

**EXAMINATION OF RE.UNIQLO CAMPAIGN, AIRISM
LIFEWEAR PRODUCT QUALITY, AND BRAND
COLLABORATION ON PURCHASE DECISION OF UNIQLO
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ABSTRACT

Fashion trends are inherently present in people's life. Uniqlo is a distinctive Japanese fashion company that emphasizes innovation and implements its own marketing approach. This study seeks to examine Re.Uniqlo Campaign, AIRism Lifewear Product, and Brand Collaboration on Purchase Decision of Uniqlo Product Through Purchase Intention. This study employs a quantitative research methodology and utilizes primary data for data collecting. The demographic comprises individuals over 17 years old residing in Indonesia who are aware of the sustainability campaign (Re.Uniqlo) and have previously bought products labelled AIRism or collaborative items. This study used a non-probability sampling approach, with a total sample of 152 individuals. The data gathering method is a Google Form questionnaire distributed via social media, with data analysis conducted using SmartPLS 4.0. The data reveal that the Sustainability Campaign, Product Quality, and Brand Collaboration significantly influence Purchase Decisions. Furthermore, Sustainability Campaign significantly influences Purchase Decisions through Purchase Intention. However, Purchase Intention has insignificant influence as a mediator of Product Quality and Brand Collaboration on purchasing decisions.

Keywords: Sustainability Campaign, Product Quality, Brand Collaboration, Purchase Decision, Purchase Intention

1. Introduction

The existence of globalization is advancing the three basic human needs, which are getting increasingly complex. Humanity's primary needs are energy, food, and fashion (Centobelli et al., 2022). Both practitioners and academics both use the term "fashion" to refer broadly to an industry that spans several sectors, including textile, apparel, leather, knitwear, accessories, sunglasses, cosmetics, and jewellery (Rony, 2021). The production and distribution of textile and garment goods is genuinely global business (Karpova et al., 2021). Every day, new brands enter the market to serve the \$3,000 billion textile and apparel sector, which most textile and apparel businesses are largely obscure to the consumer, and the brands part of these multinational fashion businesses are well known (Vilaca, 2022). Added, the industry

of fashion is significant on a global scale in terms of economic, social, and other elements. The existence of the fashion industry is an important part of the world economy. Indonesia's fashion sector is predicted to earn US\$6.02 billion in revenue, and the fashion market will expand by nearly 5.22% between 2023 and 2027, resulting in sales of approximately US\$7.38 million in 2027 (Statista, 2023). The enterprises of fashion now operate in a highly competitive environment, and it defined by sudden changes and increasing uncertainty (Gazzola et al., 2020). Due of globalization, many worldwide fashion brands are eager and confident to expanding their business into multiple host nations, and it notably in Asia (Rahmadania, 2021). However, Textile manufacture is one of the world's most polluting industries (Shirvanimoghaddam et al., 2020) as production of garments that increases, which raises the pollution caused by dyes (Ponte et al., 2023). Consumers and corporate players have a responsibility to be aware and concerned about environmental issues because it is a big problem nowadays (Kinasih et al., 2023).

Uniqlo, a Japanese casual wear designer, producer, and retailer founded in 1949, is well-known for its cheaply priced and high-quality garments. Uniqlo is a retailer that focuses on selling one brand, entered the Indonesian market firstly in 2013 under the big company Fast Retailing co. Ltd (FastRetailing, 2020). It is claimed to be the third-largest garment manufacturer or retailer in the world (Andriana, 2022). Uniqlo had expanded its market in other countries in Southeast Asia, such as Singapore, Thailand, Philippines, and Malaysia, just before entering the Indonesia market. Uniqlo, as a fashion brand, is committed to raising ethical and environmental awareness through its Re.Uniqlo campaign. Re.Uniqlo represents three (three) pillars of activity, as follows: Reuse - Use Uniqlo products to help others in need. Recycle - Recycle worn garments suitable for Uniqlo to make new items or in other means that try to achieve a circular economy. Reduced - Efforts to decrease waste, carbon emissions, and resource use. Uniqlo is also moving forward to improve their quality by introducing new materials and innovations to create a more comfortable product. And this is seen by their use of technology to create product quality breakthroughs. The AIRism Line technology allows the skin to breathe and absorb moisture. The AIRism Line Technology has already been used on a variety of Uniqlo clothing products. Examples include a t-shirt, mask, hijab inner, leggings, jacket, and inner. Uniqlo also gives renewal to their apparel products through collaboration with several partners (Budiono & Purba, 2023). And they frequently collaborated with partners from diverse industries. Examples include the music industry, fashion designers, influencers, cartoons, production firms, and more.

Uniqlo still has several issues when it comes to advertising its sustainability program (Kurniawati, 2023). Advertising for Uniqlo's ecologically friendly items remains uncommon, and the majority of the company's campaigns are limited to a few big cities where their offline stores are located. As a result, many people are still unaware that Uniqlo's products are ecologically friendly. AIRism, a quality technology, has washing machine resistance issues, and products labeled AIRism frequently shrink. The fabric fibers naturally "relax," and during cleaning methods, they may become "distorted," causing the garment to decrease in size (Yusuf, 2023). Also there is an issue about the collaboration series of Uniqlo. The existence of collaboration creates a fear of missing out which makes people impulsive. This also makes the product a rare find in some stores. Aside from that, numerous customers expressed regret that the Uniqlo cooperation products faded, leaving them disappointed.

2. Literature Review

2.1 Sustainability Campaign

According to Felix (2019), a collection of activities designed to effect good change is known as the sustainability campaign. As a result, there is a greater understanding and awareness concerning sustainability (Msengi et al., 2019). A lot of customers value self-expression through clothing, thus their drive to be trendy frequently outweighs their desire to purchase ethical or sustainable fashion (Mandarin et al., 2022). Sustainability can be measured by the existence of three elements, namely economic sustainability, social sustainability, and environmental sustainability (Thomsen, 2013).

2.2 Product Quality

Product quality is defined as a customer's assessment of the features of a product that will meet their needs and benefit them, as well as the most significant factor in selling to customers (Sipakoly, 2022). Customers frequently evaluate a product's performance, as seen by the product's ability to produce product quality with all of its features in order to encourage customers to purchase these items (Siem et al., 2023). Tjiptono (2007) and Ardiansyah (2023) propose that product quality can be evaluated using six indicators: performance, features, conformity to specifications, reliability, aesthetics, and perceived quality.

2.3 Brand Collaboration

Brand collaboration refers to any interaction between a brand and a partner that is focused on a certain aim, and it is the art of collaborating and creating something new (Michel & Willing, 2020). Collaborations with partners provide symbolic benefits to brands and can help shape a brand's image, allowing customers to give them meaning (Kass et al., 2020). According to Michel and Willing (2020), brand partnership has four indicators: value creation, unique experience, additional value, and exclusive.

2.4 Purchase Intention

Purchasing intention is commonly defined as the need for appealing and motivating consumers to purchase products and services (Zhuang et al., 2021). Interest in purchasing gives a strong incentive and desire, which finally leads to a buyer understanding the demands for goods they are considering (Sinurat et al., 2021). According to Destia (2020), purchase intention can be assessed using the transactional, reference, preferred, and explorative indicators.

2.5 Purchase Decision

Jasmani & Sunarsi (2020) defines the purchase decision process as the process of addressing problems to meet the preferences or demands of the customer, which is significantly impacted by consumer behavior. As a result, buying decisions can be viewed as a series of steps that customers take before making a purchase. Sagia and Situmorang (2018) measures purchasing decision variables using the following indicators: problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behaviour.

2.6 Theoretical Framework

The theoretical framework of this research study shows the hypothesis and the connectivity of each variable.

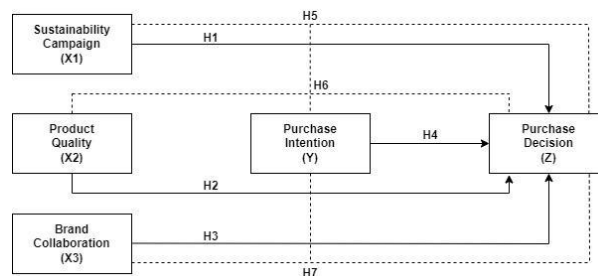


Figure 1. Research Framework
(Source: Constructed by Researcher, 2024)

H1: Sustainability Campaign significantly influences Purchase Decision of Uniqlo product.

H2: Product Quality significantly influences Purchase Decision of Uniqlo product.

H3: Brand Collaboration significantly influences Purchase Decision of Uniqlo product.

- H4: Purchase Intention significantly influences Purchase Decision of Uniqlo product.
- H5: Sustainability Campaign significantly influences Purchase Decision of Uniqlo product through Purchase Intention.
- H6: Product Quality significantly influences Purchase Decisions of Uniqlo product through Purchase Intention.
- H7: Brand Collaboration significantly influences Purchase Decisions of Uniqlo product through Purchase Intention.

3. Research Method

The methodology used for this research is quantitative research. It is a research that is based on numbers and uses statistical analysis (Sugiyono, 2017). This study used a questionnaire to collect data to answer the hypothesis mentioned. The questionnaire consists of a series of statements and questions on the variables that were developed after a review of the literature (Shrestha, 2021). And tools used for this research is SmartPLS ver 4.0.

3.1 Population and Sample

Population is commonly defined as the number of people living in a given country (Taherdoost, 2021). This survey chose Indonesian customers who were aware of Uniqlo's initiatives to promote sustainability. People who purchased Uniqlo's AIRism Lifewear and Collaboration series. They must be at least 17 years old. The sample represents a subset of the population's characteristics and quantity (Sugiyono, 2017). Because the population research is unknown, the sample size should be at least five times the entire amount of questionnaire items (Hair et al., 2022). In this study, 27 questions are utilized and multiplied by 5, resulting in a minimum of 135 samples required. This research is using a non-probability sampling technique. Purposive sampling involves selecting people for a study either directly by the researcher, through recommendations, or through self-selection.

3.2 Source and Methods of Data Collection

This study collects primary data data using a Google Form questionnaire distributed via social media. Taherdoost (2021) defines primary data as information that has not yet been published and is obtained personally and unedited. The questionnaire is multilingual (English-Indonesia) and uses a scale with answers ranging from 1 to 5, as shown in Table 1. This study includes three variables: Sustainability campaign, Product Quality, and Brand Collaboration are stands for variable X (independent), Purchase Intention stands for variable Y (intervening), and Purchase Decision stands for variable Z (dependent).

Table 1. Likert Scale.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Source: (Hair et al., 2022), Constructed by Researcher

3.3 Demographic Analysis

This research utilizes demographic analysis to examine the characteristics of the study population. By analysing key variables such as gender, age, occupation, and fashion-related spending, this analysis aims to provide insights into patterns and trends in fashion consumption across different groups. Each demographic variable offers a distinct perspective that can help explain consumer behaviour in the fashion industry.

3.4 Partial Least Square – Structural Equation Modelling (PLS-SEM)

In this study, the partial least squares structural equation modelling (PLS-SEM) method was used to model the structural equations and Smart PLS software version 3.2.8. PLS-SEM is the implementation of the path model that is used most frequently. PLS is regarded as the method most suited for research

projects in which the primary purpose is either exploratory or predictive modelling (Garson, 2016). It is a technique that will investigate how an inner and outer model, as well as structural models, contribute to describing a linear causal relationship between latent variables (Musyaffi et al., 2022). Two models are included in the PLS-based structural equation model. These are the measurement model and the structural model to answer the hypotheses constructed.

4. Results and Discussion

4.1 Demographic Information

In total, there are 152 data respondents that are involved in this research study. There are a total 132 (87%) respondents who are female, and 20 (13%) respondents who are male. From the result, it can be concluded that the majority of respondents are female. Based on the age, the majority of respondents are people who are 17 – 22 years old, with a percentage of 68% from total respondents. Based on occupation, 79% of respondents or 120 people are people who are still in college. There is also the range of single purchase of clothing items, they mostly purchase clothing products from IDR 100.000 – less than IDR 300.000.

4.2 Data Analysis

Measurement Model

Outer model measurements are used to present the results of validity and reliability testing research instruments and constructs with two stages of validity. There are discriminant and convergent.

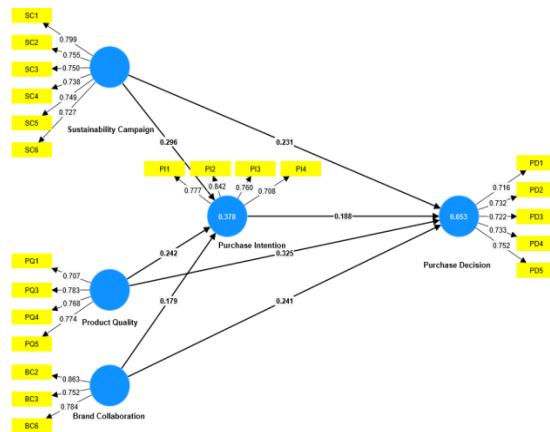


Figure 2. Adjusted Outer Model (Source: SmartPLS 4.0, 2024)

To ensure that all outer load values are valid, the outer model should be modified by removing some indicators. In total, there are 5 (five) indicators eliminated in this research. The indicators are PQ2, PQ6, BC1, BC4, BC5. After the indicator listed already eliminated, all of the values of outer load are already valid or equal to greater than 0.7. All outer loading findings for all indicator representatives is value > 0.7 which means its valid (Figure 2). These findings show that the indicator variable's variance can be represented by the indicator variable's variation. It is possible to conclude that the convergent validity test based on the outer loading value is ideal and correct.

Table 3. Average Variant Extracted (AVE)

Latent Variable	AVE Result	Conclusion
Brand Collaboration	0.642	Valid
Product Quality	0.576	Valid
Purchase Decision	0.535	Valid
Purchase Intention	0.598	Valid

Sustainability Campaign	0.568	Valid
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Source: SmartPLS 4.0

The AVE result (Table 3) for each variable has already met the convergent validity condition, indicating that the value is more than 0.5. The outcome of outer loading and AVE fulfilling the condition leads to the conclusion that convergent validity is valid.

Table 4. Fornell Larcker Technique

	Brand Collaboration	Product Quality	Purchase Decision	Purchase Intention	Sustainability Campaign
Brand Collaboration	0.801				
Product Quality	0.524	0.759			
Purchase Decision	0.627	0.707	0.731		
Purchase Intention	0.470	0.535	0.603	0.773	
Sustainability Campaign	0.555	0.676	0.688	0.558	0.754

Source: SmartPLS 4.0

The second way to assess discriminant validity is using Fornell-Larcker criterion testing. This can be seen by the value from the same variables that intersect at a point having a greater value than different variables that intersect at a point. These data allow researchers to conclude that each indicator has strong discriminant validity that was used to generate linked variables.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	Brand Collaboration	Product Quality	Purchase Decision	Purchase Intention	Sustainability Campaign
Brand Collaboration					
Product Quality	0.696				
Purchase Decision	0.838	0.897			
Purchase Intention	0.620	0.682	0.768		
Sustainability Campaign	0.713	0.827	0.832	0.691	

Source: SmartPLS 4.0

It can be concluded that there are no multicollinearity issues because the HTMT value results are less than 0.90. Because there should be a discriminant validity issue if the HTMT value is higher than 0.90 (Yusoff et al., 2020).

Table 5. Construct Reliability

	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE	Interpretation
Brand Collaboration	0.719	0.723	0.843	0.642	Reliable
Product Quality	0.756	0.765	0.844	0.576	Reliable
Purchase Decision	0.783	0.786	0.852	0.535	Reliable
Purchase Intention	0.775	0.777	0.856	0.598	Reliable
Sustainability Campaign	0.848	0.849	0.887	0.568	Reliable

Source: SmartPLS 4.0

Cronbach's alpha is interpreted as reliable because it has a value greater than 0.6. While composite reliability is interpreted as reliable because it has value greater than 0.7.

Structural Measurement

Table 6. R Square (R2)

	R-Square	R-Square Adjusted	Conclusion
Purchase Decision	0.653	0.643	Substantial
Purchase Intention	0.378	0.366	Weak

Source: SmartPLS 4.0

The purchase intention, with a value of $R^2 = 0.378$, and the purchase decision, with a value of $R^2 = 0.653$. This indicates that 65.3% of purchase decisions can be influenced by sustainability campaigns, product quality, and brand collaboration. The remaining 34.7% can be influenced by other factors which are not included in this study's variables. Purchase intention can be interpreted by purchasing decision as 37.8%. so it can be explained that purchase intention influences purchase decision by 37.8%.

Equation 1 Goodness of Fit Formula

$$Q^2 = 1 - (1 - R^2_{Y1} - R^2_{Y2}) \dots (1 - R^2_{Yn})$$

$$Q^2 = 1 - (1 - 0.653) (1 - 0.378)$$

$$Q^2 = 0.784$$

Product quality, brand collaboration, and sustainability campaign account for 78.4% of the total, demonstrating their influence on purchasing decisions and intentions. Furthermore, because the Q^2 value is greater than 0.05, the study's results have predictive significance.

Table 7. Path Coefficient

Hypothesis	Original Sample (<i>O</i>)	Sample Mean (<i>M</i>)	T-stat	P-value	Conclusion
Sustainability Campaign->Purchase Decision	0.231	0.236	2.083	0.037	H1 Accepted
Product Quality ->Purchase Decision	0.325	0.335	3.105	0.002	H2 Accepted
Brand Collaboration ->Purchase Decision	0.241	0.236	2.529	0.011	H3 Accepted
Purchase Intention ->Purchase Decision	0.188	0.179	2.803	0.005	H4 Accepted
Sustainability Campaign ->Purchase Intention ->Purchase Decision	0.056	0.053	2.048	0.041	H5 Accepted
Product Quality ->Purchase Intention->Purchase Decision	0.045	0.045	1.781	0.075	H6 Rejected
Brand Collaboration ->Purchase Intention->Purchase Decision	0.034	0.031	1.720	0.085	H7 Rejected

Source: SmartPLS 4.0

With a T-statistics value of greater than 1.96 and a p value less than 0.05, it shows there are H1, H2, H3, H4, and H4 with significant influence results. Otherwise T-statistics value that is smaller than 1.96 and p value larger than 0.05, there are H6 and H7 that indicate insignificant influence.

Hypothesis Testing

H1: Sustainability Campaign significantly influences Purchase Decision of Uniqlo product is **accepted**.

H2: Product Quality significantly influences Purchase Decision of Uniqlo product is **accepted**.

H3: Brand Collaboration significantly influences Purchase Decision of Uniqlo product is **accepted**.

H4: Purchase Intention significantly influences Purchase Decision of Uniqlo product is **accepted**.

H5: Sustainability Campaign significantly influences Purchase Decision of Uniqlo product through Purchase Intention is **accepted**.

H6: Product Quality significantly influences Purchase Decisions of Uniqlo product through Purchase

Intention is **rejected**.

H7: Brand Collaboration significantly influences Purchase Decisions of Uniqlo product through Purchase Intention is **rejected**.

5. Conclusion and Implication

Sustainability campaigns, product quality, and brand partnership are all significant influences on purchasing decisions. It also applies to purchasing intention, which has significant influence on purchase decisions. As a result, sustainability campaigns have a significant influence on purchasing decisions through purchase intention. Furthermore, product quality and brand collaboration insignificantly influence purchasing decisions via purchase intention. There were also recommendations made for the company and future researchers. In the future, the company may offer exclusive deals for its sustainability program. It aims to increase customer loyalty to its products, so many people will be aware of the Uniqlo sustainability campaign, particularly Re.Uniqlo. The company can also increase the quality of its AIRism Lifewear in order to reduce or eliminate shrinkage. It can be utilized by carefully selecting and upgrading the textile material used. The company might also consider the endurance of the cloth dye used in the collaboration items. There are also recommendations for future researchers on how to improve this field of study. Due to limitations on respondent age, gender, and occupation, there is still potential for improvement in this research. Future researchers can target the number of men and women that are not significantly different. Because just 13% of male respondents participated in this study. Furthermore, future researchers can target more adults aged 35 and older. Since only 3% of respondents were 35 years old or older.

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