Creation involves generating valuable and relevant posts that attract and engage the audience. It includes blog posts, videos, infographics, and other multimedia content providing information, entertainment, or inspiration to the audience. Quality content is important for capturing the attention of users and encouraging them to engage with the brand.

Content Sharing refers to the distribution of these posts across various platforms to maximize reach. Effective content sharing strategies makes sure that the content is seen by as many people as possible, that will encrease the chances of engagement and conversion. To boost the visibility of posts, this will involve the using of social media algorithms, scheduling tools, and advertising.

Connecting involves interacting with followers through comments, likes, and direct messages to build relationships. By actively engaging with their audience, businesses will create a two-way communication channel that will fosters trust and loyalty. By actively responding to comments, addressing concerns, and showing appreciation for user-generated content, it will help strengthen the bond between the brand and its audience.

Community Building focuses on fostering a sense of belonging among the audience, encouraging them to participate in discussions and share their experiences. By creating a community around a brand will lead to higher levels of engagement and advocacy, like loyal customers become brand ambassadors who promote the brand to their own networks. Effort to build community can include hosting events, creating forums, and encouraging user-generated content that showcases the brand's values and mission.

Electronic Word of Mouth

According to Kirby & Marsden (2006), Word of Mouth (WoM) is defined as oral communication from person to person, occurring between a receiver and a communicator. This type of communication is perceived by the receiver as non-commercial and involves discussions about a brand, product, or service. WoM is a powerful marketing tool because it is based on personal recommendations and experiences, making it highly credible and influential. People will tend to trust the opinions and experiences from their peers more than traditional advertising, which will significantly impact their purchasing decisions.

Goyette et al. (2010) identify the key indicators of Word of Mouth as Intensity, Valence of Opinion, and Content. Intensity refers to the frequency and volume of conversations about a brand or product. High-intensity WoM shows that a brand is being talked about frequently by many people, which will increase the visibility and credibility.

Valence of Opinion indicates the positive or negative nature of the opinions expressed. Positive WoM will enhance a brand's reputation and attract new customers, while negative WoM will damage a brand's image and deter potential buyers. Managing and responding to WoM, whether it is positive or negative, is crucial for maintaining a brand's reputation.

Content encompasses the actual information and experiences shared during these conversations. Detailed and informative content will provide potential customers with valuable insights into a product or service, and help them make informed decisions. Brands will give positive WoM by delivering exceptional products and services that bigger than what the customer expect and by engaging with their audience to address any concerns or feedback.

Together, these indicators highlight the impact of WoM on consumer perceptions and purchasing decisions, making it a vital component of marketing strategies. Effective WoM marketing involves creating memorable and shareable experiences for customers, that will encourage them to spread the word about the brand within their networks.

Product Quality

According to Kotler & Keller (2009), product quality is a critical factor that significantly influences the level of consumer purchasing decisions. High product quality is often associated with increased customer satisfaction and loyalty, as it meets or exceeds consumer expectations. Product quality covers various attributes, including durability, reliability, performance, and aesthetic appeal. When a product consistently performs as promised, it give trust and credibility to consumers, that will encourage repeat purchases and positive word-of-mouth recommendations.

The influencing factors in improving purchasing decisions include not only product quality but also price, time, payment method, and brand reputation. Higher levels of these aspects lead to higher purchasing decisions and faster product evaluation and selection by consumers. For instance, a product that offers superior quality at a competitive price, with convenient payment options and a strong brand reputation, is likely to attract more buyers.

Moreover, timely delivery and excellent after-sales service further enhance the overall purchasing experience, encouraging repeat purchases and positive word-of-mouth

recommendations. Brands that prioritize product quality and customer satisfaction will be good at caring their customers and build long-term loyalty. This, in turn, will lead to sustained growth and profitability, as satisfied customers are very likely to become brand advocates who promote the brand to others.

Purchase Decision

According to Kotler & Keller (2016), purchase decision process involves the evaluation stage, where consumers form preferences among brands within their consideration set. During this stage, consumers assess various attributes of the products and may also develop an intention to purchase the most preferred brand. The evaluation process covers comparing different options based on criteria such as price, quality, features, and brand reputation. Consumers give the pros and cons of each option to determine which product best meets their needs and preferences.

The purchase decision is influenced by multiple factors, including the product's suitability with consumer needs, quality, design specifications, reviewer recommendations, and the intention for repeat buying. Harahap and Amanah (2018) identify the key indicators of Purchase Decision as Suitability with needs, Suitability with product quality, Suitability with product design specifications, Suitability with reviewer recommendations, and Purchase intention for repeat buying.

Suitability with needs ensures the product meets the consumer's requirements. Products that have close specification with what consumers are looking for are more likely to be chosen. Suitability with product quality guarantees the product performs as expected, that provide value for money and reliability. Suitability with product design specifications ensures the product's features match consumer preferences, that enhance its appeal.

Suitability with reviewer recommendations influences consumer trust and confidence. Positive reviews and endorsements from trusted sources will significantly affect purchasing decisions, because they provide third-party validation of the product's quality and performance. Purchase intention for repeat buying reflects the consumer's willingness to buy the product again, indicating satisfaction and loyalty. Brands that give consistent quality and value are more likely to see repeat purchases and long-term customer loyalty.

Hipothesis

H1. Social Media Marketing Activities have a positive and significant effect on Purchasing Decisions among Uniqlo consumers.

H2. Electronic Word of Mouth has a positive and significant effect on Purchasing Decisions among Uniqlo consumers.

H3. Product quality has a positive and significant effect on purchasing decisions among Uniqlo consumers.

Methods

Sample and Procedures

The sampling technique used in this research is a non-probability sampling method using Purposive Sampling technique. According to Sekaran & Bougie (2017)
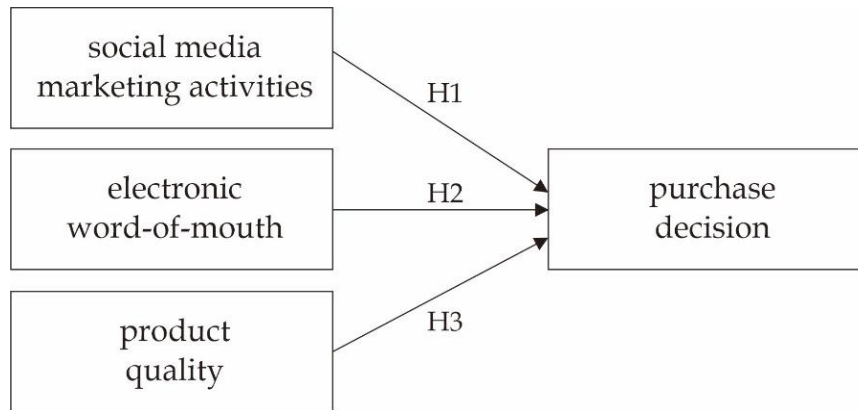
Figure 1. Research Model

purposive sampling is a method for obtaining data from a more specific target group that has the desired information or is in accordance with certain criteria set by the researcher. The sample selection criteria in this research is consumers who had purchased Uniqlo products. This study obtained 110 respondents. Information or data is collected using questionnaires.

Measures

Social media activities is measured using 5 statements using five-point Likert from strongly disagree (1) to strongly agree (5).

Electronic word-of-mouth is measured using 6 statements using five-point Likert from strongly disagree (1) to strongly agree (5).

Product quality is measured using 4 statements using five-point Likert from strongly disagree (1) to strongly agree (5).

Table 1. Multiple Linear Test Results

	Coefficients[a]				
	Unstandardized Coefficients		**Standardized Coefficients**		
Model	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	1.823	2.072		.947	.324
Social Media Marketing Activities	.312	.114	.311	3.106	.000
E-WOM	.449	.136	.322	3.174	.012
Product Quality	.666	.129	.282	2.172	.000
R Square	0.603				
F	35.115				.000

Dependent Variable: Purchase Decision

Purchase decisions is measured using 4 statements using five-point Likert from strongly disagree (1) to strongly agree (5).

Data Analysis

Data is analyzed using linear regression.

Result and Discussion

For the goodness of fit the model, we can see the R^2 value and F-test value in Table 1. The R^2 value is 0.603 which indicates that approximately 60.3% of the variability in the dependent variable (product quality) can be explained by the independent variables (social media marketing activities and e-WOM). The F-test value is 35.115 with significance level of 0.000, signifying that the overall regression model is statistically significant. This high F-test value, coupled with the low p-value, strongly supports the notion that the regression model is a good fit for the data. So, we can conclude that the model effectively elucidates the relationship between the independent variables and the dependent variable. The model's high explanatory power and statistical significance make it a reliable tool for predicting purchase decisions and understanding how social media marketing activities and e-WOM impact product quality.

The t test is basically used to determine the influence of each individual variable such as Social Media Marketing Activities, Electronic Word of Mouth (e-WoM), Product Quality, on Product Purchasing Decisions. By examining the t-test results, we can discern the specific impact of each variable on the dependent variable. The t test results can be seen in Table 1, provides a detailed breakdown of these results, allowing for an in-depth understanding of how each factor contributes to purchase decisions. This analysis is crucial for identifying the key drivers of consumer behavior and for formulating strategies to enhance the effectiveness of marketing activities and improve product quality.

The results of the regression analysis show that the Social Media Marketing Activities variable has t value of 3.106 which is shows a positive influence with a significant value of 0.000. So it can be concluded that H2 is supported, which means that Social Media Marketing Activities has a positive and significant effect on Purchase Decision. The better the Social Media Marketing Activities on Uniqlo products, the higher the consumer Purchase Decision on Uniqlo products. This underscores the importance of investing in effective social media strategies to boost consumer engagement and drive sales.

The results of the regression analysis show that the Electronic Word Of Mouth variable has t value of 3.174 which shows a positive influence with significant value of 0.012. So it can be concluded H2 is supported, which means that Electronic Word of Mouth has a positive and significant influence on Purchasing Decisions. which means that the higher the Electronic Word of Mouth towards Uniqlo products, the higher the consumer Purchasing Decisions on Uniqlo. This highlights the critical role that customer reviews and online recommendations play in shaping consumer behavior and influencing purchase decisions.

The results of the regression analysis test show that the Product Quality variable has a significant t value of 2.172 which shows a positive influence with significant value of 0.000. So it can be concluded H3 is supported, which means that Product Quality

has a positive and significant effect on Purchasing Decisions. The better the quality of Uniqlo products, the higher the consumer purchasing decisions for Uniqlo products. This emphasizes the importance of maintaining high product quality to ensure customer satisfaction and foster repeat purchases. High-quality products not only attract new customers but also retain existing ones, thereby enhancing overall sales and brand loyalty.

Conclusion

Based on the results of testing and analysis in this research, the conclusions that the author can convey are as follows:

☑ Social Media Marketing Activities have a positive and significant effect on purchasing decisions for Uniqlo products.

☑ Electronic Word of Mouth has a positive and significant influence on purchasing decisions for Uniqlo products.

☑ Product quality has a positive and significant effect on purchasing decisions for Uniqlo products.

Based on statistical calculations, it can be said that each variable has an influence on the Purchasing Decision Variable for Uniqlo products, however, the Product Quality variable has the smallest influence on Purchasing Decisions. This shows that potential consumers tend to give up their intention to decide to buy Uniqlo products, if they get Uniqlo products, the quality is fairly ordinary and there are many competitors who can provide the same products with better quality and at a more affordable price than Uniqlo. Some consumers have taken the initiative to decide to buy Uniqlo products, because they received sufficient information and positive reviews from Uniqlo on social media and advertisements. Therefore, the other two variables (Social Media Marketing Activities and Electronic Word Of Mouth) have a greater and more significant influence. It is hoped that Uniqlo will improve and pay attention to the quality of the products provided so that consumers who use Uniqlo products can like the product and give better reviews about the product because potential consumers believe that testimonials from Uniqlo product users influence potential consumers to decide to buy Uniqlo products. So that better product quality can certainly increase purchasing decisions for Uniqlo products.

The variables in this research are still very limited, this is shown by the coefficient of determination (Adjusted R Square) of 0.425, which means that only 42.5% of the independent variables (Social Media Marketing Activities, Electronic Word Of Mouth, Product Quality) in this research are able to explain the variations in the variables. purchasing decisions, while the remaining 57.5% is explained by other causes or influenced by other variables. Therefore, for further research, it is recommended to expand the research and add other variables that can influence purchasing decisions.

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