The Effect of CSR, Brand Attitude, and Perceived Value on Purchase Intention at Uniqlo

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ABSTRACT

The large number of fast fashion companies in Indonesia creates very tight business competition, this puts pressure on the role of corporate social responsibility carried out by company owners with the aim of carrying out continuous promotions in order to obtain brand attitude, perceived value and purchase intentions. This research aims to analyze the influence of corporate social responsibility, brand attitude, and perceived value on purchase intention. The research was conducted in Jakarta using quantitative methods and purposive sampling techniques. Data was collected from 231 respondents who had visited Uniqlo stores. The conceptual model is explained using SEM (Structural Equation Modeling). The research results reveal that corporate social responsibility has a positive impact on brand attitudes. Brand attitude has a positive impact on perceived value and purchase intention. Perceived value has a positive effect on purchase intention. Based on the research results, companies need to plan and implement sustainable strategies, especially in corporate social responsibility, so that good brand attitudes and consumer assessments are formed as well as the creation of purchasing intentions for Uniqlo products.

Keywords: Brand Attitude; Corporate Social Responsibility; Perceived Value; Purchase Intention.

1. INTRODUCTION

In Indonesia, retail companies are developing very rapidly, one of which is the fashion industry, both domestic and foreign, which has become a global phenomenon. Many fast fashion companies have entered Indonesia, one of which is Uniqlo which has 63 stores based on (Wikipedia, 2023). The large number of fast fashion companies in Indonesia has increased the level of competition between companies. Therefore, companies must be able to increase factors that can attract consumer purchasing intentions.

Building and increasing purchasing intentions in a business is something that is very necessary for Xiao et al. (2019); Saad et al., (2019), because it can increase company profits and gain a competitive advantage (Younus et al., 2015). The high level of competition and the dynamic desires and needs of consumers cause very tight competition in a business. Therefore, companies must be able to develop strategies that attract consumer buying intentions (B. Zhang et al., 2018). Uniqlo is not only a large fast fashion company that provides clothes for everyone, but is also a company that has implemented corporate social responsibility activity programs such as donating to humanitarian aid, as well as programs that help social communities based on Facebook Uniqlo Indonesia, (2013), with the aim of carrying out sustainable promotions.

Corporate social responsibility is considered important in achieving marketing-related goals. Moliner et al, 2020; Chomvilailuk & Butcher (2018) because it is

considered one of the popular strategies for modern businesses throughout the world (Rettab & Mellahi, 2019). Apart from that, corporate social responsibility is also important in developing good relationships with consumers which can benefit a business (Dawkins & Lewis, 2003). Therefore, corporate social responsibility activities that receive positive responses from customers can form a good brand attitude towards a product. A good brand attitude regarding a product can help the success of a company, because when consumers gain a positive attitude about a brand, their perceived value towards that brand will increase (Kang & Sharma, 2012). In a business, brand attitudes determined from an activity are considered unable to reflect consumers' purchasing intentions (Chetioui et al., 2020). Apart from that, perceived value is also recognized as a standard that must be had in a business, because providing consumers with superior value for a brand can influence purchasing intentions (Zhuang et al., 2010).

This research proposes a different research model from the previous one, namely changing the Electronic Word of Mouth (E-WOM) variable into a perceived value variable, and connecting the perceived value variable to the purchase intention variable. The aim of this research is to analyze the influence of corporate social responsibility, brand attitude and perceived value on purchase intentions at the fast fashion company Uniqlo. It is hoped that this research can help policy makers understand the importance of corporate social responsibility practices from a marketing perspective, and can also provide information for entrepreneurs in developing their product marketing strategies.

2. LITERATURE REVIEW AND HYPOTHESIS

This research refers to the Theory Of Planned Behavior (TPB), an extension of the Theory of Reasoned Action (TRA) Ajzen & Madden (1986), as its main theoretical framework in predicting behavioral intentions (Fielding et al., 2008; Collins & Carey, 2007). The use of the Theory Of Planned Behavior (TPB) model was identified as feasible because this model shows that behind the behavior of each individual there are a number of attitudinal differences that lead to purchase intentions. (Ajzen & Madden, 1986). In line with this, the researcher assumes that corporate social responsibility is a strong predictor of consumer intentions with several factors that can influence this relationship such as attitudes and consumer perceived value in explaining Theory Of Planned Behavior (TPB).

Corporate social responsibility is a term known for combining business goals with social norms to achieve business goals (Alexander et al., 2014). Corporate social responsibility is also a marketing strategy that is considered popular to ensure companies have differences so they can compete, both in terms of business dynamics and goals aimed at society (S. C. Chu & Chen, 2019). While Fatma et al. (2015), explains corporate social responsibility activities as a goal for strategic competition and sustainable development.

Chandra & Keni (2021), explain that brand attitude is the view and response that a consumer has about a brand which is based on their beliefs and judgments regarding whether they like it or not after using the product. Meanwhile, Kudeshia & Mittal (2016), define brand attitude as something that is necessary for a company to gain profits, because having a good brand attitude will attract and have loyal consumers who will not switch to other brands.

Moliner et al. (2007), defines perceived value as a consumer's assessment of the usefulness of a product, product superiority, price, and value of a product which is based on an assessment of what consumers receive and give. In addition, perceived value is defined as the key to maintaining customer loyalty which influences customers'

desire to make purchases (Tuncer et al., 2021).

Purchase intention is a person's intention or desire to buy a product or service in the near future (A. J. Kim & Ko, 2012). Purchase intention is the phases before consumers decide to purchase a product (Pradipta & Suminar, 2014) . Meanwhile, Tien et al. (2019), defines purchase intention as what is needed to influence consumers' opinions and actions in purchasing a product.

The Influence of Corporate Social Responsibility on Brand Attitude

In building a brand attitude, a company must be able to carry out activities which of course must be held accountable. Corporate social responsibility is considered an important factor in creating a brand attitude, because when customers are aware of the social responsibility of a company, they will associate themselves with that company. Positively (Ramesh et al., 2019; S. Lee et al., 2020). This is reinforced by the results of research by Lii & Lee (2012), which states that brand attitude has a strong relationship in the context of corporate social responsibility. Coupled with the research results of Spears & Singh (2004), which stated that corporate social responsibility has a positive and significant effect on brand attitude in a company. Based on the relevant research above, the following hypothesis is put forward:
H1: Corporate social responsibility has a positive effect on brand attitude

The Influence of Brand Attitude on Perceived Value

Kang & Sharma (2012), stated that when consumers gain a positive attitude about a brand, their perceived value of that brand will increase. While Ko et al. (2011), revealed that a good brand attitude regarding a brand can help the success of a company, because by triggering consumer interest and trust in the perceived value of a brand it can create profits for the company. Several researchers revealed that positive attitudes towards a brand have a significant effect on consumers' perceived value (Aaker & Jacobson, 2001; Liu et al., 2012; Dall'Olmo Riley et al., 2015). Hutchinson & Bennett (2012) further emphasized that brand attitude has a positive impact on perceived value. Based on the relevant research above, the following hypothesis is put forward:
H2: Brand attitude has a positive effect on perceived value.

The Influence of Brand Attitude on Purchase Intention

Positive activities in a business can illustrate a good brand attitude towards the company which can be an aspect in estimating a consumer's purchase intention (Chetioui et al., 2020). D. K. Kim & Kim (2016), also said that creating a superior attitude towards a brand that is felt by customers will create the customer's intention to make a purchase. This is proven by the results of the study by Pradhan et al., 2014; Wang et al. (2019) which states that brand attitude positively influences purchase intention. Based on the relevant research above, the following hypothesis is put forward:
H3: Brand attitude has a positive influence on purchase intention.

The Influence of Perceived Value on Purchase Intention

Rintamäki et al. (2006), emphasizes that it is very important to create and provide superior value in a business to survive and develop in a competitive environment. While Zhuang et al. (2010), stated perceived value as a standard that companies must have in maintaining long-term relationships with consumers, which can influence and create consumer purchasing intentions. This is proven by the research results of Peng et al. (2019), which confirms that perceived value has a positive effect on purchase intention. Based on the relevant research above, the following hypothesis is put forward:
H4: Perceived value has a positive effect on purchase intention.

Based on the hypothesis above, a research model was created which is depicted in Figure 1 as follows:
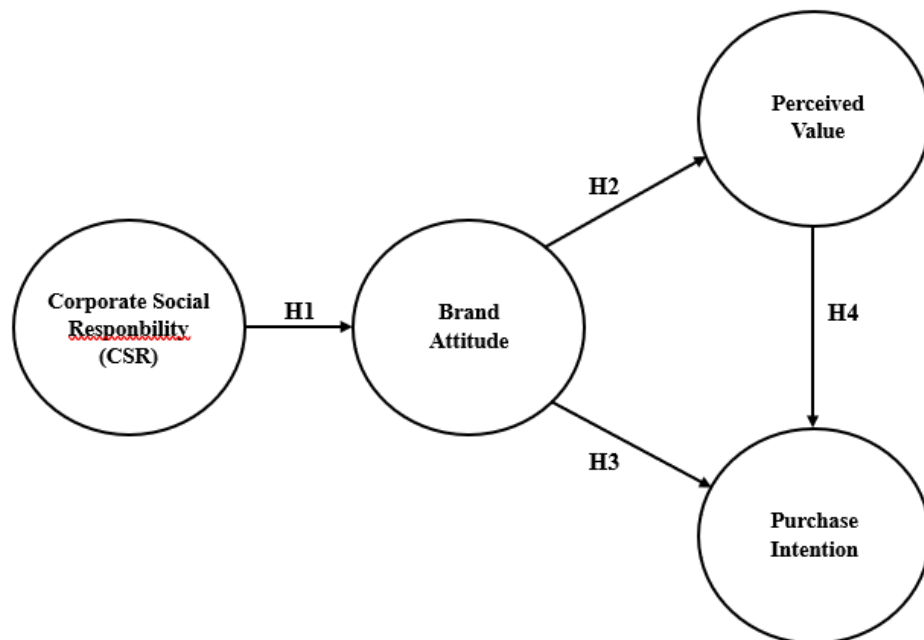

Figure 1: Framework of the Research
Source: Processed by author (2023)

3. RESEARCH METHOD

Measurement Instruments

This research focuses on five variables: corporate social responsibility, brand attitude, perceived value, and purchase intention. The measurement of the variables studied was adopted from previous research, where the Corporate Social Responsibility variable was measured with 5 statements adopted from (S. C. Chu & Chen, 2019; Prima et al., 2012). The Brand Attitude variable is measured using 7 statements adopted from (S. C. Chu & Chen, 2019; Boubker & Douayri, 2020). Then, the Perceived Value Variable has 4 statements adopted from (T. Dam, 2020; Tuncer et al., 2021). Finally, the Purchase Intention variable is measured using 5 statements adapted from (Chu & Chen, 2019; Tien et al., 2019; Boubker & Douayri, 2020; Prima et al., 2012). The total measurement amounted to 21 questions which in detail can be seen in Table 1. In this study, Likert scale measurements were used with a scale of 1 (strongly disagree) to 4 (strongly agree).

Population and Sample

In this study, the population and sample were Uniqlo visitors in DKI Jakarta with respondents aged more than 18 years. Researchers chose this age range because most of them follow fashion trends and fashions that continue to develop every year, and they also understand changes in style, including in terms of taste in clothing. Data collection, processing and analysis was carried out for 1 month. This research uses a non-probability sampling method with a purposive sampling technique, namely selecting sample elements that are most likely to participate in the research and provide the necessary information. The initial number of samples determined was 210 respondents (21 indicators multiplied by 10) (Hair et al, 2019). However, this research obtained and used a sample of 231 respondents.

Analysis Techniques

This research was processed and tested using Structural Equation Model Partial Least Square (SEM-PLS) 4.0, because it is suitable for testing latent variables. SEM-PLS allows simultaneous assessment of the validity and reliability of the instrument, which is achieved through testing the measurement model. Data analysis uses 2 measurement models Hair et al. (2013), namely Outer Model Analysis, there are 5 parameters, namely: Convergent Validity Value/loading factor (>0.70), and AVE (Average Variance Extracted) (>0.50), Discriminant Validity, Composite Reliability Analysis (>0.70), Cronbach's Alpha (>.60). Meanwhile, Evaluation of Structural Model Measurement (Inner Model Analysis) uses 4 parameters, namely: Path coefficients, customized R Square Value (R2), Stone Geisser Value (Q-square), and partial effect size (F-square).

Table 1: Research Measurement Variables

Variable	Indicator	Source
*C*orporate Social Responsibility (CSR)	Uniqlo carries out economic activities in accordance with the hopes and desires of the community.	(S. C. Chu & Chen, 2019; Prima *et al.*, 2012)
	Uniqlo carries out legal activities in accordance with the legal regulations applicable in Indonesia.	
	Uniqlo acts according to the ethics that apply in the surrounding community. Uniqlo carries out voluntary charity activities such as disaster relief and other charitable activities. I like participating and taking part in Uniqlo's social responsibility activities.	
Brand Attitude	In my opinion, the products and services at Uniqlo are of good quality.	(Kudeshia & Mittal, 2016; Su *et al.*, 2023)
	In my opinion, Uniqlo products are more reliable than unbranded products.	
	I will recommend Uniqlo products to my friends on social media.	
	I often read Uniqlo product reviews first before making a purchase.	
	As a consumer, I often read reviews about Uniqlo products to be confident in making a purchase	
	Before buying a product, I often discuss reviews with other buyers to determine the right product/brand.	
	Before buying a product, I read online reviews from other consumers first.	
Perceived Value	Uniqlo has good product value and is comparable to the price	(T.Dam, 2020; Tuncer *et al.*, 2021)
	The prices of Uniqlo products are acceptable to consumers	
	This Uniqlo product has a competitive price	

	Uniqlo products and services are worth the price I paid	
Purchase Intention	As a consumer I will buy products with positive reviews. I would recommend this product to others. As a consumer I have the intention to buy this product again. I will buy products from Uniqlo again. I will buy this product when I need it.	(Kudeshia & Mittal, 2016; Tien *et al*., 2019; Boubker & Douayri, 2020)

4. RESULTS AND DISCUSSION
Respondent Characteristics

The survey was disseminated via Google Form and collected 291 respondents. Our profile of respondents can be seen in Table 2.

Table 2: Respondent Characteristics

	Frequency	*Percentage*
Gender		
Male	95	41.1%
Female	136	58.9%
Age		
18-25	107	46.3%
26-35	90	39%
36-45	26	11.3%
>45	8	3.4%
Occupation		
Student	63	27.3%
Private Employee	101	43.7%
Government Employ	27	11.7%
Entrepreneur	25	10.8%
Housewife	11	4.8%
Dentist	1	0.4%
Chinese Teacher	1	0.4%
Model	1	0.4%
Dance Teacher	1	0.4%

Source: Processed by author (2023)

Measurement Model Analysis

Measurement model analysis (Outer Model) variable results have fulfilled the parameter requirements, namely: Loading Factor Value > 0.70, Average Variance Extracted > 0.50, variable meets the Discriminant Validity Value, Composite

Reliability Analysis > 0/70, Cronbach's Alpha > 0.60. The results of the measurement model shown in Table 3. Furthermore, according to the Fornell-Larcker Criterion, the square root of the AVE for each latent variable exceeds that of the other latent variables (indicated by values in bold in Table 4). Therefore, the model is declared valid and strong.

Table 3: Measurement Model Evaluation

| Latent Variable | Indicator | Reliability Test | | | Validity Test | |
		Indicator Loading	Composite Reliability	Cronbach Alpha	AVE	Fornell-Larcker Criterion
Corporate Social Responsibility (CSR)	CSR_1	0.799	0.905	0.868	0.655	Yes
	CSR_2	0.799				
	CSR_3	**0.827**				
	CSR_4	0.806				
	CSR_5	0.813				
Brand Attitude (BA)	BA_1	0.799	0.935	0.919	0.673	Yes
	BA_2	0.809				
	BA_3	0.816				
	BA_4	0.823				
	BA_5	0.829				
	BA_6	**0.860**				
	BA_7	0.806				
Perceived Value (PV)	PV_1	0.796	0.889	0.833	0.667	Yes
	PV_2	0.817				
	PV_3	**0.838**				
	PV_4	0.816				
Purchase Intention (PI)	PI_1	0.805	0.906	0.870	0.658	Yes
	PI_2	0.809				
	PI_3	**0.820**				
	PI_4	0.816				
	PI_5	0.804				

Source: Processed by author (2023)

Table 4: Fornell-Larcker Criterion

Variable	Brand Attitude (BA)	Corporate Social Responsibility (CSR)	Perceived Value (PV)	Purchase Intention (PI)
Brand Attitude (BA)	**0.820**			
Corporate Social Responsibility (CSR)	0.758	**0.809**		
Perceived Value (PV)	0.610	0.532	**0.817**	
Purchase Intention (PI)	0.632	0.570	0.693	**0.811**

Source: Processed by author (2023)

Structural Model Analysis
R-square (R²), Q-square (Q²) and F-Square

The Adjusted R-square (R²) value in the structural model for each endogenous latent is 0.67, 0.32-0.66, and 0.19-0.32 which can be interpreted as strong, moderate, and weak. The adjusted R² value for the brand attitude variable is 0.573, which means that 57.3% of the influence is explained by the corporate social responsibility variable in a moderate way. The Adjusted R² value of the perception variable is 0.369, meaning that 36.9% of the influence can be explained by the brand attitude variable in a moderate way. Meanwhile, the Adjusted R² for the purchase intention variable is 0.546, meaning that 54.6% of the influence can be explained by the brand attitude and perceived value variables moderately. Where the remaining value is 42.7% from the brand attitude variable, 63.1% from the perceived value variable, and 45.4% from the purchase intention variable whose influence is explained by other variables that are not yet in this research. The R-Square results are presented in Table 5.

Tabel 5: Test Result R-square Inner Model

Variable	R-Square	R-square adjusted	Interpretasi
Brand Attitude (BA)	0.575	0.573	Moderat
Perceived Value (PV)	0.372	0.369	Moderat
Purchase Intention (PI)	0.550	0.546	Moderat

Source: Processed by author (2023)

Furthermore, if the Q-square value is greater than 0, then the model is considered to have significant predictive ability. In this study, the Q² calculation result for the brand attitude variable was 0.569 (Q² > 0), for the perceived value variable it was 0.270 (Q² > 0), and for the purchase intention variable it was 0.306 (Q² > 0) which means that in this study there is a correlation moderate predictive, because the Q² results > 0. The R-Square results are presented in Table 6.

Tabel 6: Test Result Q-square Inner Model

Variable	Q²predict	Interpretasi
Brand Attitude (BA)	0.569	Moderat
Perceived Value (PV)	0.270	Moderat
Purchase Intention (PI)	0.306	Moderat

Source: Processed by author (2023)

F-square (f²) is computed to assess the partial influence significance of independent variables on endogenous variables. The F² value is 0.02; 0.15; 0.36 suggests that the impact or effect value is mild, reasonable, and robust. The results of this research data management obtained an F² value for the brand attitude variable towards corporate social responsibility of 1.350 (strong) with a t-value of 19.964 for each. F-Square (F²) perception value towards brand attitude is 0.592 (strong) with a t-value of 11.894 for each. Meanwhile, the F-Square (F²) value of the variable purchase intention towards brand attitude and perceived value is 0.155 (moderate) and 0.335 (moderate) with t-values of 4.456 and 6.298 respectively. The R-Square results are presented in Table 7.

Tabel 7: Test Result F-square Inner Model

Variable	Brand Attitude (BA)	Perceived Value (PV)	Purchase Intention (PI)
Brand Attitude (BA)		0.592	0.155
Corporate Social Responsibiliity (CSR)	1.350		
Perceived Value (PV)			0.335

Source: Processed by author (2023)

Model Fit Test
This fit model is a value that shows the level of overall suitability for a model which can be calculated by the residual value of a predicted model by comparing the actual data (Henseler et al., 2014). Based on the analysis of the SRMR (Standardized Root Mean Square) value of 0.064 <0.08.

Hypothesis Testing
Hypothesis testing can be accepted and rejected by looking at the significant t-values and p-values. At a significant level of 5%, if the t-value results are greater than t-table 1.65, the exogenous variables with a significant one-tailed test of 5% are declared significant to the endogenous variables. The results of the Hyphotesis Test are given in Table 8.

Table 8: Hypothesis Test

	Hypothesis	Original Sample	t-values > 1.65	p-values < 0.05	Conlusion
H1:	*Corporate social responsibility → brand attitude*	0.758	19.964	0.000	Accepted
H2:	*Brand attitude → perceived value*	0.610	11.894	0.000	Accepted
H3:	*Brand attitude → purchase intention*	0.333	4.456	0.000	Accepted
H4:	*Perceived value → purchase intention*	0.490	6.298	0.000	Accepted

Source: SEM-PLS 4.0 (2023)

H1: The Effect of Corporate Social Responsibility on Brand Attitude
Table 2 the first hypothesis (H1) shows that corporate social responsibility has a positive effect on brand attitude, amounting to 0.758 (75.8%), with a t-value of 19.964 and a significant value of 0.000, so H1 is accepted.

H2: The Effect of Brand Attitude on Perceived Value
The second hypothesis (H2) show that brand attitude has a positive effect on perceived value, amounting to 0.610 (61.0%), with a t-value of 11.894 and a significant value of 0.000, so H2 is accepted.

H3: The Effect of Brand Attitude on Purchase Intention
The third hypothesis (H3) show that brand attitude has a positive effect on purchase intention, amounting to 0.333 (33.3%), with a t-value of 4.456 and a significant value of 0.000, so H3 is accepted.

H4: The Effect of Perceived Value on Purchase Intention

The fourth hypothesis (H4) show that perceived value has a positive effect on purchase intention, amounting to 0.490 (49.0%), with a t-value of 6.298 and a significant value of 0.000, so H4 is accepted.

5. DISCUSSION

In the first hypothesis test results, this study found that corporate social responsibility has a positive and significant influence on brand attitude. With Uniqlo's activities regarding voluntary charitable activities, as well as activities that are in line with applicable ethics. Then coupled with economic activities that are in accordance with the expectations and desires of the community, make consumers like Uniqlo products, and consumers have the view that Uniqlo products are more reliable than other unbranded products. These findings are in line with several previous researchers where the existence of corporate social responsibility makes consumers associate themselves with the company positively which can increase brand attitude (Ramesh et al., 2019; Lee et al., 2020).

Furthermore, the results of the second hypothesis test in this study found the influence of brand attitude on perceived value. Through positive reviews given by previous buyers about a product, coupled with good product and service quality and competitive prices, will make consumers recommend Uniqlo products to others. These findings are in line with several previous researchers who state that when consumers get a good attitude about a brand, their perceived value of the brand will increase and make a profit for the company, so that brand attitude can increase perceived value (Kang & Sharma, 2012; Ko et al., 2011).

Then, the results of the third hypothesis test in this study also found a positive and significant influence between brand attitude on purchase intention. When consumers consider products in a brand to be reliable compared to other products that are not branded. Coupled with the existence of good quality services and products in the brand will make consumers have the intention to make future purchases, and even recommend it to others. These findings are in line with several previous researchers that a superior attitude towards a brand can increase and create purchase intention (D. K. Kim & Kim, 2016; Chetioui et al., 2020).

The results of the fourth hypothesis test in this study prove that there is a positive and significant influence between perceived value on purchase intention. When the products and services of a brand are comparable to the price spent by consumers, it will make consumers buy products from Uniqlo again and even recommend them to others. These findings are in line with several previous researchers that companies that have and provide superior value to consumers can increase purchase intention (Rintamäki et al., 2006; Zhuang et al., 2010).

6. CONCLUSIONS, IMPLICATIONS, SUGGESTIONS AND LIMITATIONS OFTHE RESEARCH

The overall hypothesis formed in this study was successfully proven, first, corporate social responsibility as one of the important factors in creating brand attitude where when customers realize the existence of good corporate social responsibility, they will associate themselves with the company positively. Second, brand attitude has a positive influence on perceived value, with a good brand attitude towards a brand can help the success of a company, because by triggering consumer interest and trust in the perceived value of a brand can make a profit for the company. Third, brand attitude has a positive influence on purchase intention, with a superior attitude towards a brand that is felt by consumers through good activities being a factor that will predict and increase

consumer intention to make purchases. Fourth, perceived value has a positive influence on purchase intention, because creating and providing superior value in a business determines the creation of purchase intention.

The implications of this research can provide knowledge to fast fashion company owners by knowing what are the determining factors in the development process of a business that can influence consumer intentions to purchase products. Fast fashion company owners can also implement product sales strategy planning that can attract consumer buying intentions such as highlighting different characteristics, so that consumers can quickly recognize them compared to other brands. Based on the results of this study, corporate social responsibility and brand attitude are strong factors that influence customers to purchase a product. Therefore, every company owner must interact effectively in adjusting to the environment and social for the targeted public community. In doing so, business people can use media such as company web pages or other digital platforms to market the ideas of each dimension of corporate social responsibility carried out. Then, fast fashion business actors who determine sales strategies through corporate social responsibility activities will be more effective if company owners consider and develop brand attitudes related to emotional and social aspects such as responsible environment, community support, social assistance and behavior. In addition, it is also important for businesses to consider functional aspects such as price value and service quality. However, fast fashion company owners are expected to not only focus on the factor of consumer views on a brand in developing business and retaining customers, but business people must also pay attention to other factors such as perceived value. Because maintaining a positive assessment or evaluation from a consumer such as an assessment in terms of quality, benefits, and affordable prices can make customers not worry about the products they will buy. Furthermore, purchase intention can be increased by maintaining the company's brand attitude and positive consumer assessments of the company's products, because improving brand attitude and perceived value will create and increase customer purchase intentions for products that will generate profits for the company.

Based on the limitations, recommendations and suggestions that can be proposed for future research may be able to research from various other types of fast fashion companies. In addition, researchers can also use or add other relevant variables. Then, future research should distribute questionnaires to more than 231 respondents in areas outside Jakarta. Furthermore, future research can change the research model using brand attitude and perceived value variables as mediating variables (intervening) which can affect the relationship between the independent variable and the dependent variable into an indirect relationship.

In this study there are several limitations or limitations that need to be improved. First, this study only reaches a limited sample, namely in the Jakarta area, so that future research can reach a wider sample. Second, this study has a small sample size (n = 231). Therefore, future studies can collect a larger sample size.

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